

Real Estate Ad Rubric

	Excellent	Good	Fair	Poor
Content	You have followed all the directions and the information is presented neatly and is easy to read. And You have highlighted the positive aspects of your home, and have presented it in a way that might persuade a potential buyer. And Your ad uses appropriate architectural vocabulary, demonstrates correct grammar and spelling, and is well organized.	You have followed all the directions and the information is presented neatly and is easy to read. And You have highlighted the positive aspects of your home, and have presented it in a way that might persuade a potential buyer. But Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.	You have not followed all the directions; information is not presented neatly or is not easy to read. Or You have not highlighted the positive aspects of your home, or have not presented it in a way that might persuade a potential buyer. And Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.	You have not followed all the directions; information is not presented neatly and is not easy to read. And You have not highlighted the positive aspects of your home, or have not presented it in a way that might persuade a potential buyer. And Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.