

The One Formula to Writing a Great Real Estate Listing Description

FOLLOW THE FORMAT While you never want your description to sound formulaic, great listing descriptions typically follow a basic structural format that prioritizes the most important information in sequence:

HEADLINE

Even in a tight real estate market, your listing description headline needs to stand out and capture attention. When you consider you have less than a second to form a great first impression, every word in the headline really must work hard to scream “look at me.” As a general guideline, shorter headlines of no more than five to seven words grab attention. Try emotive phrases that tap the senses or begin a story.

INTRO

Answer the question, “What am I looking at?” and inform the core identity of the house. Is it a Cape Cod home in the country or a brick-walled loft in the heart of the city? The opening statement should reflect two to three prime benefits of the house and pique the buyer’s interest to encourage them to read to the end.

NARRATIVE STORY

Here’s the part of the description where you can tell a story and take the buyer on a journey. Use descriptives that employ all the senses. For instance, “a wooded lot in the Sierra” comes alive when it’s described as “enough land to roam and enjoy the pine-scented mountain air and local birdsong.”

But, keep in mind, the narrative also must weave in the essential details, including:


- Number of beds and baths
- Square footage
- Lot size
- Location and proximity to shopping, restaurants or transit
- Extra amenities like pool, fireplace and garden
- Water access, such as “lakefront lot,” or views
- Recent updates or namebrand appliances
- Solar- green/energy star/LEED-rated addition

Entertainer's Paradise in Heart of Beverly Hills

348 Hampton Dr, Beverly Hills, CA 90212

PRICE \$6,000,000

Flexible Moving Date



MLS #	3457789
Original Price	\$5,000,000
Listing Date	March 15, 2021
Days on Market	21

- 10 BEDS
- 5 BATHS
- 25,000+/- SQFT
- POOL
- SINGLE HOME
- BUILT IN 1995

Entertainer's Paradise in Heart of Beverly Hills

Loaded with luxury, this gated dreamhouse sits on over 2.25 flat acres within one of Beverly Hills' most exclusive neighborhoods. An entertainer's dream, the 25,000-sq ft stunner features a massive grand ballroom where guests can gather around 3 bars opening to the lanai, 2 outdoor fireplaces and a large infinity pool affording dramatic city views.

There's plenty of privacy to accommodate a large household with staff in this 10-bedroom home, featuring 5 upstairs plus a presidential main suite; 2 bedrooms in the guesthouse; & 2 in the staff quarters off the 10-car garage. Shopping and Michelin-rated restaurants are nearby, but why leave this palatial estate, when it comes complete with a screening room, game room, gym, indoor pool & spa, wet and dry sauna & smart technology features throughout? Fine dining awaits in the gourmet kitchen with chef-grade appliances, custom-built marble island and adjacent formal dining room set and ready to receive your next dinner party of 20.

Closing date is flexible but qualified buyers are advised to act quickly before this exclusive entertainer's dream gets away.

SPECIAL OFFER OR PROMOTION

For quick sales, you may use incentives, such as a home warranty, closing cost credits, seller financing or flexible close date. Maybe the sellers are interested in offering either a lease purchase or rent-to-own.

CALL TO ACTION

The Call to Action, or CTA, needs to prompt buyers to take action. Create urgency with phrases like “Easy to Show” or “This home won’t last! Schedule a viewing before it’s gone.” “Act now before this one gets away.”

CHECK THE LIST

According to Zillow, there are certain essential elements that every listing description should incorporate where they apply:

- Parking, particularly in crowded cities
- Double garage
- Private back yard or outdoor space
- Mountain view
- Lakefront property
- Close to public transit
- Renovated kitchen
- In-law suite/au pair
- Room to expand
- Lush landscaping

Follow this format and check the lists above to make sure your listing is working just as hard as you to sell the home.