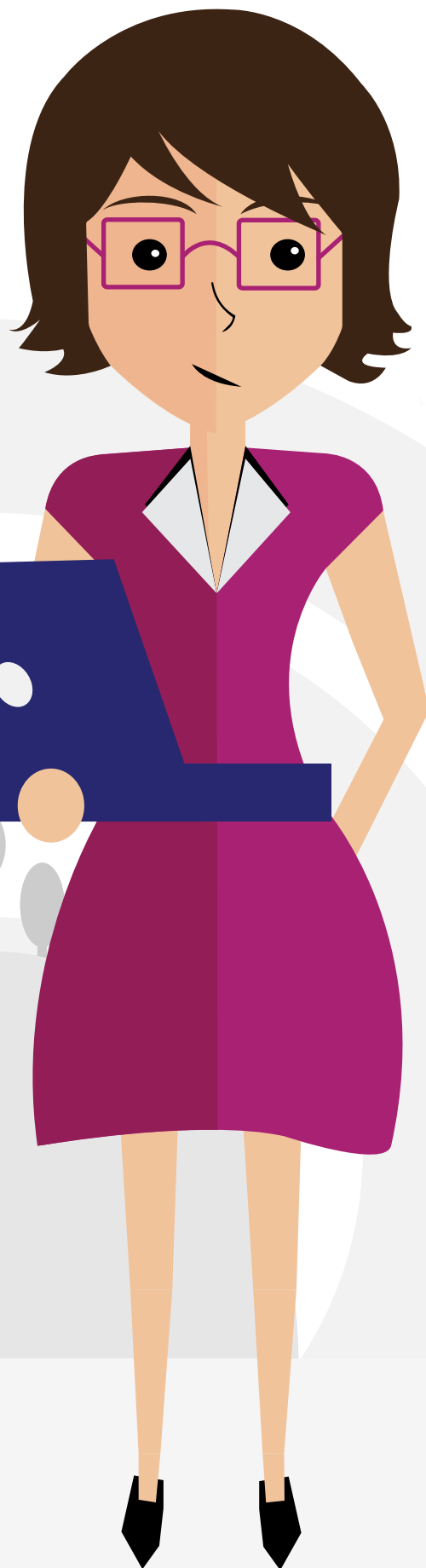


# YOOLA

Your Online Letting Agents



*A Guide*  
to Writing a Great  
Property Description

**To start an advert you should first consider the key features. These will be shown as bullet points at the top of your advert.**



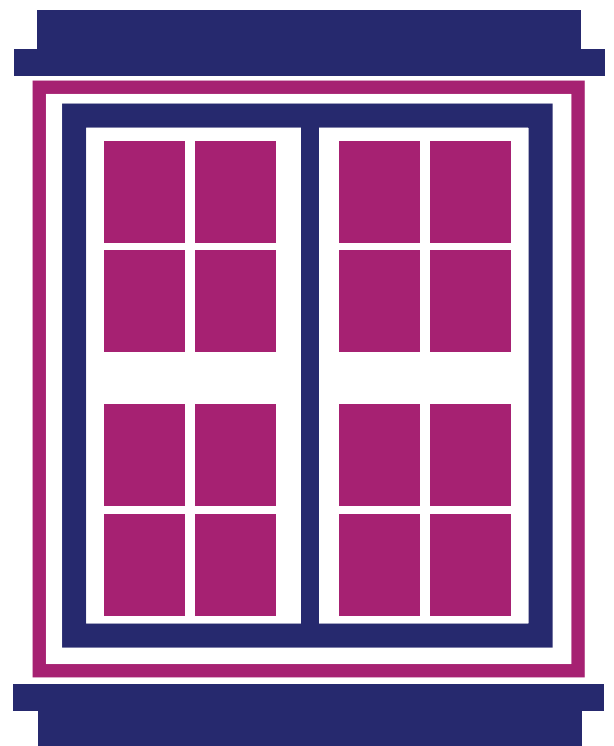
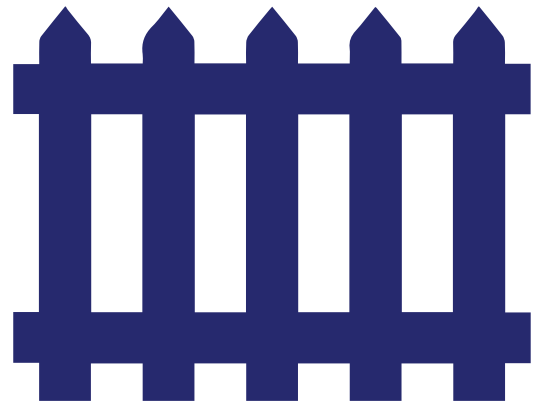
# Key Features

These features are what will encourage the tenants to visit your full details section of the advert. These should include:

- Number of bedrooms
- Number of bathrooms/ensuites
- Parking arrangements, garage, driveway etc
- Size of garden/outside space
- Whether the property is offered furnished/part furnished/unfurnished
- Location /proximity to local facilities – shops, bus routes/train
- When the property is available?

You should consider what key features will appeal to your ideal tenant. So if you are looking for professional people, it's safe to assume close transport links to Cities and Towns is important. If your target tenants are families, maybe local schools and amenities are the selling points. Potential tenants are going to glance at the key features of your description, and then decide whether they want to read on. Other key features you may want to include are:

- Double glazing
- Security features, eg. Alarm
- Type of house – Detached/semi/terraced
- Design of house – bungalow/2 storey
- School catchment area
- Style of décor, contemporary/traditional etc
- Power shower
- Layout, of reception rooms, open plan etc
- Original features, for example, fireplaces or doors



# Property Details

When writing your property description, it is important that the information is accurate and in no way misleading. The property details you give us should accurately represent the property you are advertising.

A positive introduction is a great way to start your ad. Like the key benefits, this is the first thing potential tenants will read. Below are some examples but feel free to use your own....

*"An extremely well presented four bedroom semi detached house close to...."*

*"Recently refurbished to a very high standard including..."*

*"A spacious two bedroom apartment within easy reach of local transport links ..."*

It is important that you point out all the benefits and positive things throughout the property description whilst still keeping them accurate. A bedroom can't be described as a double if you would have to climb out the window to get out of the room!!

We suggest you write a longer description than a shorter one but try and keep it to the point. Properties with accurate and positive descriptions are more likely to achieve a viewing. So use this opportunity to appeal to as many tenants as you can.

# We are here to help



We are always only a phone call or email away if you have any questions or want to find out more about the hassle free and fantastic services Yola provides.



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