

Away from home?

Keep a local eye on it.



Scheduled Home Watch visits in [Service Area]

Agreed visual checks. Dated photo reports.
A local point of contact while you are away.

Learn more & request a quote

[Business Name] | [Website]

[Business Phone] | [Business Email]

Visual observations of obvious issues; not a technical inspection or guarantee against damage.

Customize bracketed details before use. Ad copy and test checklist follow.

Facebook Ad & Test Checklist

HOME WATCH | READY-TO-CUSTOMIZE MARKETING

Replace every bracketed field before using this content.

Primary ad text

Away for the season or planning an extended trip? [Business Name] provides scheduled Home Watch visits in [Service Area].

We visually check agreed, accessible areas for obvious issues, send dated photo reports, and contact you when we observe a concern.

See what our visits include and request a quote at [Website].

Headline

Home Watch Visits in [Service Area]

Short description

Scheduled visits. Dated photo reports. A local point of contact.

Call to action & destination

Suggested button: Learn More

Destination: [Your Home Watch Service Page]

Image direction

Use a clear photo of an attractive home exterior that you own or have permission to use. Leave the home visible. Avoid showing a client's address or identifying an empty client property.

Use only verified claims. Do not promise that visits prevent damage or detect every problem.

Simple Ad Test Checklist

Use a test amount you can afford. This is a planning worksheet, not a forecast of leads or earnings.

Before publishing

- ☐ Replace every bracketed field and proofread the ad.
- ☐ Confirm the image is yours or licensed for advertising.
- ☐ Check that the linked page explains your service scope.
- ☐ Test the contact form and phone number.
- ☐ Choose an audience relevant to the area you can serve.
- ☐ Review the platform's current settings, policies, and billing summary.
- ☐ Set a planned spending limit and end date.

Planned total spend: \$_____ Test dates: _____

Example only: \$70 over seven days, if affordable. Allow for applicable fees.

Track the result

Actual ad spend: \$_____

Qualified service-area inquiries: _____

Written quotes: _____

New paying clients: _____

Cost per new client = ad spend / new paying clients: \$_____

Decide what to do next

- ☐ Pause at your planned spending limit.
- ☐ Review inquiry quality and actual costs.
- ☐ Adjust the message or audience before another test.
- ☐ Increase spending only if the results justify it.

If there are no paying clients, leave cost per new client blank. A local audience may miss seasonal owners living elsewhere; continue building referral relationships.