

THE PLAYBOOK SOCIETY DESCRIPTION WORKSHEET

Build the listing description in sequence. Four layers. One draft. No opinions — only verifiable facts.

Property Address	List Price
	\$
MLS Number	Price Per Sq Ft
	\$
Property Type	Total Sq Ft
<i>Single-family / Condo / Townhome / Multi-family</i>	

The description is not a checklist. It moves in sequence — interior to infrastructure to location to investment context. Each layer addresses a different buyer concern. Write facts, not opinions. 'Renovated kitchen with quartz countertops' is verifiable. 'Beautiful kitchen' is not.

LAYER 1 — INTERIOR: USE, ORGANIZATION, AND CONDITION

Core Data

Total Square Footage	Living Room Orientation (compass)
	<i>N / S / E / W / S-W / etc.</i>
Number of Levels	Ceiling Height (where notable)
Primary Bedroom Location	Natural Light — describe
<i>Main / Upper / Lower</i>	

Flooring — material and condition by area

White oak herringbone refinished 2023 / Calacatta marble / Radiant heated floors / Custom millwork throughout

Kitchen — surfaces, appliances, configuration

Calacatta marble surfaces / Sub-Zero refrigeration / Wolf range / Miele dishwasher / butler's pantry / wine storage

Primary Bath — features

Waterworks fixtures / freestanding soaking tub / steam shower / heated floors / two separate vanities / dressing room access

Storage — closets, built-ins, garage

Recent Updates — with approximate dates

Full gut renovation completed 2022 — \$1.8M / Primary suite addition 2021 / Smart home system Crestron 2023 / Wine cellar buildout 2022

Condition summary

Move-in ready / Needs cosmetic updates / Needs renovation / As-is

Draft — Layer 1

Write the interior description here. Lead with sq ft, orientation, and layout. Then finishes. Then condition. No adjectives that can't be verified.

EXAMPLE

15 Central Park West, New York, NY 10023 — 3,200 sq ft across a single level with direct Central Park views from the living and primary suite. Chef's kitchen with Calacatta marble surfaces, Sub-Zero and Wolf appliances, and a dedicated butler's pantry. Four bedrooms — primary suite with two walk-in closets and a spa bath with heated floors. White oak herringbone floors throughout. White-glove building. Move-in ready.

LAYER 2 — INFRASTRUCTURE: BUILDING AND SYSTEMS

Core Data

Construction Type	Roof — age and material
Wood-frame / Masonry / Steel / Mixed	
Year Built	HVAC — age and last service
Foundation Type	Water Heater — age and type
Slab / Crawlspace / Basement	Tank / Tankless / Solar
Electrical Panel	Windows
100A / 150A / 200A / Updated year	Single / Double pane / Year replaced
Plumbing — material and condition	Energy Rating / Solar
Copper / PEX / Updated year	

Parking

Private motor court / 4-car garage with EV charging / valet parking building / deeded underground space / heated garage

HOA (if applicable)

Monthly Fee	Pending Assessments
\$	None / Amount: \$
Reserve Fund Status	Recent Litigation
Adequate / Underfunded / Unknown	None / Active

HOA amenities included

Full-time doorman / concierge / private fitness center / rooftop terrace / valet / private storage / white-glove services

Draft — Layer 2

Buyers and their agents will find this in due diligence. Present it proactively — it signals the property can withstand scrutiny.

EXAMPLE

2950 Broadway Street, San Francisco, CA 94115 — Pacific Heights. Concrete and steel construction, full seismic retrofit completed 2019. Roof replaced 2022. HVAC zoned by floor, updated 2021. 400-amp electrical service. HOA financially stable — \$2.4M reserve fund, no pending assessments, no active litigation. Three-car garage with two EV charging stations.

LAYER 3 — LOCATION: ACCESS AND CONTEXT

Core Data

Neighborhood / Submarket	Nearest Transit — name and distance 0. _ miles / _ min walk
Walk Score (if strong)	Nearest Freeway / Highway Access
School District	Distance to Downtown / Employment Hub

Daily conveniences within 0.5 miles — grocery, pharmacy, coffee, dining

Bergdorf Goodman 0.4 mi / The Mark Hotel 0.2 mi / Bemelmans Bar 0.1 mi / Central Park main entrance 0.05 mi

Schools within district — name and rating if strong

Dalton School 0.3 mi / Spence School 0.4 mi / Lycée Français de New York 0.6 mi — private school corridor, Upper East Side

Recent or planned infrastructure investment in area (if value-positive)

New transit station Hudson Yards 2026 / High Line Park extension completed 2024 / neighborhood BID investment \$40M ongoing

Neighborhood character — one factual sentence

Trophy pre-war co-op block / gated private road estate / historic landmark district / white-glove doorman building

Draft — Layer 3

Use specific distances — '0.4 miles from the Caltrain station' is more persuasive than 'close to transit'. Buyers are deciding on a neighborhood as much as a property.

EXAMPLE
750 Bel Air Road, Los Angeles, CA 90077 — Bel Air. Gated estate on 1.8 acres. 0.6 miles from the Bel-Air Country Club. Private motor court, guest house, and staff quarters. Stone's throw from the intersection of Sunset Blvd and Bellagio — 18 minutes to Beverly Hills, 22 minutes to Century City. Adjacent to the Bel Air Association private road network. Public school district not applicable — property profile aligns with private school enrollment.

LAYER 4 — INVESTMENT CONTEXT (use when applicable)

Not every listing needs this layer. Use it when the buyer profile includes investors, or when the financials support the price better than the comps alone.

List Price Per Sq Ft	Estimated Market Rent
\$	\$ / month
Neighborhood Average \$/Sq Ft	Comparable Rent Range in Submarket
\$	\$ - \$ / month
Price Position vs. Average	Typical Vacancy Rate in Area
Below / At / Above avg by %	

ADU / rental unit present?

No / Yes — current rent: \$ / month / tenant month-to-month / lease expires:

Recent comparable sales that support price — 2 or 3 maximum

834 Fifth Ave #9B — \$9.2M — closed Oct 2024 — 3,100 sq ft — \$2,968/sq ft / 15 CPW #11A — \$11.5M — closed Aug 2024 — 3,800 sq ft — \$3,026/sq ft

Draft — Layer 4

EXAMPLE

3 Indian Creek Island Road, Indian Creek, FL 33154 — Indian Creek Island. Listed at \$4,850/sq ft against an island average of \$5,100/sq ft for comparable waterfront condition — representing a rare entry-point opportunity in the most secure private island community in the United States. No rental comparables available — all 34 residences are owner-occupied. Resale liquidity limited by design; last comparable transaction closed at \$35.5M in Q1 2024.

SEO CHECKLIST — MLS AND PORTAL OPTIMIZATION

The description is indexed by search algorithms. An agent who understands this writes descriptions that are found, not just read.

Title (MLS H1 — up to 60 characters)

Formula: Property type + key differentiator + neighborhood

Example: Pre-War Trophy 4BR with Central Park Views — Upper East Side, NYC

Your Title

Meta Description (up to 160 characters)

Formula: Core facts + strongest feature + location + one buyer benefit

Example: 3,200 sq ft pre-war co-op, Central Park views, white-glove building. 15 CPW. \$2,950/sq ft — below comp average. Board approval required.

Your Meta Description

Target Keywords — natural, not forced

Never repeat a keyword more than twice. Distribute variations naturally across the full description.

Property type + location (primary keyword)

Example: pre-war co-op Upper East Side New York / Pacific Heights mansion San Francisco

Feature keywords (2–4)

Central Park views / white-glove doorman / private terrace / wine cellar / staff quarters / motor court

Buyer profile keywords (1–2)

ultra-luxury / trophy property / family estate / international buyer / pied-à-terre

Financial keywords (if Layer 4 applies)

below comp average \$/sq ft / rare entry point / limited inventory / last transaction \$35M / board approval required

Final Description — assembled from all four layers

Combine Layers 1–4 into a single flowing description. 300–600 words for MLS. Organized by the four layers — do not mix them.

QUALITY CHECK — BEFORE SUBMITTING TO MLS

- ☐ Every claim is verifiable — no subjective adjectives (beautiful, stunning, cozy)
- ☐ Specific numbers used — sq ft, distances, ages, prices, dates
- ☐ Four layers present — interior / infrastructure / location / investment context
- ☐ Title is under 60 characters and includes property type + location
- ☐ Meta description is under 160 characters
- ☐ Keywords appear naturally — not repeated more than twice
- ☐ Description reviewed by a colleague or read aloud — does it flow?
- ☐ No spelling errors, no abbreviations that a buyer won't understand

The property doesn't sell itself. The process does. — The Playbook Society | Method. Not Motivation.