

Learn how to write an advert.

## Before reading

Do the preparation task first. Then read the text and do the exercises.

### Preparation task

Which words and phrases mean an item for sale is in very good condition? Tick the three correct answers.

\_\_\_\_\_ immaculate condition

\_\_\_\_\_ no wear and tear

\_\_\_\_\_ has some minor damage

\_\_\_\_\_ unmarked

\_\_\_\_\_ signs of use

\_\_\_\_\_ reasonable condition

## Reading text: An advert



### Sofa for sale

This gorgeous brown sofa made by grandsofas.com is excellent quality and extremely comfortable. It is in immaculate condition (see photo) and comes with a 25-yr guarantee. Material is cotton and it has a cool modern feel.

Cushion covers are all removable and machine washable, with a quality foam filling, and it's super comfortable. Keeps its shape when you sit on it. The dark-coloured wooden legs can be easily removed to allow the sofa to fit through a standard doorway.

No wear and tear as we've only had it for two years and kept it in good condition. Sofa comes from a smoke-free, pet-free home. Only selling it due to moving house, as the new place isn't big enough for the sofa.

Sofa measurements:

- Width: 182cm
- Overall height: 81cm
- Height without legs: 63cm

Any questions, feel free to ask. Asking price: £250. **\*\*For collection ONLY\*\***

.....

## Tips

1. Keep the advert short, with clear paragraphs or bullet points.
2. Include description of the material, style, size/measurements and condition.
3. Say if the item must be collected or if you can deliver it.
4. You can leave out certain words to make sentences shorter, e.g. *Selling due to moving house* instead of *I am selling ...* .

## Tasks

### Task 1

Are the sentences true or false?

	<b>Answer</b>	
1. Short adverts with the key details work best.	True	False
2. Don't give information about the condition of the item.	True	False
3. Use clear paragraphs.	True	False
4. You mustn't use bullet points.	True	False
5. Delivery information isn't necessary.	True	False
6. You must always write in complete sentences.	True	False

### Task 2

Write the words that have been left out of these sentences.

1. .... Beautiful leather sofa in excellent condition.
2. .... In immaculate condition.
3. .... Keeps its shape when you wash it.
4. .... No wear and tear.
5. .... From a smoke-free house.
6. .... Only selling due to lack of space.

### Task 3

Complete the advert.

nearest	design	due to	Square
immediate	wear and tear	collection	Perfect

Beautiful, large, white coffee table for (1)..... sale. Good condition. Sleek, modern (2)....., with a solid wood base and a glass top.

(3)..... shape, 120 x 120 x 50 cm. (4)..... for books, magazines, drinks or plates of snacks.

Minor (5)....., not really noticeable. Selling (6)..... moving house.

Please call or message Alex at 09876 543210 to view. Asking price £50 or

(7)..... offer. For (8)..... only.

### Discussion

Is buying or selling second-hand things online a good way of shopping?

## Answers

### Preparation task

1. immaculate condition
2. no wear and tear
3. unmarked

### Task 1

1. True
2. False
3. True
4. False
5. False
6. False

### Task 2

1. A | It's a | It is a
2. It's | It is
3. It
4. There's | There is
5. It comes | It's | It is
6. We're | We are | I'm | I am

### Task 3

1. immediate
2. design
3. Square
4. Perfect
5. wear and tear
6. due to
7. nearest
8. collection