Listing description checklist

From the facts to a draft you can publish

1. Gather the facts first

- [ ] Address or neighbourhood, property type and size
- [ ] Bedrooms, bathrooms, parking and outdoor space
- [ ] Updates with years (roof, kitchen, floors, windows)
- [ ] The three things you would point out on a walk-through
- [ ] Anything a buyer must know: fees, levies, tenancy, restrictions

2. Draft

- [ ] Ask for a specific length, lead feature and tone
- [ ] Ban the clichés you never use ("must see", "won't last", "dream home")
- [ ] Generate two or three versions and keep the best parts

3. Edit like it is yours

- [ ] Every number and feature matches your notes
- [ ] Adjectives replaced by specifics ("south-facing windows", not "stunning")
- [ ] Read aloud: the opening and the close sound like you
- [ ] Units and spelling match your market
- [ ] Length fits the portal or MLS limit

4. Check the wording

- [ ] Describes the home, not the people who should live there
- [ ] No guarantees about price, speed or results
- [ ] No claims you cannot back up
- [ ] Local advertising rules and your brokerage's policy checked

5. Before you publish

- [ ] Facts re-read against the listing agreement
- [ ] Photos and captions match the text
- [ ] A second person has read it
- [ ] You are happy to put your name to it