

# Best AND Worst Listing Terms

## Faster Sales

“Landscaped”  
“Move-in Condition”  
“Good Value”  
“Granite”

**“Beautiful”** - 15% faster

“Maple”  
“Gourmet”  
“Updated”

“Must-see”  
statistically insignificant

“Clean”  
“Quiet”  
“New Paint”  
“As-Is”

**“Motivated”** - 15% slower

“Rental”  
“Starter”  
“Handyman Special”

## Slower Sales

### Get a Better Price with a Good Description

Want to improve your sales price and your chances of selling? Fill your listing with positive, verifiable words such as “beautiful,” “spacious,” “inviting” and “stunning.” A study by Dr. Bennie D. Waller of Longwood University found that each positive word increased the sales price by roughly 1 percent and improved the probability of selling by 9.2 percent. The key is the words have to accurately describe the home.



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