

Guide for Home Sellers

# 9 Power Words

That Help Your Home Sell Faster



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In many listing systems and on property flyers you only get roughly 100 words, at best, to make a deal-winning impression.

To market your home like a pro, you've got to make sure that your description adds value to the picture that your home's listing photos have already created.

Here's a double-digit list of words, phrases, and word families that you and your listing agent can use to craft a vivid listing description that encourages buyers to make your home their new home.

### 1. "Walkable to..."

Home buyers have a soft spot for homes with access to the shops, parks, cafes, and cultural amenities.

According to a recent Walkscore.com study, buyers will pay more for homes with high "walkability" rankings when compared to homes in sprawling neighborhoods where cars are necessary to get to and from essentials.



#### Success Tip:

Consider giving a precise distance, number of blocks or length of the drive it would take to get from your home to the target amenities nearby.

### 2. Feel, floor plan, and flow.

Words that indicate that a home is characterized by stretches of clear space, light, flow and an open floor plan are generally attractive to buyers. Use these to trigger interest in coming to see your home.



#### Success Tip:

Avoid the temptation to manipulate buyers by inaccurately describing your home to get them there. Eventually, they will find out the truth and that won't put them in the mood to make an offer.

### 3. First-timer upgrades.

If there are aspects of your home - area, a price range or other characteristics - that are attractive to first-time buyers, you need to include them in your listing description.

#### How to do it:

Mention the ways your home would represent a big lifestyle upgrade compared to living in an apartment or a rental. For example, talk about storage space, privacy and quiet, or any ready-to-enjoy outdoor living spaces first-time buyers might be craving.

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### 4. Fancy Finishes.

If your home's finishes are a commodity in your area, you should call them out in your home's listing.

In fact, research from the book *Freakonomics* showed that five listing description words were positively correlated with higher purchase prices: granite, corian, maple, state-of-the-art, and gourmet.



#### Success Tip:

When highlighting finish materials, keep in mind two things: (1) "What's hot" changes over time and (2) different buyers prefer different materials, so make sure you choose wisely.

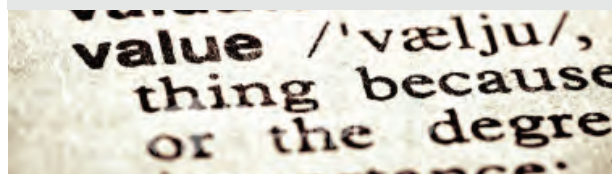
### 5. Brand names.

Describing your home's style or design aesthetic with reference to brand names is a pithy, yet power-packed, way to show value and provide a frame of reference.

**For example:** Describing a home as Pottery Barn chic sparks images of family-style living spaces that are well coordinated and comfortable. People in the market for homes are also in the market for designs and furnishings, a truth you can use to create a quick mental image.

#### Success Tip:

If your home has brand name built-ins, like California Closets, or other items you're including in the sale that are valuable, drop those brand names in the description.



### 6. Neighborhood names.

If your home is in a desirable or up-and-coming neighborhood, don't assume that buyers are going to find out themselves. Include the name of your district or neighborhood so your home's listing gets picked up on Google.

#### Success Tip:

If your home typifies a style of home for which your area is well-known, dropping the names of both the neighborhood and the style can pack a one-two punch with just a couple of words, e.g. Westbrook Victorian.





# Guide for Agents

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### 7. “Built-in” or “custom.”

If you have custom features with wide appeal built into your home, you should definitely consider mentioning them.

Here’s a short list of built-ins you can’t afford to leave out:

- Custom desks and bookcases
- Closet organizers and garage storage systems
- Customized recycling centers or backyard composters
- Artisan-built wood doors, windows and cabinetry
- Furniture like breakfast nooks, banquettes, and window seats

### 8. On trend features.

Work with your agent to keep your finger on the pulse of current shifts in what buyers like and make sure to trigger those preferences by mentioning your home’s features that map to buyer’s wish lists.

**For example:** Some buyers are looking for homes with features that are both environmentally and financially responsible, so if your home has solar panels, dual-paned windows, or other green features they should be included in your home’s listing description.

### 9. Little kitchen luxuries.

Buyers like food prep space, plentiful counter space, professional-grade appliances, and - the Holy Grail of all kitchen features: the island. If you have them, mention them.



#### Success Tip:

When pointing out noteworthy kitchen features, be sure to include breakfast nooks, vegetable sinks and pot-fillers, and stoves that run on gas (vs. electric).

### Jump into action - Set yourself apart.

Think of your home’s listing description as a luxury chauffeur that escorts prospective buyers right to the very best features of your home. Don’t make buyers hunt around for the reasons they should see your home instead of the one across the street.

#### More honorable mentions:

Here are more hot features worth mentioning to help your home sell faster:

- |                      |                                      |                        |
|----------------------|--------------------------------------|------------------------|
| · Premium lot        | · Condition                          | · Incentives           |
| · Extra bathrooms    | · Prime neighborhoods & subdivisions | · Prepaid HOA dues     |
| · Mother-in-law unit | · Price                              | · Closing cost credits |