

CURRENT VERSION > PROPERTY DESCRIPTION:

Searching for a unique opportunity to own a two-bedroom home with TWO parking spots in Old City for under \$400K? Welcome to The Commons of New Street—a sought-after building featuring a newly renovated lobby, elevator, bike room, and private parking lot. Perched on the fourth floor, this corner unit is flooded with natural light, thanks to its expansive windows. And did we mention the 12+ foot ceilings? Spanning over 1,400 square feet, this condo offers everything you need: two full bathrooms, a walk-in closet, ample storage, in-unit washer/dryer, and central air—just to name a few! Freshly painted, this unit is ready for its next owner—Nestled in the heart of Old City, you're just steps away from vibrant restaurants, charming boutiques, and convenient access to I-76, I-95, and the Ben Franklin Bridge. If space + parking are at the top of your list, this is the home for you!

REPLACE ABOVE VERSION W/THIS VERSION > PROPERTY DESCRIPTION:

MOTIVATED SELLER: BOUTIQUE OLD CITY CORNER UNIT W/ 2 PRIVATE PARKING SPACES

Perched above America's most historic neighborhood, this stunning Old City condo is now offered at just \$389,900—an exceptional opportunity to own in a distinctive, well-managed building known for its long-term residents. Tucked within one of Old City's most tightly held addresses, homes here are seldom available—and neighbors tend to stay for years.

With a double corner layout in a boutique 22-residence building, this 2-bedroom, 2-bathroom home is one of only three of its kind. Soaring 12-foot ceilings and oversized windows on multiple sides flood the space with natural light, skyline views, and the quiet charm of cobblestone-lined New Street.

Throughout the day, the bell tower of St. Augustine's Church provides a calming rhythm with its timeless chimes. From every oversized window, you'll take in views of a peaceful garden terrace, singing birds in the treetops, and the historic textures of Old City below—offering the perfect blend of serenity and city life.

Just steps from Independence Hall, Elfreth's Alley, and the Liberty Bell, this home sits quietly on a low-traffic street, just blocks from I-95, I-676, I-76, and three blocks from the metro, making travel in and out of the city effortless.

Included are two deeded parking spaces in a secure, gated lot just a third of a block away. Only need one? Rent the second for \$250-\$300/month and reduce your monthly expenses immediately.

Seller is motivated and highly responsive. Schedule your private tour today.

WHY??

Version 2 is significantly better for several reasons:

Strategic Pricing Presentation

- Version 2 directly states the price (\$389,900) which creates urgency and transparency
- The "MOTIVATED SELLER" headline immediately captures attention and suggests opportunity

Superior Structure and Readability

- Clear spacing and organization with distinct sections
- Better flow from broad appeal to specific details
- Uses visual breaks to improve readability

Richer Value Proposition

- Mentions exclusivity ("only three of its kind")
- Highlights the building's community aspect ("long-term residents")
- Provides specific context about the neighborhood

Better Feature Contextualization

- Describes the parking situation more strategically, including rental potential (\$250-\$300/month)
- Paints a more vivid picture with sensory details (church bells, birds, garden views)
- Better explains the location benefits with specific landmarks

Emotional Appeal

- Creates a stronger emotional connection with descriptive language
- Balances urban convenience with peaceful living
- Includes lifestyle elements that help buyers envision living there

Unique Selling Points

- Emphasizes rarity ("seldom available")
- Highlights the boutique nature of the building (22 residences)
- Better explains the corner unit advantage

Location Benefits

More specific about transportation access
 Better describes the immediate neighborhood
 References historic landmarks that add value

Call to Action

- Ends with a clear call to action for scheduling a tour
- Emphasizes seller responsiveness

Version 1, while containing good information, is more basic and reads like a standard listing.

Version 2 tells a story and creates desire while providing all necessary information in a more engaging format.

The second version would likely generate more qualified inquiries because it:

- Better qualifies the buyer
- Creates a sense of urgency / scarcity
- Shares details allowing reader to FEEL what it's like to live in the home
- Provides more compelling reasons to act vs no reasons to act
- Offers a more complete picture of the lifestyle opportunity and balance gained by having a home perched away from the city energy
- Addresses potential concerns proactively by proposing a way to counter cost

PICTURES:

- Move parking lot photo to the end - make last photo
- Images 6 and 9 are nearly identical, remove image 6

- Make image 9 the main photo - photo number 1
- Push building images (2) back to where you think is best

New main image:



- are you getting a real photographer here to replace images?
- Do you have software to stage images?
- Do you have software to add floorplan?
- What marketing has taken place?
- What are the "fire sale" strategies and expertise Kyle praised you for?