

LISTING DESCRIPTIONS

2HR. Writing Effective Listing Descriptions CLASS#44279
Provider: ABBY VASEK INTERIORS#10076

WATCH YOUR LANGUAGE!

“Buyers are taking note of proper grammar and spelling on real estate listings — and they may just pass on those with bad spelling.” -DAILY REAL ESTATE NEWS

1. What are the ABC’s for real estate sales?
2. _____% of buyers say that Agent remarks are “very important.”
3. Photos grab your attention but the _____ fills in the _____ by helping a Buyer understand what photos can’t.
4. List a few of these “GAPS” below:

5. How many words does a potential Buyer want to read? _____
- 6 Do we express more FACT or FEELING in the property description?
7. Listings that correlate to a *lower sales price* are listings that use _____.
8. What is a narrative description?
9. When establishing ETHOS (credibility) list a few things we DO NOT want to do:
10. What words are UNFAVORED by Today’s Buyer?

11. What is a LOGOS (logical) thing to consider when writing?
12. What are the 4 components of a narrative listing description?

13. The _____ has the power to catch the attention of my Buyer.
14. List the 3 things to FOCUS on with your HEADLINE:
15. List 3 HEADLINE tips & a few examples:
16. An opening statement establishes _____ & _____.
17. The narrative description of features is the _____ & _____!
18. In our action we focus more on the PEOPLE or PROPERTY?
19. We need to be _____ to stay compliant with the Fair Housing Act.
The _____ is in action.
20. Connective _____ are essential. List a few below:
21. List 6 KEYWORDS buyers are looking for:
22. How does the property description come to an END? (What is a CTA?)