

Real Estate Listing Description Template

Use this template as a quick-start guide for writing persuasive listing copy that showcases your property's strongest selling points and motivates buyers to book a showing. Drop in specifics where indicated, and sprinkle in "words that sell houses" (light-filled, move-in ready, walkable, upgraded, private, meticulously maintained, natural materials, flexible layout, chef's kitchen) to maximize appeal.

1 | The Hook (1–2 sentences)

Goal: Grab attention with the home's single most irresistible trait.

Formula: *Adjective + Property Type + Key Benefit.*

Examples

- "Discover this **stunning, light-filled family home**, a **move-in ready oasis** perfect for modern living."
 - "Experience urban convenience in this **charming, walkable condo**, offering a **flexible layout** and thoughtfully designed spaces."
 - "Nestled on a quiet street, this **private, meticulously maintained residence** boasts a **chef's kitchen** and **natural materials** throughout."
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2 | Core Features & Lifestyle (3–4 sentences)

Goal: Paint a vivid, aspirational picture of day-to-day life inside the home.

- Highlight 2–3 marquee rooms (kitchen, primary suite, great room).
- Name standout upgrades or finishes.
- Build lifestyle imagery (entertaining, relaxation, indoor-outdoor flow).

Prompt

"The heart of this home is its **upgraded chef's kitchen**, featuring (*detail*), seamlessly flowing into an **open-concept living area** perfect for entertaining. Retreat to the **private primary suite** with (*detail*). Enjoy **seamless indoor-outdoor living** via the (*patio/deck/yard*)—a true **private oasis**."

3 | Location & Community Highlights (1–2 sentences)

Goal: Underscore the neighborhood advantages—walkability, schools, transit, parks, dining, etc.

Prompt

"Located in a **desirable, walkable neighborhood**, you'll love being just steps from (*cafés, top-rated schools, downtown*) while enjoying quick access to (*highways, transit, greenways*)."

4 | Call to Action (1 sentence)

Goal: Tell buyers exactly what to do next.

- “**Don’t miss** this opportunity—**schedule your private showing today!**”
 - “Ready to call this dream home yours? **Contact us now** for details and a personal tour.”
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Putting It All Together — Sample Listing

Property Type: Suburban family home

Showpiece: Newly renovated kitchen & landscaped backyard

“Discover this **stunning, light-filled family home**, a **move-in ready oasis** perfect for modern living. The heart of this residence is its **upgraded chef’s kitchen**, featuring professional-grade appliances, quartz countertops, and an oversized island, seamlessly flowing into an **open-concept living area** ideal for entertaining. Retreat to the **private primary suite** with a spa-like bath and expansive walk-in closet, while the **flexible layout** offers bonus spaces for a home office or media room. Step outside to a **meticulously maintained backyard**, showcasing **natural materials** and multiple seating areas—your own **private oasis** for relaxation and gatherings. Situated in a **desirable neighborhood**, the home provides easy access to top-rated schools, local parks, and commuter routes. **Don’t miss** the chance to experience this exceptional property—**schedule your private showing today!**”