

# Property Description Templates

## 6 Ready-to-Use Listing Descriptions for Your Home

Most FSBO listings lose buyers in the first two sentences because the description is either too short, too generic, or reads like a tax record. These templates give you a head start. Pick the one that fits your home best, fill in the blanks, and post it.

The templates below are designed to work across different platforms, from real estate websites to social media. Each one leads with what matters most to the right buyer. You'll find places to add your specific details in brackets. Just replace the bracketed text with your home's actual information.

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## Template 1: The Classic Family Home

*Use this for: 3+ bedroom homes in suburban neighborhoods. It focuses on space, family life, and the yard.*

Welcome to [NEIGHBORHOOD]. This [NUMBER] bedroom, [NUMBER] bathroom home sits on a [LOT SIZE] lot and offers [SQUARE FOOTAGE] square feet of comfortable living space. Built in [YEAR BUILT/RENOVATED], the home features [KEY FEATURE 1] and [KEY FEATURE 2]. The backyard is perfect for family gatherings, with mature trees and room to run. Located in the [SCHOOL DISTRICT] school district and close to [NEARBY AMENITY], this home checks the boxes for growing families.

### Example filled-in version:

Welcome to Oak Ridge. This 4 bedroom, 2.5 bathroom home sits on a quarter acre lot and offers 2,100 square feet of comfortable living space. Built in 1998 and renovated in 2019, the home features an open kitchen and a finished basement. The backyard is perfect for family gatherings, with mature oak trees and room to run. Located in the Riverside Central school district and close to downtown shops and parks, this home checks the boxes for growing families.

## Template 2: The Updated/Renovated Home

*Use this for: Homes with recent updates or renovations. Lead with what's been done and highlight the transformation.*

This home got a serious refresh in [RENOVATION YEAR]. The [ROOMS UPDATED] were completely renovated with [SPECIFIC UPGRADES]. These upgrades brought new life to the space while keeping [ORIGINAL CHARM FEATURE]. The result is a home that feels modern and updated but still maintains its character. Everything is move-in ready with no guessing about whether things were done right.

### Example filled-in version:

This home got a serious refresh in 2021. The kitchen and primary bathroom were completely renovated with quartz countertops, new appliances, and marble subway tile. These upgrades brought new life to the space while keeping the home's original hardwood floors and crown molding. The result is a home that feels modern and updated but still maintains its character. Everything is move-in ready with no guessing about whether things were done right.

## Template 3: The Starter Home / First-Time Buyer Special

*Use this for: Smaller or more affordable homes. Emphasize affordability, move-in readiness, and low maintenance.*

This is a great entry point for a first-time buyer or investor. At [PRICE RANGE BENEFIT], you're getting [SIZE] of clean, livable space without the bloat. The home needs no repairs and features [LOW-MAINTENANCE FEATURES]. It's [COMMUTE TIME TO CITY/TOWN], so you can keep your commute short without paying a premium price. Move in and enjoy it, or rent it out and build equity.

### Example filled-in version:

This is a great entry point for a first-time buyer or investor. At \$285,000, you're getting 1,050 square feet of clean, livable space without the bloat. The home needs no repairs and features recently replaced roof, new HVAC system, and vinyl siding. It's 30 minutes from downtown, so you can keep your commute short without paying a premium price. Move in and enjoy it, or rent it out and build equity.

## Template 4: The Outdoor Entertainer

*Use this for: Homes with great yards, decks, pools, or outdoor spaces. Start with the outdoor features that make this home special.*

The real living happens outside. This [LOT SIZE] property features [OUTDOOR FEATURES] and a spacious [DECK/PATIO DETAILS]. The [LANDSCAPING HIGHLIGHTS] creates a private oasis perfect for entertaining. Whether you're hosting a summer cookout or just relaxing with family, the outdoor space is ready for it all. The home itself is comfortable, but you'll spend most of your time in the yard.

### Example filled-in version:

The real living happens outside. This one-acre property features a saltwater pool with waterfall and hot tub, a built-in outdoor kitchen with grill and pizza oven, and a spacious 20-by-16 trex deck overlooking the yard. The professionally landscaped grounds with lighting creates a private oasis perfect for entertaining. Whether you're hosting a summer cookout or just relaxing with family, the outdoor space is ready for it all.

## Template 5: The Location Seller

*Use this for: Homes where location is the biggest selling point. Lead with neighborhood, walkability, and proximity to what matters.*

Location is everything, and this home has it. Situated in [NEIGHBORHOOD NAME], you're walking distance to [WALKING DISTANCE AMENITIES]. Your commute is [COMMUTE DETAILS], and your kids attend [SCHOOL INFO]. You can walk to coffee, restaurants, and the park. The neighborhood is active and desirable, which means your home holds its value. This is the kind of location that sells homes fast.

### **Example filled-in version:**

Location is everything, and this home has it. Situated in Midtown, you're walking distance to restaurants, coffee shops, the farmer's market, and Riverside Park. Your commute to the office is a 12-minute walk or one train stop, and your kids attend the top-rated Lincoln Elementary. You can walk to practically anything. The neighborhood is active and desirable, which means your home holds its value. This is the kind of location that sells homes fast.

## Template 6: The Investment/Income Property

*Use this for: Multi-family, rental potential, or investment-minded buyers. Focus on numbers, rental income, and separate entrances.*

This [NUMBER OF UNITS]-unit property generates [RENTAL INCOME] in annual rental income. [SEPARATE FEATURES] make this ideal for investors or owner-occupants. The property tax is [PROPERTY TAX AMOUNT], and it's in a stable, rental-friendly neighborhood. The numbers work on this one. Whether you want to owner-occupy one unit and rent the rest or go fully rental, the income potential is there.

### **Example filled-in version:**

This 2-unit property generates \$32,400 in annual rental income with a long-term tenant paying \$1,350 per month. Separate metered utilities and separate front entrances make this ideal for investors or owner-occupants. The property tax is \$3,200 annually, and it's in a stable, rental-friendly neighborhood. The numbers work on this one. Whether you want to owner-occupy one unit and rent the rest or go fully rental, the income potential is there.

## Quick Tips for Writing Better Descriptions

**Lead with the best feature, not the bedroom count.** Buyers scroll past a hundred listings that start with '3 bed, 2 bath.' Start with what makes your home different.

**Skip the ALL CAPS.** It reads like yelling. Your description will be taken more seriously if you use normal capitalization.

**Don't say 'must see.'** Instead, show them why. Describe the specific features that make the home worth seeing.

**Include the town and school district.** Buyers search by these. Include both somewhere in your description.

**Mention recent updates with years.** Don't just say 'updated kitchen.' Say 'kitchen updated in 2023 with new appliances and countertops.'

**Keep it under 250 words for online listings.** Most platforms show less than that before the 'read more' link. Grab attention in the first paragraph.

**Be specific about what you mean.** Instead of 'nice neighborhood,' say 'quiet tree-lined streets with young families.' Instead of 'spacious,' give square footage.

**Fix the common mistakes.** Don't say 'cozy' for small. Don't call a condo 'a great investment' when you just mean it's cheap. Buyers see through that.

## About This Tool

These templates were created to help FSBO sellers write descriptions that actually work. Each template is built around what different buyer types respond to. Pick the one closest to your situation, fill in your details, and you'll have a listing description that sounds like a real person describing a real home, not a sales pitch.

### Questions about marketing your FSBO property?

Get in touch with Matt Warbet

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I help FSBO sellers get their homes sold faster and for more money.