

5 Proven Listing Description Templates

Copy-Paste Templates That Sell Properties Faster

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How to Use These Templates

Each template is designed for a specific property type. Simply replace the [BRACKETED TEXT] with your property details and customize as needed.

Template 1: Luxury Home

Best For: High-end properties, premium locations, custom homes

The Template:

Experience refined elegance in this architecturally stunning [NUMBER] bedroom, [NUMBER] bathroom estate. Every detail has been meticulously curated to create an unparalleled living experience.

Upon entry, soaring [HEIGHT]-foot ceilings and walls of windows flood the space with natural light. The gourmet chef's kitchen features [APPLIANCE BRAND] appliances, custom cabinetry, and an expansive island perfect for entertaining.

The primary suite offers a true retreat with [SPECIAL FEATURE]. Additional bedrooms provide generous proportions, each with [FEATURE].

Step outside to discover [OUTDOOR FEATURE]. Located in the prestigious [NEIGHBORHOOD], this residence offers proximity to [NEARBY AMENITY].

A rare opportunity for the discerning buyer seeking excellence in every detail.

Power Words for Luxury: Prestigious, Distinguished, Exceptional, Curated, Bespoke, Unparalleled, Timeless, Sanctuary

Template 2: Family Home

Best For: Suburban homes, good school districts, yards

The Template:

Welcome home to [NEIGHBORHOOD NAME] — where families thrive. This warm and inviting [NUMBER] bedroom, [NUMBER] bathroom home is more than a house—it's the backdrop for your family's story.

The heart of this home is the [DESCRIPTION] kitchen and family room, where morning pancakes and homework sessions happen. The kitchen features [FEATURES] with plenty of room for the whole family to gather.

Upstairs, [NUMBER] generously sized bedrooms provide space for everyone. The primary bedroom offers a peaceful retreat, while additional bedrooms are perfect for kids, guests, or a home office.

The backyard is your private oasis—[DESCRIPTION]. Just [DISTANCE] from [SCHOOL NAME], rated [RATING] by GreatSchools.

This is the home where your family belongs.

Power Words for Family: Welcoming, Warm, Inviting, Spacious, Safe, Peaceful, Haven, Cherished

Template 3: Investment Property

Best For: Multi-family, rentals, income properties

The Template:

Prime Investment Opportunity: [PROPERTY TYPE] in [LOCATION]

Maximize your portfolio with this [turnkey/value-add] investment property generating [INCOME] annually.

Property Highlights:

- [NUMBER] units / [TOTAL] bedrooms / [TOTAL] bathrooms
- Current rent roll: \$[AMOUNT]/month
- Cap rate: [PERCENTAGE]%
- Below market rents with upside potential

Located in [NEIGHBORHOOD], one of [CITY]'s most stable rental markets. [DISTANCE] from [EMPLOYER/UNIVERSITY], ensuring strong tenant demand.

Recent Updates: [LIST UPDATES]

Serious investors only. Property sold as-is.

Template 4: Modern Home

Best For: New builds, renovations, contemporary architecture

The Template:

Modern living redefined in [NEIGHBORHOOD NAME]. Clean lines meet thoughtful design in this stunning [NUMBER] bedroom, [NUMBER] bathroom residence.

Floor-to-ceiling windows blur the boundaries between indoor and outdoor living, while [FLOORING TYPE] floors flow seamlessly throughout [SQUARE FOOTAGE] square feet.

The chef's kitchen is a study in modern efficiency: [FEATURES]. Open to the living area, the layout is perfect for those who appreciate form meeting function.

[HIGHLIGHT FEATURE: Primary suite/courtyard/smart home details].

Located steps from [AMENITY]. [TRANSIT/COMMUTE INFO].

For buyers who appreciate design without compromise.

Template 5: Starter Home

Best For: Entry-level, first-time buyers, condos

The Template:

Your first home awaits in [NEIGHBORHOOD NAME]. Stop paying rent and start building equity in this charming [NUMBER] bedroom, [NUMBER] bathroom [home/condo].

Move-in ready with [RECENT UPDATES], this home offers the perfect blend of comfort and value. The [living room/great room] features [FEATURE] and flows into a [kitchen]

description].

The primary bedroom is [DESCRIPTION]. [Additional bedroom/office potential].

[OUTDOOR SPACE/AMENITIES DESCRIPTION].

Located just [DISTANCE] from [TRANSIT/DOWNTOWN], your commute is a breeze.

Priced at [PRICE], this opportunity won't last.

Schedule your showing before it's gone.

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