

FreeUSFSBO

Listing Description Template

Organize the strongest selling points before writing your property ad.

Property Address: _____

Listing Price \$ _____ **Bedrooms** _____ **Bathrooms** _____

Approx. Sq. Ft. _____ **Lot Size** _____ **Year Built** _____

1. Best Features

- | | | |
|---|--|--|
| ☐ Updated kitchen | ☐ Updated bathrooms | ☐ Newer roof |
| ☐ Newer HVAC | ☐ New windows | ☐ Hardwood floors |
| ☐ Luxury vinyl plank | ☐ Fireplace | ☐ Large primary bedroom |
| ☐ Walk-in closets | ☐ Open floor plan | ☐ Home office |
| ☐ Bonus room | ☐ Garage/workshop | ☐ Large yard |
| ☐ Fenced yard | ☐ Pool | ☐ Patio/deck |
| ☐ Cul-de-sac | ☐ Corner lot | ☐ Acreage |
| ☐ Waterfront | ☐ Move-in ready | ☐ Other: _____ |

2. Location Benefits

- | | | |
|--|--------------------------------------|--------------------------------------|
| ☐ Shopping | ☐ Restaurants | ☐ Schools |
| ☐ Interstate access | ☐ Hospital | ☐ Downtown |
| ☐ Parks | ☐ Airport | ☐ Beach/water |
| ☐ Other: _____ | | |

3. Recent Improvements

Improvement: _____	Year: _____
Improvement: _____	Year: _____
Improvement: _____	Year: _____

4. Simple Formula

Opening Hook + Major Features + Improvements + Outdoor Features + Location + Call to Action

Example: Move-in ready 3-bedroom, 2-bath home offering a spacious floor plan, updated kitchen, comfortable living areas, and a large backyard. Recent improvements include _____. Outside you will find _____. Conveniently located near _____. Schedule your private showing today.

5. Draft Your Description

For informational and marketing purposes only. Avoid false, misleading, discriminatory, or unsupported claims. Fair housing and advertising rules may apply.