

# LISTING DESCRIPTION *Worksheet*

Circle the characteristics that apply to your property.

## 1. STYLE OF HOME

- Single story or Two Story
- Split-Level
- Bungalow
- Cottage, Cabin, Estate, McMansion, Tudor, Tuscan, Mediterranean, Industrial, Farmhouse, Craftsman, A-Frame, Contemporary, Mid-Century, Victorian, Dutch, French, Georgian, Federal, Spanish, French, Colonial, Revival, Traditional, Transitional, Country, Rustic, Refined, Hill Country, Industrial, Barndominium, Beach, Pueblo
- \_\_\_\_\_(Other)

## 2. TYPE OF PROPERTY

- Home
- Condominium
- Townhome
- Loft or Apartment
- Ranch
- \_\_\_\_\_(Other)

## 3. LOCATED NEAR, IN OR ON...

- Downtown shopping district or town center
- Cul-de-sac, private/quiet street
- Active suburban neighborhood
- Great restaurants, cafes, shopping and cinemas
- The beach
- Hiking trails, Golf course, Park, pool
- University Campus, Elementary, Jr. High or High School
- Hospital, Airport, Military Base or other big Industry
- Public transportation (bus/metro)
- Major Highways / easy freeway access
- \_\_\_\_\_(Other)

## 4. WITH VIEWS OF...

- Mountain, City, Lake, Ocean, Pond, Golf Course,
- Panoramic, sweeping, rolling hills, unobstructed, fenced yard
- \_\_\_\_\_(Other)

## 5. FEATURES

- Open Floor Plan
- A fixer-upper or Move-In-Ready
- Light-filled \_\_\_\_\_(room)
- Custom \_\_\_\_\_
- Large Utility room
- Kitchen Island
- Ample counter space / closets / storage
- Hardwood floors / ceramic tile / porcelain wood tile / luxury vinyl plank
- In ground Pool
- Patio / Deck / Balcony / Outdoor kitchen
- Stone Fireplace or stone counters
- Over-sized or specialty windows or shutters
- Cathedral ceiling, cedar trusses, exposed beams or columns
- Master Bedroom Suite, walk-in frameless shower, stand-alone tub
- Garden / native landscaping
- Sun-filled yard / mature trees / gardens / xeriscaping
- Grey Water system
- Solar panels
- Metal roof
- 100% Masonry
- Wrap around porch with swing
- Outdoor kitchen or covered area
- Green house / large storage shed / workshop
- Income producing guest house
- Mother-In-Law / Guest House / Studio
- Garage fits \_\_\_\_ cars
- Any remarkable + or – to feature?
- \_\_\_\_\_(Other)

## 6. APPLIANCES, PLUMBING FEATURES & LIGHTING

- BRAND NAMES: Nest, Thermador, Wolf, Viking, Kohler...
- THE LOOK: Stainless steel, Brushed nickel, brushed brass, venetian bronze
- LIGHTING: Recessed, ambient, accent, task lighting, pendants, chandelier
- \_\_\_\_\_(Other)

## 7. RECENTLY REMODELED OR UPDATED:

- Kitchen, Bathroom, Bedrooms
- Roof / Windows / Doors
- Landscaping or outdoor leisure areas
- Carpet / Flooring
- Home Systems
- State of the art, upgraded finishes, designer touches
- \_\_\_\_\_(Other)

## 8. NEIGHBORHOOD / COMMUNITY FEATURES

- Gated Community
- Vacation or Golf Course Community
- Suburban
- Bustling city living
- Bike friendly
- Lots of kids
- Centrally located
- Ample street parking
- Public Transportation nearby
- Fitness center / tennis court / clubhouse
- Swimming pool / hot tub
- BBQ area
- River or Lake access
- \_\_\_\_\_(Other)

## 9. BUILDING FEATURES

- 24-hour security
- Doorman
- Underground parking / assigned parking
- Community area
- Elevators
- \_\_\_\_\_(Other)

## 10. PROMOTIONS

- Owner Financing
- Limited time paying closing costs
- OPEN HOUSE!
- \_\_\_\_\_(Other)

# WHAT'S NEXT?!

1. Can you imagine your buyer?
2. What features will they appreciate the most?

Review your answers with your IDEAL BUYER IN MIND and highlight or circle the most important elements that must be included in your description.

## IT'S TIME TO START WRITING:

1. Begin with your OPENING STATEMENT:  
Establish the style & setting using your answers from questions 1-4
2. Next is the NARRATIVE DESCRIPTION of Features:  
Use connective phrases to link together your best features from questions 5-10 to create a nice story-like flow.

## LET'S WRAP IT UP:

Include a promotion, final outstanding lifestyle benefit or a CTA.

## LAST BUT NOT LEAST, WRITE THE TITLE....

What will catch your buyer's attention?

Find a Benefit, Topical Issue, New, or Novel element to lead with.

### HINT 1: USE VERBS

Escape the Hustle & Bustle / Imagine your Modern Dream Home

### HINT 2: USE QUESTIONS

Big Home, Little Budget? / Need a Mountain Retreat?

### HINT 3: USE THE STYLE AND SETTING OR CONDITION

Tailored in Tarry town / Hard work Pays off! / Surfer's Dream Shack

# Writing Samples

## Urban Loft Life

Imagine a unique artist's loft centrally located, just 1 block to the metro and 3 blocks to shopping, restaurants & cafes. Over-sized windows infuse this open space with morning light and allow beautiful views of downtown at night. The kitchen has stainless steel appliances, substantial storage & lengthy quartz countertops. This bustling neighborhood is bike-friendly and the building offers 24-hour security. Step into your Urban Loft Life!

## Off the Grid in Style

Get off the grid with this quaint mountain cabin with gorgeous views and quick access to hiking trails. Although it feels like a private vacation destination, you're only 5 minutes from a top-rated school district and 10 minutes to town. And don't let the rustic exterior fool you; inside features beautiful hardwood floors, an updated bathroom with a walk-in shower & a stone fireplace with an eat-in kitchen island designed for cozy dinners. Start living the high life now!

## Suburban Splendor

Don't miss this darling cottage in the quiet Franklin Hills neighborhood. Located on a playful cul-de-sac, enjoy the covered patio & sun-filled yard with mature Pecan trees. Take a 3-minute drive to find supermarkets, dining and the cinema. You're within walking distance to schools, dog park, and playground. One-car garage, but plenty of street parking. Owner financing available.

## Fixer-Upper or Home Sweet Home

Wonderful fixer-upper opportunity oozing with potential in an emerging neighborhood; perfect for a first-time homeowner or someone who likes character and has a good eye. It's a short walk to the train & nearby shopping and dining. Plenty of room for a kitchen island or open floor plan – you choose! The backyard has native landscaping and a nice-sized shed for extra storage. This little gem is a great opportunity.

## What More Could You Want?

Immaculate 2-story transitional style home centrally located, only minutes from downtown and a short walk to public transportation. Features an open floor plan with a bright, sunny kitchen with ample stone counter space & storage. Enjoy beautifully tiled bathrooms and new Berber carpets in the bedrooms (Nov.2017). Includes a small office space or guest bedroom with a private entrance and a mature garden out back. What more could you want? [www.123myhome.com](http://www.123myhome.com)

## Low-Maintenance Luxury Lifestyle

Enjoy easy living in this quiet, gated community with pool, fitness center & beautifully maintained landscaping. This 2-story townhouse is an end-unit with an updated kitchen featuring all new stainless appliances and a fully renovated master bath with gorgeous tiling & Jacuzzi-style tub. Minutes to shops, restaurants, theaters, weekend concerts & games at the stadium. Don't let this sweet opportunity pass you by!