[Business Name]

HOME WATCH SERVICE

Leaving home?
Have us look after it.



Scheduled home checks, photo updates, and timely reports of visible concerns while you're away.

START HERE: Single visit

A scheduled visual check of agreed accessible areas, followed by a dated photo report.

+ Agreed interior and exterior checks

+ Dated photos after each visit

Ask about HOME

Send travel dates and neighborhood.

[Phone / Website] | [Service Area]

FACEBOOK COPY / 01

A clear offer. An easy next step.

Ad A - benefit first

Leaving home?
Have us look after it. Scheduled home checks, photo updates, and timely reports of visible concerns while you're away. Start with single visit: A scheduled visual check of agreed accessible areas, followed by a dated photo report. Message "HOME" with travel dates and neighborhood. [Business Name] | [Service Area]. We will confirm availability, scope and price before booking.

Ad B - offer first

Start with single visit. A scheduled visual check of agreed accessible areas, followed by a dated photo report. Agreed interior and exterior checks. Message "HOME" with travel dates and neighborhood to ask about availability. [Business Name] | [Service Area].

Short headline

Plan your home checks

Button and destination

Use Send Message for a monitored business inbox, or Learn More for a page explaining this exact offer.

Reply to an inquiry

Thanks for asking about home watch service. Please send travel dates and neighborhood. I will confirm whether single visit fits, what it includes, availability and the price. Please keep access codes and sensitive records out of this first message. [Business Name]

Community post

Leaving home?
Have us look after it. [Business Name] offers home watch service in [Service Area]. A scheduled visual check of agreed accessible areas, followed by a dated photo report. Message "HOME" with travel dates and neighborhood for details. [Phone / Website]

[Business Name] / [Service Area]

Leaving home?
Have us look after it.



Single visit

Message "HOME" to get started

[Phone / Website]

Personalize, launch, learn.

Before publishing

Replace [Business Name], [Service Area] and [Phone / Website] in the editable designs and copy. Confirm every listed task is included in your offer. The example graphics are illustrations, not proof of client work.

Keep the offer specific

Promote single visit. A scheduled visual check of agreed accessible areas, followed by a dated photo report. Quote any extra work separately. Add a price only after calculating your actual costs and confirming what it covers.

Service boundaries

Agree the scope and price before booking. Describe only services you are equipped and authorized to provide. Refer work outside your scope.

Referral introduction

Hello [Name], I offer home watch service. Scheduled home checks, photo updates, and timely reports of visible concerns while you're away. My starter offer is single visit. If someone asks about this service, may I send you a short service sheet to pass along? They can contact me directly at [Phone / Website]. Thank you, [Business Name].

One focused test

Start with one suitable customer group and the area you can serve. Test ad A against ad B with the same offer and image. Set your own affordable spending cap and end date. Compare suitable inquiries and paid bookings, not just clicks.

Track the inquiry path

Record spend, qualified inquiries, quotes, bookings and revenue. Cost per qualified inquiry = spend / qualified inquiries; cost per booking = spend / bookings. If either count is zero, record no conversions rather than dividing by zero.

Make the next step work

Check contact details on a phone and reply during your stated business hours. Use real customer evidence only with permission. Do not add invented reviews, urgency, credentials or guaranteed results.