

## HOW TO WRITE A PROPERTY DESCRIPTION

Whether you are new to writing property descriptions or want some tips to spruce up your current content, we have created some guidance to help you with your Warwick Studentpad property advert.

An advert on Warwick Studentpad is made up of 2 parts; the **key features** and the **property description**.

You have the ability to select your key features from a pre-defined list when creating your advert on Warwick Studentpad. This is your opportunity to show potential student tenants the key aspects of the property, in an easy to read bullet point format. Many students will use this list to shortlist against their 'must-have' requirements so be sure to be accurate.

The second part is the property description section; this allows you to go into more depth about your property; highlighting its key attributes and selling points.

### PROPERTY DESCRIPTION

When writing your property description, the most important thing to remember is not to be misleading. **The property details should accurately represent the property you are advertising.**

The best way to start your property description is with a really positive introduction, such as:



- "A well presented three bedroom semi-detached house on the outskirts of ..."
- "Brand new 2-bedroom house ..."
- "A newly refurbished 4-bedroom home in a sought after location close to ..."
- "Spacious room to let ..."
- "A great 2-bedroom apartment within walking distance of great bus links to the University of Warwick ..."

As you can see, each of these statements includes both the number of bedrooms and most positive attribute of the property within the first line of the property description to catch the reader's attention.

You can then go on to describe all of the other important features of the property. Try to be as concise as possible, without simply listing them. Use phrases such as:

- **“The property benefits from ...”**
- **“Featuring ...”**
- **“The accommodation comprises ...”**
- **“The rent is inclusive of...”**
- **“The house includes ...”**

Remember that if the first paragraph doesn't catch the reader's attention, they may not read on, so make sure you write a unique and appealing opening paragraph.

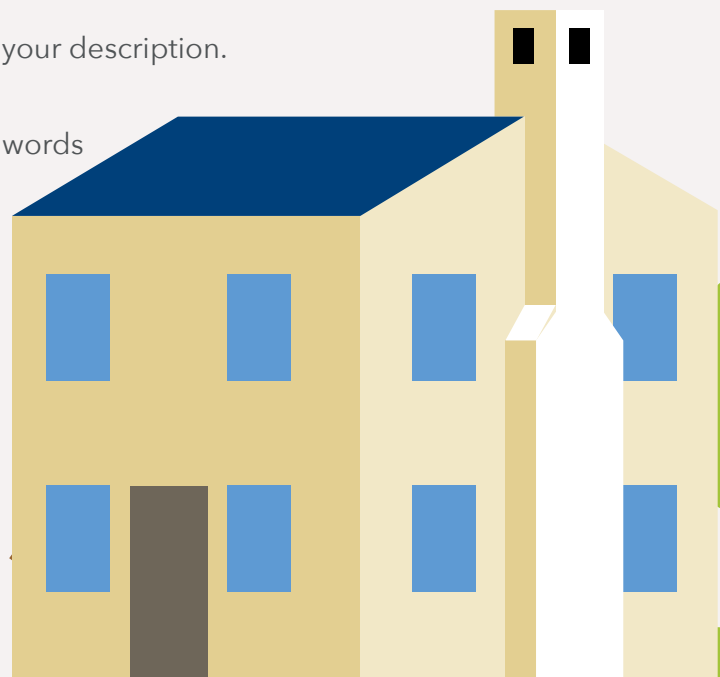
It is important to use positive language throughout your property description, and to describe things in an encouraging way. For example, a small living room might be described as “cosy”, or a small gravelled garden could be described as a “low maintenance courtyard”. However, please note that your description should not mislead a prospective tenant.

You should also include anything else you feel the property can uniquely offer a potential tenant. For example, if you offer free WiFi, a luxury ensuite with power shower, contemporary basin, if there is a particularly large garden, or if the kitchen is well equipped with a dining area. Remember that a potential tenant is likely to view a large number of other rental properties online, before creating a shortlist for physical viewings. Ensure you make the shortlist by mentioning any features that you think may be appealing and/or unique but try not to simply repeat the features you have selected in the key features section.

Remember to do a spell check once you are satisfied with your description.

Lastly, remember that pictures really do speak a thousand words and a good image can capture the attention and say more than a large section of text. As you progress through Warwick Studentpad to create your advert remember that the best description in the world won't counter a bad selection of photos.

To help landlords, please read our guidance document on presenting photos, which is also relevant when using videos: [Landlord - Guide to Property Photos.pdf](#)



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