SINGLE PROPERTY WEBSITE: CONTENT TEMPLATE

Fill in every section before you build the page. Use facts you have checked, and keep the wording about the home, not about the people who might buy it.

1. Property basics

Street address _____

City _____ **State and ZIP** _____

List price _____ **Property type** _____

Beds _____ **Baths** _____

Square feet _____ **Year built** _____

Lot size _____ **HOA fee (if any)** _____

2. Headline and first impression

One short headline that says what makes this home worth a visit. Avoid vague superlatives you cannot back up.

_____

_____

Hero photo (which shot and why) _____

3. Description

Three short paragraphs: the home, its best features, and the location. Use facts, not adjectives, and include only what you can verify.

_____

_____

_____

_____

_____

_____

4. Key features

Feature	Detail

Feature	Detail

5. Neighborhood

Mention only what you have checked, and send buyers to official sources for schools and taxes.

Schools (check the district site) _____

Commute or transit _____

Nearby shops and parks _____

What buyers often ask about the area _____

6. Photos, video and tours

- ☐ Exterior, front
- ☐ Main living areas
- ☐ Kitchen
- ☐ Primary bedroom and bath
- ☐ Outdoor space
- ☐ Floor plan or layout
- ☐ Video walkthrough (optional)
- ☐ Virtual tour link (optional)

7. Questions buyers ask

Write the answers once. They work as an on-page FAQ and as source material for any chat assistant. Common topics: HOA fees, property taxes, age of the roof and HVAC, utilities, school district, parking, pets, and offer deadlines.

Question	Answer

8. Call to action and lead form

Main button text (for example Schedule a showing) _____

Form fields you will ask for _____

Who is notified, and how fast you will reply _____

9. Agent details

Agent name _____ **Brokerage** _____

Phone _____ **Email** _____

License no. (if required) _____

Fair housing: describe the home, not the people. Avoid wording that suggests a preference or limitation based on a protected class, and follow your brokerage's and MLS rules on advertising.