

House of Usher Sales Brochure

You are a real estate agent who has been assigned the task of selling the House of Usher from Edgar Allan Poe's short story. Your task is to write a "house for sale" brochure designed to sell the Usher's home, using the [ReadWriteThink Printing Press](#). You must use "real estate"-style writing and include the "buzz words" agents incorporate into their writing in order to sell houses. (You may need to pick up some flyers and/or check the "Real Estate" section of the newspaper for help with this. There is also an online [Real Estate Glossary](#) with definitions of terms.)

Included in the brochure must be a drawing of the house, a brief expository history of the house and/or its previous owners, the interior and exterior features of the home and its property, and a disclaimer that tells prospective buyers about problems with the house—both physical and supernatural. Set a price for the house that is realistic based on its features, both good and bad. Everything you write must tie into the story's plot, character, setting, and themes.

Links

[ReadWriteThink Printing Press](#)

http://interactives.mped.org/view_interactive.aspx?id=110&title=

[Real Estate Glossary](#)

<http://houseandhome.msn.com/help/glossary.aspx>

Name _____

Rubric for Sales Brochure

Real estate brochure is written in persuasive mode using stylistic writing including “buzz words”	_____/25
Picture of the house is appropriate and matches the story’s setting	_____/10
Brief history of the house and its previous owners is accurate, informative, and based on the story’s plot	_____/20
Features of the house are based on the story	_____/10
Features of the property on which the house sits are based on those in the story	_____/10
Disclaimer discloses problems with the house and its former occupants that are based on plot events	_____/ 5
Document is in pamphlet form	_____/ 5
Appropriate price included	_____/ 5
Student name on brochure	_____/ 5
Story title (in quotes) and author’s name included	_____/ 5
TOTAL	____/ 100