⭐ SELL FOR MORE SYSTEM™

LISTING DESCRIPTION TEMPLATE

A proven structure to write high-converting listing descriptions that attract attention, create emotional connection, and generate showings.

⭐ PART 1 — THE LISTING DESCRIPTION FORMULA

Every great listing description follows this 6-part structure:

1. Headline Hook

2. Opening Emotional Statement

3. Feature Highlights (Bulleted or Paragraph)

4. Upgrade / Update Summary

5. Lifestyle & Location Benefits

6. Call to Action / Viewing Instructions

We'll build each section for you.

⭐ PART 2 — TEMPLATE (Fill-in-the-Blanks)

⭐ HEADLINE HOOK OPTIONS (Choose One)

Use a strong opener that communicates value, not fluff.

- **Modern Comfort Meets Everyday Convenience**
- **Turnkey Living in a Highly Sought-After Area**
- **Beautifully Maintained Home with Thoughtful Updates**
- **Stylish, Spacious, and Move-In Ready**
- **A Home Designed for Comfort, Lifestyle, and Ease**

- **Updated, Welcoming, and Ready for Its Next Chapter**

You'll choose based on the property.

⭐ OPENING EMOTIONAL STATEMENT

(2–3 sentences max)

"Welcome to **[123 Main St]**, a home that blends **[key value: comfort, style, low-maintenance living, modern updates, etc.]** with **[location advantage: convenience, community appeal, quiet streets, proximity to amenities]**. From the moment you step inside, you'll appreciate **[emotional highlights: natural light, open flow, thoughtful upgrades, warmth, character, etc.]**."

⭐ FEATURE HIGHLIGHTS

(You can use bullets or a tight paragraph)

Key features include:

- **[number] bedrooms & [number] bathrooms**
- **[feature: open living area, vaulted ceilings, natural light]**
- **[kitchen details: updated counters, modern appliances, pantry]**
- **[primary suite: size, bathroom features, closet space]**
- **[flooring: wood, tile, luxury vinyl, new carpet]**
- **[special features: fireplace, flex room, office space, etc.]**

This section should feel factual, not salesy.

⭐ UPGRADE / UPDATE SUMMARY

Use this section to build perceived value.

"Recent updates include **[roof year]**, **[HVAC year]**, **[water heater year]**, **[fresh interior paint]**, **[new flooring]**, **[kitchen refresh]**, and **[bathroom updates]**, offering peace of mind for years to come."

If newly remodeled:

“Thoughtfully remodeled with **[new finishes]**, **[modern tile work]**, **[updated fixtures]**, and a timeless color palette.”

⭐ LIFESTYLE + LOCATION BENEFITS

This is where you sell the *life*, not just the home.

“The backyard offers **[privacy, space, a deck, patio, firepit area]**, making it ideal for **[entertaining, relaxing, pets, gatherings]**. Located minutes from **[schools, parks, shopping, highways, Tinker AFB, etc.]**, this home provides the perfect balance of comfort and convenience.”

⭐ CALL TO ACTION

Your CTA should lift showings.

“Don’t miss the opportunity to see this home in person. Schedule your showing today and discover everything it has to offer.”

⭐ PART 3 — FULL WRITE-IN TEMPLATE (COPY + PASTE)

Here is the **full listing description template** in one place:

LISTING DESCRIPTION TEMPLATE

Headline:

Opening Statement:
“Welcome to **[address]**, a home that blends **[value]** with **[location**

advantage]. From the moment you enter, you'll appreciate **[emotional highlight]**."

Feature Highlights:

- **[ ]**
- **[ ]**
- **[ ]**
- **[ ]**
- **[ ]**

Update Summary:
"Recent updates include **[ ]**, **[ ]**, **[ ]**, and **[ ]**, offering added comfort and long-term peace of mind."

Lifestyle & Location:
"The outdoor space provides **[ ]**, perfect for **[ ]**. Conveniently located near **[ ]**, this home offers the best of **[city/area]** living."

Call to Action:
"Schedule your private showing today to experience everything this home has to offer."
