



### Writing Remarks (Public and Agent) for MLS Listing

#### **Public Remarks:**

*Option 1:* Having ChatGPT write your remarks -Go to [ChatGPT website here](#), THEN click on [Instructions here](#)

*Option 2: Write your own (ideas):*

1. Start with "Welcome home to (property address)".
2. "This \_\_bed \_\_bath \_\_ is located in (area)."
3. Insert something about the benefit of location, i.e. minutes from the Village, close to downtown, etc.
4. "Arriving at the property, you will notice the (insert exterior feature)."
5. "Once inside, you're greeted by the (insert feature)."
6. From there, walking people through the house and naming the features and the benefits.
7. Once done fully detailing the interior of the home, mention the features of the backyard or the outdoor living space.
8. If there's still other bullet points to mention that are on the home preview or listing pre-qualification form, say "Other notable features include..."
  - a. i.e. age of mechanical systems, component upgrades such as windows, siding, roofs, encapsulated crawl spaces, generators, or anything else that is noted on one of those forms
9. If home warranty is being offered, "Last but not least, owners are offering a year long home warranty with the property."
10. End with "Don't miss this one... book your showing today!"

Welcome to and summary

Walk through house while pointing out features

Mention backyard if applicable

Other notable features

Heat pump=electric

Mention systems (new within 5 years, vinyl windows and siding)

**Agent Remarks:**

- Put in showing instructions. If the home is occupied, make sure to add “Please allow X hours notice for showings.” Include your cell number and indicate if you want agents to call or text or either.
- If there are pets that will be home, make sure you add in where the pets will be example: “Dog will be crated in garage do not be alarmed” or “Dog will be locked in dog run.” or “Indoor cats, please do not let outside”.
- For your opening weekend launch, consider “Please leave lights on when you leave.”
- If there is a delayed review of offers scheduled write in: “All offers due by Monday (insert date) at 2pm. Please allow response time of Monday (insert date) at 8pm.”
- If a HOT market and no escalation clauses will be accepted, write in: “No escalation clauses accepted, highest and best offers only please.”

