



Real Estate Listing Description Template

Property Address _____

Listing Agent _____

First Draft

Section of Your Listing Description	Drafted Copy
1. Brand Your Listing With a One Sentence Title	
2. Pitch Your Audience on The Home's Best Features	
3. Pitch The Benefits of the Location & Neighborhood	
4. Caveats That Are Important for The Buyer	
Notes:	

Second Draft

Section of Your Listing Description	Second draft copy
1. Brand Your Listing With a One Sentence Title	
2. Pitch Your Audience on The Home's Best Features	
3. Pitch The Benefits of the Location & Neighborhood	
4. Caveats That Are Important for The Buyer	
Notes:	

Final Copy

Section of Your Listing Description	Final copy
1. Brand Your Listing With a One Sentence Title	
2. Pitch Your Audience on The Home's Best Features	
3. Pitch The Benefits of the Location & Neighborhood	
Notes:	

