

# Property Appraisal & Keyword Collation Tool

**ADDRESS:**

=  =   
**No. Bedrooms**

=   =   =   
**Land size**      **Floor space TOTAL**      **Living space**      **No. Bathrooms (Full + 1/2)**

=   =   =   
**Age of property:**      **Price:**       =   
**Construction material:**      **No. of stories:**      **Garage + car spaces**      **Central or ducted heating?**

**Architectural style:**      **Basement?**      **Storage?**      **Child & pet-friendly?**

**Room summary:**      **Overall condition?**

	BIR	WIR	Ensuite	Fan	Air Con
BRM 01:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BRM 02:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BRM 03:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BRM 04:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BRM 05:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fenced?          Private?

Landscaped?          Pool?

**LIST KEYWORDS**      Jot down property attributes alongside search categories. These will become your 'keywords' for searching.

**PROPERTY FEATURES**      *List noteworthy features of the property, both indoors and outdoors (includes aspect, e.g. light filled).*

**LISTING PRIORITY:**

**LOCATION**      *The setting affords what benefits to the buyer? E.g. central, private, escape, peaceful etc.*

**VIEW**      *If applicable, note down any desirable views. E.g. ocean, city lights, stunning, water, skyline etc.*

**AMENITIES**      *E.g. close to everything, walk, nearby, off street, leisure facilities, good school, close by, bus, train etc.*

**EMOTIONAL HOOK**      *Connect with buyers: enviable suburb, holiday lifestyle, dream home, safe, entertain etc.*

**LUXURY LISTING**      *Examples: luxurious, architect, smart home, tennis court, view, library etc.*

**CLOSING/CTA**      *E.g. act now, inspection, see, buy, cheap, value, will not last etc.*

**KEY SELLING POINT**      *The most marketable attribute(s) of this property for early inclusion. The WOW factor!*