GOOD & BAD HOME DESCRIPTIONS

Difference between Features vs Benefits

A *feature* is a tangible item. It is merely something that exists. It is lifeless.

A *benefit* is the breath given to a feature. It is the life of a house and what sells a home. Knowing how to describe not only the features of your house, but also the benefits of said features is the key to turning a simple description into a story. Buyers can picture a house from its features, but they can feel at home with a well-written description of their benefits. This is what you want.

BAD HOME EXAMPLE 1

Great house. Great location. Good light. Dining Room/Sitting Room.

2 fireplaces. 4 bed/ 3 bath.

GOOD EXAMPLE 1

Fabulous family home with an open floor plan - great for entertaining! Very spacious rooms with 12' ceilings throughout formal dining, family room & office. Family room offers great view of the backyard with French doors that lead to a majestic deck & covered pergola! Gorgeous cherry hardwood floors, hewn beams, crown molding & designer paint throughout. Gourmet island kitchen with granite counters, under cabinet lighting & stainless Thermador appliances all make cooking a breeze. Large bedrooms & closets for a growing wardrobe. Nice size master bedroom with large fabulous master bath! Large backyard…room for a pool!

BAD EXAMPLE 2

Nice home with nice carpet. Clean 3 bed/ 4 bath. It has a pool and pool house.

GOOD EXAMPLE 2

Stunning, custom, inviting brick home with wrap around terrace & stone railing, custom ceilings, French doors, and elegant paneled study. The den opens to kitchen and garden room w/windows to view back yard with huge deck and trees. New Restoration Hardware paint throughout. Kitchen has Sub Zero, ample counter space and breakfast area. A beautiful master suite includes a sitting area and a big walk in closet. Master bath with huge whirlpool, 2 sinks and a large shower. Large outdoor living space with a sparkling pool and calming fountain.