



OPINION | AGENT

## How to make your real estate descriptions more powerful

Using vivid language to stir up emotion is one of the best ways to provoke prospects to take action

BY MISSY YOST  
OCT 23

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Ever wondered how some [real estate agents](#) can craft [property descriptions](#) that hit home with buyers? How do they choose their words in a way that makes the ordinary sound enticing?

It may not be as hard as you think. In fact, I'm going to share a simple secret. Those agents use words that toy with the emotions of their audience. Some writers refer to these words as [power words](#).

Take the following phrase for example; which would be more likely to draw you in to learn more?

"Very nice house with lots of upgrades in a secured development," or "Welcoming home with custom features located in a gated community."

Both sentences say the same thing, but word choice in the first option speaks to fact whereas the second option speaks to emotion.

Every word that evokes emotion has power. The choice of "welcoming," "home" and "community" solicit emotion. "Custom features" and "gated" soften the fact-based words "upgrades" and "secure."



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Here are some other examples of words and phrases you can interchange with current ones commonly used in property descriptions.

1. **Replace "unit" with condo or townhome.** No one says "I want to purchase a unit." The word unit doesn't give a warm-and-fuzzy feeling.
2. **Instead of "lot" say homesite.** Homesite suggests the realization of a dream. "The perfect homesite for your dream home" expresses fulfillment of a desire better than "The perfect lot for your new house."
3. **Warm up the phrase "new development" with new neighborhood or community.** Would you rather live in a development or a community?
4. **Neighborhoods should never have "restrictive covenants."** Instead, refer to the community agreement or protective covenants.

## 10 Bad Words

6. **The commonly used word “upgrades” is cold and matter-of-fact.** Try swapping it for updated or custom features.
7. **Avoid using “can’t” in a description.** “You can’t miss this!” Replace can’t with “won’t.” “You won’t want to miss this!” Can’t is forbidding the reader, whereas won’t places the action with the reader.
8. **Another similar phrase to avoid is “have to.”** Swap the phrase “want to” in, and once again you’ve gone from controlling their action to allowing the buyer to control their actions.
9. **Try to avoid acronyms and confusing terms whenever possible.** Although many buyers understand what HOA, POA and regime stand for, there are many who don’t. Confusing words and acronyms can be a turnoff for some potential customers.
10. **Charge up potential buyers with these additional emotion-provoking words:**
  - Amazing
  - Blissful
  - Breathtaking
  - Delightful
  - Jaw-dropping
  - Jubilant
  - Magical
  - Mind-blowing
  - Protected
  - Secure
  - Sensational
  - Spectacular
  - Staggering
  - Stunning
  - Surprising
  - Wonderful
  - Wondrous

Using powerful words to stir up emotion is one of the best ways to provoke prospects to take action. But it’s also vital that powerful words are used appropriately.

You won’t want to use them in a manner that [creates false advertising](#). When phrasing a description, your objective is for prospective buyers to visit the listing and be in agreement with how you described the property.

*Missy Yost is a Realtor with [Weichert Realtors Coastal Properties](#) in Hilton Head, South Carolina. Follow The Yost Group on [Facebook](#) or [Twitter](#).*

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**Rachel Lura** · Luxury Sales & Leasing Agent at Boston City Properties

The author did state the following at the end of the article. The goal of the article is to assist agents to write better, not to promote false advertising.

I think you're missing the point.

"You won't want to use them in a manner that creates false advertising. When phrasing a description, your objective is for prospective buyers to visit the listing and be in agreement with how you described the property."

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**Paul Stonkus** · Broker/Owner/Realtor at EXIT ELITE Realty,

Rachel Lura There isn't one adjective in that list that isn't a superlative. MOST properties don't rate ONE superlative. By definition, these all imply that there could be nothing BETTER in each category. They reinforce the public's perception that this is a "sales" field in which practicing agents are free and clear to present a distorted picture to mislead the consumer into viewing the property. It doesn't help the field or the agents. If every property is amazing, or breathtaking, or mind-blowing, or wondrous, then, in reality, NONE of them are. People aren't stupid and we should be discouraging public mistrust of our descriptive information, IMHO.

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**Missy Meguire Yost** · Sales Associate at WEICHERT, REALTORS®-Coastal Properties

I agree completely. None of the words should ever be used if they create false advertising. They cannot be used in most situations.

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**Frank Consulting Group LLC**

Good stuff. Even better would be to write about benefits, not features. People buy benefits, not features.

Pick 3 benefits and focus property description around that. "Imagine how safe and secure your family will feel in this 24 hour protected community."

I read too many prop descriptions describing shiny door knobs instead of what shiny door knobs will do for me..., if anything.

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**Missy Meguire Yost** · Sales Associate at WEICHERT, REALTORS®-Coastal Properties

Excellent idea! I am going to incorporate that into my future listings.

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**Kim Sheen** · Warwick Veterans High

Thesaurus is a wonderful thing! I use it all the time!

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**Kenneth Jenny**

One of the major challenges this industry has is the following. The MLS was never intended or designed for the use by the public. And now we feed "MLS data" to consumers that really want to see "property information." This is why in the age of print advertising, nearly every brokerage company had a marketing department. The marketing department took the raw MLS data and added marketing words and design and then they published the listing information. There were no direct feeds of listings from the MLS to the newspapers or magazines. For good reason. Then add this factor to the challenge.... [See More](#)



I so disagree with so many of your suggestions! The best real estate copy? The writer has killed most of the adjectives. "Sensational" or "Mind Blowing" tells me nothing, especially considering so many of the common adjectives we use are in fact overused to the point of being meaningless in creating a prospects expectations.

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**Deborah Wess**

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**Richard Dale-Mesaros** · Real Estate Strategist at Keller Williams Lakes & Mountains Realty

Using these superlatives is as bad as using photography that enlarges/distorts the actual look of spaces in a home.... be real, people! 😊

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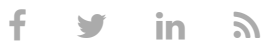
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