



May 12, 2016

KEY WORDS THAT NET A GREATER SALES PRICE FOR YOUR LISTINGS

According to Zillow Group's engineers, the words you use in your listing description matters. Just look at the table below, which quantifies the effect that some of the most common descriptive words had on the final prices when compare to expected values.

Keyword	\$ Increase
Luxurious	8.1%
Impeccable	5.9%
Stainless	5.0%
Granite	4.2%
Landscaped	4.2%
Remodel	2.9%
Fantastic Views	2.8%
Beautiful	2.3%
Spotless	2.0%
Tile	2.0%
Upgraded	1.8%
Exquisite	1.6%
Captivating	1.0%

A FEW WORDS TO AVOID: Cosmetic, Bargain, Fixer, Investment, Opportunity, Potential, TLC.

Additionally, Zillow Group's analytics found that the longer the listing description, the bigger the sales price.

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