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LUXURY
COLLECTION

WRITING MLS DESCRIPTIONS

Photos may speak a 1,000 words, but the 250 word description allotted for your listing is where you can tell the story of the home. Use the tips and tricks listed here to help you write a stand-out description that makes the potential buyer or agent contact you to see the property!

KEYS TO WRITING A GREAT LISTING DESCRIPTION

- Format your description
- Use creative words to highlight your home's best features
- Avoid words that are known to deter buyers
- Mention brands, upgrades and unique features
- Pay attention to length, grammar and accuracy

WRITING THE DESCRIPTION

Formatting your description is important because it helps buyers understand your home's appeal and highlight its unique features. The key to formatting is to be concise throughout the entire description.

- You're going to need an **engaging headline**. Be sure to keep it short, descriptive and focus on a benefit that is location-specific. Don't always settle on the first headline you write! Try to create seven different headlines — you'll probably find they improve as you begin to iterate.
- Get right to the point in your **opening statement**. Inform your readers immediately what this home is all about.
 - i.e. "You'll love this stunning 2-story home located 2 blocks from Mitchell High School in Starkey Ranch." Or "Come see this exquisite custom-built home with an open kitchen plan and spectacular views of the Gulf of Mexico."
- When you get to the **details of the description**, don't just rattle off a list of the main features. You should definitely highlight any notable home brands, recent upgrades, and all energy efficient additions. Get out a thesaurus (or thesaurus.com) and use compelling, creative language to highlight the details that make the home special. Below is a quick list of descriptive adjectives and words for you to use! Those words in bold were listing words that Zillow analyzed and found can attract buyers.

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|----------------------|--------------------------------------|---------------------|-------------------------------------|----------------------|
| • Acclaimed | • Endearing | • Innovation | • Picturesque | • Striking |
| • Aristocratic | • Enduring | • Inspiring | • Quartz (as in countertops) | • Subway Tile |
| • Artistry | • Engaging | • Inviting | • Radiant | • Surpassing |
| • Bewitching | • Enticing | • Landscaped | • Refreshing | • Treasure |
| • Captivating | • Exquisite | • Lavish | • Regal | • Triumphant |
| • Cherished | • Fascinating | • Lustrous | • Remodel | • Unmatched |
| • Classic | • Fashionable | • Luxurious | • Resplendent | • Unrivaled |
| • Commendable | • Flawless | • Magical | • Serene | • Upgraded |
| • Culmination | • Graceful | • Massive | • Spectacular | • Updated |
| • Distinguished | • Granite (as in countertops) | • Masterful | • Splendid | • Unsurpassed |
| • Dramatic | • Harmonious | • Memorable | • Stainless (as in appliances) | • Vast |
| • Elite | • Impeccable | • Meticulous | • Stately | • Vibrant |
| • Electrifying | • Imposing | • Painstaking | | • Vogue |
| • Eminent | • Ingenious | • Paramount | | |
| • Enchanting | | • Pergola | | |

WRITING THE DESCRIPTION CNTD.

- Zillow researchers found that mentioning the following home features in their listing description got sellers the most bang for their buck and to sell faster.
 - Listings descriptions with “barn doors” sold for 13.4 percent more, and 57 days faster.
 - Homes with “shaker cabinets” sold for 9.6 percent more than expected, 45 days faster.
 - Another popular kitchen feature, “farmhouse sink” helped homes sell for 8 percent more.
 - “Subway tile” garnered almost 7 percent more, and 63 days faster.
 - The term “quartz” helped homes sell for 6 percent more, compared to “granite” at 4 percent.
- If you are running out of space you can remove some of the house’s main stats, like square footage and number of bedrooms, since those data points are displayed in a different part of your listing, anyway.
- Be careful with real estate abbreviations. You still want clarity in your listing! Also, don’t shorten words buyers may search for such as “waterfront,” “quartz,” or “renovated.” See the below chart for some common abbreviations you should use if necessary.

ACTUAL HOME FEATURE	DON'T USE THIS ABBREVIATION	USE THESE INSTEAD
central air conditioning	CAC	central AC
fitness center	FT CTR	gym
5 bedrooms, 4 bathrooms	5/4	5bd/4ba
formal dining room	FDR	frml dining
heating, ventilation, air conditioning	heat, vent, AC	HVAC
half bathroom	HB	1/2 bath
natural gas	NGS	nat. gas
square feet	SF	sqft
available	avbl	AVAIL
washer & dryer	Indry	W/D
hardwood floors	HDWDFLORS	HDWD floors

- Close out your description with a **call to action**. This lets your potential buyers know what you want them to do next!
 - i.e. “Don’t miss out on this captivating home. Schedule a private tour today!” Or, “This home isn’t going to last — schedule your showing before it’s gone.”

BEFORE YOU POST THIS LISTING DESCRIPTION...

- Be sure you are following **Fair Housing guidelines**. It’s illegal to mention race, national origin, gender, disability, or familial status in real estate listings. So, that means you can’t include things like, “This family-friendly home is perfect for new parents,” or “Large makeup of international residents means great nearby restaurants.”
- **Proofread!!** Think of the listing description as a first impression. A careless listing description might make buyers assume a careless real estate agent.