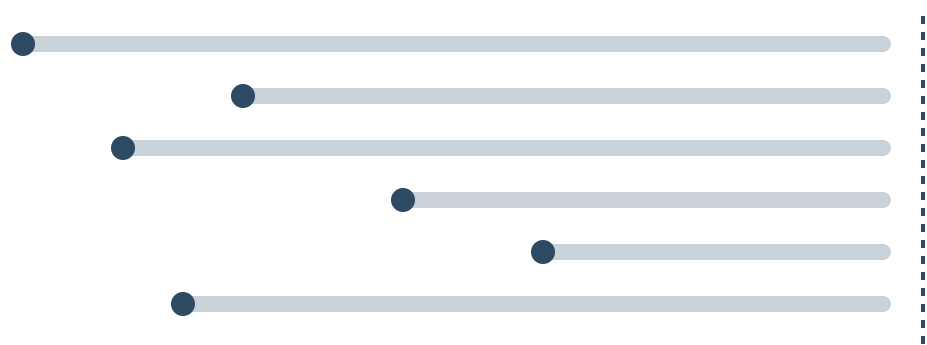


Still Running

Find the lead ads other agents keep running, then build your own

For US real estate agents · A 10-minute method · 15 patterns · 30 templates

Free sample: the method on one page, one full pattern, three templates and the Housing rules on one page



Each dot is a start date. Each line runs to today. That is the whole idea of the method: find the lead ads that started long ago and are still on, then build your own.

Before You Read

This sample is part of Still Running, a kit for US real estate agents who run, or plan to run, Meta lead ads.

What makes it different: it doesn't hand you a pile of other agents' ads. It shows you how to find the lead ads agents near you have kept running, in Meta's public Ad Library, in about 10 minutes. Then it gives you patterns, templates and follow-up scripts we wrote, so you can build your own.

A long run is a clue, not proof. From the outside you can't tell an ad that brings in clients from one nobody turned off.

What the Ad Library doesn't show for these ads: spend, results, targeting, or whether an ad was paused and restarted.

Every example in this sample is invented: made-up agents, a made-up county and made-up ads.

In this sample

Page 3	The 10-minute method on one page
Pages 4 and 5	Pattern P01, Seller home-value report video, in full
Pages 6 to 8	Templates T01, T03 and T19, with lead forms and the Housing check
Page 9	Housing rules on one page
Page 10	What's in the full kit

Not affiliated with or endorsed by Meta Platforms, Inc. The method uses Meta's public Ad Library. Look manually. Don't scrape, and don't copy other agents' ads. Not legal advice. No results promised. Nobody outside an advertiser's account can know what an ad earns.

About the creator: A commercial leasing marketer in Korea who runs Meta lead ads. Not a US licensed agent.

How this kit was made: written with AI tools from Meta's public help pages and US government sources, checked Oct 19, 2026. Every rule links to its source. No real advertiser's ad is reproduced.

The 10-Minute Method on One Page

Screens change. These steps follow Meta's help pages as of Oct 19, 2026. If a label has moved or been renamed, look for the same idea: country, category, search, start date.

In the US, Meta's Ad Library shows ads that are running now. For most ads, including agent ads, it doesn't keep them after they stop. [AL1, AL2] So every agent ad you find is still on, and each one shows the date it started.

Minute	Step
0 to 1	Open and set up. Go to facebook.com/ads/library. Pick United States, then Housing in the ad category menu. Later, repeat your searches with All ads. [AL2]
1 to 4	Search three ways. Your city, then your state; skip apartment, rental, builder and big home-search Pages and look for agents, teams and local brokerages. Then plain words plus a place, such as "home value [City]" (without a place name, results come from across the US). Then agents you already know. [AL1, AL2]
4 to 6	Read the start date and count the days. To move fast, read only the month and year, and skip anything that started in the last 30 days. Days since start = the date you checked minus the start date. Our labels, not Meta's: under 30 Too new · 30 to 59 Settling in · 60 to 179 Long-runner · 180 or more Fixture. [AL2]
6 to 7	Check the labels. Multiple versions, platform icons, See ad details. Log a low impression label if you see one (known from a third-party report, not Meta's help pages). [AL1, AL2, AL4, AL6]
7 to 8	Open the Page view. Click the advertiser's name to see all of its active ads. Look for same-day sets and one old ad beside newer listing ads. [AL2]
8 to 10	Log it in your own words. Format, offer, first-line structure, button, where the lead goes. Match it to a pattern and write one idea to test. Keep links in your private log.

Active

Started running on May 2, 2026

Platforms

FIM A

Ad ID (hidden in this drawing)

This ad has multiple versions

Invented Page Name

See ad details

Simplified drawing. Not a real ad or a screenshot. Labels on Meta's site may differ.

What not to do

- Don't scrape.** No bots, scripts or bulk-save browser extensions. Meta's terms require written permission for automated data collection. [MT2]
- Don't copy.** Not their words, images, video or layout. Take the pattern, write your own.
- Don't screenshot for reuse.** Keep other agents' ads out of your ads, posts, training and anything you sell.
- Don't fill out other agents' forms** or click their ads to test them. It costs them money and puts a fake lead in their system.

Sources on this page, all checked Oct 19, 2026 (each address is a link): [AL1] About the Meta Ad Library, Meta Business Help Center, facebook.com/business/help/2405092116183307. [AL2] What is the Meta Ad Library and how do I search it?, Facebook Help Center, facebook.com/help/259468828226154. [AL4] Graph API Reference v26.0: Archived Ad, Meta for Developers, developers.facebook.com/docs/graph-api/reference/archiv.... [AL6] Meta Ads Library adds WhatsApp filter and low impression labels (Dec 24, 2025), PPC Land, a third-party site, not Meta, ppc.land/meta-ads-library-adds-whatsapp-filter-and-low-.... [MT2] Automated Data Collection Terms (effective Oct 7, 2024), Meta, facebook.com/legal/automated_data_collection_terms?loca....

Po1 · Seller home-value report video

Group: Seller

Usual lead capture: The agent's own landing page (sometimes an instant form)

What it is

A short video of the agent talking to the camera about what homes near the viewer have sold for, with an offer to send a written price range for the viewer's home. The button goes to the agent's own page, which asks for the address and contact details. Nothing in the offer has a date, price or rate, so the same video can run for months.

What it looks like in the Ad Library

A video ad. A first line that names an area and a decision (selling). An offer of a report or a price range. A button such as Learn More. The link preview shows the agent's own website rather than a portal. Often one or two ads from the same Page with a start date months back.

Why it might keep running Our hypothesis

1. **Evergreen offer.** Nothing in it goes out of date, so there's no reason to replace it.

Check: if the ad mentions a month, a price or a rate, this read gets weaker.

2. **The creative does the sorting.** Housing rules keep the audience broad, so a place name and one plain question about selling decide who stops scrolling. It sorts by the home and the place, never by who the person is.

Check: does the first line name the area and the decision?

3. **Nobody turned it off.** A small daily budget left running looks the same from the outside as an ad that brings in sellers.

Check: nothing in the Ad Library can rule this out.

How to read a pattern page

Our hypothesis Our guess about why an ad might stay on, with a check you can make in the Ad Library. Never proof.

Rule What Meta or the law says, with a source you can open.

Invented example Made up by us. Not a real agent, ad or market.

Po1 · Seller home-value report video, continued

When it fits you

You're comfortable on camera, you know recent sales in one area well, and you can turn a request into a written range within one business day.

When to skip it

You can't reply within a day, or your area has so few sales that a range would be a guess. Start with P04 or P15 instead.

How to build yours

T01 (landing page version, page 6) and T02 (video script and instant form version). Film 45 to 60 seconds on a street people recognize. Put your face in the first two seconds and the area name in the first line. Use real, current sales figures and name your data source.

Housing-rule notes Rule

A home value offer is a housing ad in our reading of Meta's examples ("home equity or appraisal services", "real estate and house hunting services"). Pick the Housing category. [M1, M3] The smallest radius allowed is 15 miles; ZIP codes and location exclusions aren't available. [M2, M5] Don't ask about mortgage balance or income. [M18] We also leave out "Why are you selling?": answers often reveal a divorce, a death or money trouble. Link your privacy policy. [M21] Meta's review can include your landing page. [M16]

Written to Meta's Housing category rules as published on Oct 19, 2026.

What to test first (our suggestion)

Keep the offer and the page the same. Film three openings: a question, one recent sale in the area, and one mistake you see sellers make. Same budget, 21 days. Pick by conversations started, not by clicks.

Invented example

Jordan, an agent in Fernhill County, films 50 seconds on a corner most people in Lakemont know. The first line: "If you're thinking of selling in Lakemont, here's what the last three sales on streets like yours tell me." The button goes to Jordan's own page, which asks for the address, the timing and the best way to reach you. Jordan sends a written range and the three sales within one business day.

Invented example: made-up agent, market, ad and numbers. Not a real ad or advertiser.

Templates: T01, T02 in Still_Running_Ad_Templates.docx · Rules as published on Oct 19, 2026 · Not legal advice.

Sources on this page, all checked Oct 19, 2026 (each address is a link): [M1] About ads for housing, Meta Business Help Center, facebook.com/business/help/1198401317374558. [M2] About audiences for housing, employment or financial products and services campaigns, Meta Business Help Center, facebook.com/business/help/2220749868045706. [M3] How to choose a Special Ad Category, Meta Business Help Center, facebook.com/business/help/298000447747885. [M5] Special Ad Categories, Marketing API (updated May 21, 2026), Meta for Developers, developers.facebook.com/documentation/ads-commerce/mark.... [M16] Introduction to the Advertising Standards, Meta Transparency Center, transparency.meta.com/policies/ad-standards/. [M18] Questions prohibited on your instant form, Meta Business Help Center, facebook.com/business/help/219356599612120. [M21] About privacy policies for lead ads, Meta Business Help Center, facebook.com/business/help/1247534515288168.

To1 · Seller price range (landing page)

PART 3 PREVIEW · TEMPLATE

Pattern: P01 · **Format:** Video or single image, sending people to your landing page

Primary text (short)	Thinking about selling in [Area]? I'll send a price range based on recent sales near you, with my notes. No obligation.
Primary text (long)	Planning a move from your [Area] home in the next year? Online estimates can miss what makes your home different. Tell me a little about your place and I'll send you: • a price range based on recent sales near you • the three sales I'd show a buyer, and why • what I'd fix, and what I'd skip, before listing No obligation. I reply within [Reply Time]. [Your Name], [Brokerage Name]
Headline A	Your home's price range, from nearby sales
Headline B	What would your [Area] home bring?
Description	A written range plus three nearby sales
Button	Learn More
Image or video	A short video of you on a street locals recognize, or a plain text card that reads "Recent sales near [Area]". No house photos you don't have rights to.
Landing page	Headline: What would your [Area] home sell for? Subhead: Get a written price range based on recent nearby sales, from a local agent. No obligation. Bullets: the three bullets from the long primary text Form fields: Property address · When might you move? (0 to 3 months / 3 to 6 months / 6 to 12 months / Just curious) · Name · Phone · Email · Best way to reach you (Text / Call / Email) Button: Send my price range Thank-you page: Thanks. I'll email your range within [Reply Time]. Want to talk sooner? Call or text [Your Phone].
Under the button	I'll use your details to send what you asked for and to follow up about it. I won't sell your information. Privacy policy: [Privacy Policy Link] If you choose text, you agree that [Your Name] of [Brokerage Name] may send marketing texts about this request to the number you gave, including by automated means. Agreeing isn't required to get what you asked for or to buy any property or service. Message and data rates may apply. Reply STOP to opt out. Ask your broker to approve this wording, then delete this note. Some states have stricter text rules.
Page footer	[Your Name], [Brokerage Name], [Brokerage Address]. [License Number] (if your state requires it). Equal Housing Opportunity (if your broker uses the logo or slogan).
Leave out	Mortgage balance, credit, income, and why you're selling. The word "appraisal" for your price range. Ask your broker whether your state requires a line such as "This is a comparative market analysis, not an appraisal."

Housing check

- ☐ Campaign set to the Housing special ad category
- ☐ Audience uses only what Housing allows: default age and gender, no ZIP codes, no radius under 15 miles, no exclusions
- ☐ Copy and images describe the home, the area or your service, not the kind of person you want
- ☐ Lead form asks no money questions (credit, income, debt, loan status) and links your privacy policy
- ☐ [Brokerage Name] and anything else your state requires are shown (ask your broker)

Written to Meta's Housing category rules as published on Oct 19, 2026. Not legal advice.

To3 · Seller offer, two names

PART 3 PREVIEW · TEMPLATE

Pattern: P02, a naming test: the same seller offer under the industry term and in plain words · **Format:** Two ads in one ad set, same image, same instant form

Primary text (both ads)	A one-page summary of recent sales near your home in [Area], with my read on a likely price range. Free, no obligation. [Your Name], [Brokerage Name]
Headline, version A	Free CMA for [Area] homeowners
Headline, version B	Nearby sales, summed up on one page
Description, version A	CMA means comparative market analysis
Description, version B	Your likely price range, in writing
Button	Learn More
Image or video	The same photo of you, or the same text card, in both ads.
Lead form (same as T02)	Intro headline: Your home's price range Intro text: Tell me where your home is and when you might move. I'll send a written range and three nearby sales. Questions: Street address (prefill) · When might you move? (0 to 3 months / 3 to 6 months / 6 to 12 months / Just curious) · Anything I should know about your home? (short answer, optional) · Best way to reach you? (Text / Call / Email) · Name, phone and email (prefill)
Privacy text	I'll use your details to send what you asked for and to follow up about it. I won't sell your information. Privacy policy: [Privacy Policy Link] If you choose text, you agree that [Your Name] of [Brokerage Name] may send marketing texts about this request to the number you gave, including by automated means. Agreeing isn't required to get what you asked for or to buy any property or service. Message and data rates may apply. Reply STOP to opt out. Ask your broker to approve this wording, then delete this note. Some states have stricter text rules.
Completion screen	Thanks. I'll send it within [Reply Time]. Want to talk sooner? Call or text [Your Phone]. Button: Visit website, linking to [Your Website]
Leave out	Mortgage balance, credit, income, and why you're selling. The word "appraisal" for your price range. Ask your broker whether your state requires a line such as "This is a comparative market analysis, not an appraisal."
How to read it	Meta decides how often each version is shown, so this isn't a controlled test. Check impressions per ad first, then judge by the conversations each version starts, not by clicks.

Housing check

- ☐ Campaign set to the Housing special ad category
- ☐ Audience uses only what Housing allows: default age and gender, no ZIP codes, no radius under 15 miles, no exclusions
- ☐ Copy and images describe the home, the area or your service, not the kind of person you want
- ☐ Lead form asks no money questions (credit, income, debt, loan status) and links your privacy policy
- ☐ [Brokerage Name] and anything else your state requires are shown (ask your broker)

Written to Meta's Housing category rules as published on Oct 19, 2026. Not legal advice.

T19 · Moving to a smaller home

PART 3 PREVIEW · TEMPLATE

Pattern: P10, a move to a smaller home told from several angles · **Format:** Single image or video, instant form

Primary text (short)	Moving to a smaller home in [Area]? I'll help you plan the sale, the move and the next place, one step at a time. [Your Name], [Brokerage Name]
Primary text (long)	Moving to a smaller home is a big job. I can help with: • timing the sale and the next home • a short list of what to do first, and what can wait • local contacts for movers, estate sales and donations Start with a 15-minute call. You decide what happens next. [Your Name], [Brokerage Name]
Headline A	Ready for less house to look after?
Headline B	Moving to a smaller place in [Area]?
Description	A plan, one step at a time
Button	Learn More
Image or video	You, or a short video walking a local street. No photos chosen to show what kind of person the ad is for.
Lead form	Intro headline: Plan your move to a smaller home Questions: When are you thinking of moving? (0 to 3 months / 3 to 6 months / 6 to 12 months / Not sure yet) · What would help most right now? (Pricing my home / Finding the next place / Planning the move / Not sure yet) · Best way to reach you? (Text / Call / Email) · Name, phone and email (prefill)
Privacy text	I'll use your details to send what you asked for and to follow up about it. I won't sell your information. Privacy policy: [Privacy Policy Link] If you choose text, you agree that [Your Name] of [Brokerage Name] may send marketing texts about this request to the number you gave, including by automated means. Agreeing isn't required to get what you asked for or to buy any property or service. Message and data rates may apply. Reply STOP to opt out. Ask your broker to approve this wording, then delete this note. Some states have stricter text rules.
Completion screen	Thanks. I'll send it within [Reply Time]. Want to talk sooner? Call or text [Your Phone]. Button: Visit website, linking to [Your Website]
Words we leave out	"seniors", "retirees", "55+", "empty nesters". Leave these out. They point at age or family status. [M17, H1] If you market a community that legally restricts residents by age, ask your broker what the ad may say.

Housing check

- ☐ Campaign set to the Housing special ad category
- ☐ Audience uses only what Housing allows: default age and gender, no ZIP codes, no radius under 15 miles, no exclusions
- ☐ Copy and images describe the home, the area or your service, not the kind of person you want
- ☐ Lead form asks no money questions (credit, income, debt, loan status) and links your privacy policy
- ☐ [Brokerage Name] and anything else your state requires are shown (ask your broker)

Written to Meta's Housing category rules as published on Oct 19, 2026. Not legal advice.

Sources on this page, all checked Oct 19, 2026 (each address is a link): [M17] Privacy Violations and Personal Attributes, Meta Transparency Center, transparency.meta.com/policies/ad-standards/objectionab.... [H1] 24 CFR 100.75, eCFR (HUD regulation), ecf.gov/current/title-24/subtitle-B/chapter-I/subchapt....

Housing Rules on One Page

As published on Oct 19, 2026 · Not legal advice. The full kit has five pages on these rules, every rule linked, plus a 20-question Ask Your Broker checklist.

Most US agent ads are housing ads in our reading of Meta's examples: listings, home value offers, and buyer or seller services. Pick the Housing special ad category for them. [M1, M3]

Blocked in a US Housing campaign [M2, M5]	Still available
Age range (fixed at 18 to 65+)	Country, state and city locations
Gender (all genders only)	A radius of 15 miles (25 km) or more
ZIP codes, neighborhoods, metro areas	Custom audiences you include (website visitors, engagement, customer lists)
Radius under 15 miles, location exclusions	Advantage+ audience
Behaviors, demographics, detailed targeting exclusions	Interests from Meta's approved list
Lookalike audiences, saved audiences, bid multipliers	

On your lead form, don't ask about credit score, income, net worth, debt, bankruptcy, government IDs, health, race, religion or similar. Never sell lead data. Link a privacy policy. [M18, M20, M21]

In your copy, describe the home, the area and your service. Don't say or imply who should live there, and don't call out the viewer's age, health or money situation. [H1, M17]

The Fair Housing Act applies to you whether or not Meta flags an ad, including where you choose to show it. Don't use custom audiences to rebuild targeting the category blocks. [H1]

If a lender or other provider offers to pay toward your ads, ask your broker first (RESPA Section 8). [C1]

What we could not confirm: whether Meta changed how it delivers housing ads after its court-supervised settlement with the Justice Department ended on June 27, 2026. As of Oct 19, 2026, we found no public update. [D1]

Sources on this page, all checked Oct 19, 2026 (each address is a link): [M1] About ads for housing, Meta Business Help Center, facebook.com/business/help/1198401317374558. [M2] About audiences for housing, employment or financial products and services campaigns, Meta Business Help Center, facebook.com/business/help/2220749868045706. [M3] How to choose a Special Ad Category, Meta Business Help Center, facebook.com/business/help/298000447747885. [M5] Special Ad Categories, Marketing API (updated May 21, 2026), Meta for Developers, developers.facebook.com/documentation/ads-commerce/mark.... [M17] Privacy Violations and Personal Attributes, Meta Transparency Center, transparency.meta.com/policies/ad-standards/objectionab.... [M18] Questions prohibited on your instant form, Meta Business Help Center, facebook.com/business/help/219356599612120. [M20] Lead Ad Terms (last modified Oct 10, 2025), Meta, facebook.com/legal/leadgen/tos. [M21] About privacy policies for lead ads, Meta Business Help Center, facebook.com/business/help/1247534515288168. [H1] 24 CFR 100.75, eCFR (HUD regulation), ecf.gov/current/title-24/subtitle-B/chapter-I/subchapt.... [C1] Real Estate Settlement Procedures Act FAQs, CFPB, consumerfinance.gov, RESPA FAQs page. [D1] Justice Department and Meta Platforms Inc. Reach Key Agreement (Jan 9, 2023), US DOJ (archived), justice.gov/archives/opa/pr/justice-department-and-meta....

What's in the Full Kit

Still Running is \$67, one time, instant download at plainworkkits.com.

Folder	#	File	What it is
Top of the zip	1	00_Start_Here.pdf	PDF, 2 pages: file map, five-day plan
01_Guide	2	Still_Running_Guide.pdf	PDF, about 58 pages
02_Ad_Templates	3	Still_Running_Ad_Templates.docx	Word: 30 fill-in templates
	4	Still_Running_Ad_Templates.pdf	PDF: the same 30 templates
03_Follow_Up_Scripts	5	Follow_Up_Scripts.docx	Word: 16 scripts
	6	Follow_Up_Scripts.pdf	PDF: the same 16 scripts
	7	Follow_Up_Timeline.pdf	PDF, 1 page: 7 days, then monthly
04_Housing_Rules	8	Housing_Rules_One_Page.pdf	PDF, 1 page (page 9 here)
	9	Ask_Your_Broker_Checklist.pdf	PDF, 2 pages: 20 questions
05_Worksheets	10	Ad_Finder_Log.xlsx	Excel, 4 tabs: counts days for you
	11	Ad_Finder_Log_Print.pdf	PDF, 2 pages: the log on paper
	12	First_Ad_Checklist.pdf	PDF, 2 pages: before you launch
06_Calculator	13	Budget_and_Cost_per_Deal_Calculator.xlsx	Excel, 5 tabs
	14	Budget_and_Cost_per_Deal_Calculator_Example.xlsx	Excel: invented example filled in

Word files open in Google Docs. Excel files open in Google Sheets.

The 15 patterns

P01 · Seller home-value report video
 P02 · Naming test: "CMA" vs plain words
 P03 · Seller program bundle
 P04 · Niche home-list carousel by county or home type
 P05 · Listing catalog ads
 P06 · New-listing alerts sign-up
 P07 · Coming-soon list
 P08 · Buyer roadmap guide

P09 · New-construction visit guide
 P10 · Downsizing series, told from several angles
 P11 · Relocation guide, talking-to-camera video
 P12 · PCS move guide
 P13 · Same-day variant set, left alone
 P14 · Always-on offer beside fresh listing ads
 P15 · Monthly local market update, same frame

One row of the Ad Finder Log Invented example

Date checked	Start date shown	Days since start	Band	Offer (your words)	Pattern
Oct 19, 2026	May 2, 2026	170	Long-runner	Written price range from nearby sales	P01

The full log has 27 columns, including two re-check dates. It counts the days and sets the band for you.

30-day refund: if the kit isn't useful, email us within 30 days of purchase for a full refund.

Questions: support@plainworkkits.com

Not affiliated with or endorsed by Meta Platforms, Inc. The method uses Meta's public Ad Library. Look manually. Don't scrape, and don't copy other agents' ads. Not legal advice.

About the creator: A commercial leasing marketer in Korea who runs Meta lead ads. Not a US licensed agent.