

THE POWERFUL PEN

Creativity Is A Muscle

JEFF TURNER – President, RealSatisfied

A NEW POINT OF VIEW

Perspective Matters

Take a different view

Come at the same problem everyone else is talking about from a different angle



WHAT & HOW, NOT WHERE

Move beyond what you see in the photo:

“A Sunrise In The Tonto National Forest...”

or

“The Perfect Place To Unwind At The End
Of A Long Day?”



EMOTION TRUMPS INFORMATION

“Anyone who doubts the possibility of falling in love with a house – with all that implies of fast-beating heart, sweaty palms, and waiting for the phone to ring – just hasn’t met the right one yet.”

Marjorie Garber
Sex & Real Estate



STRIVE FOR EMOTIONAL RESONANCE

Emotion Trumps Information

Evoke Or Suggest Images,
Memories, And Emotions



EMOTION TRUMPS INFORMATION

**Move Your Reader To The Emotion You
Desire For Them To Feel:**

“Bike Paths Nearby”

or

“Lose Yourself In Nearby Bike Paths”



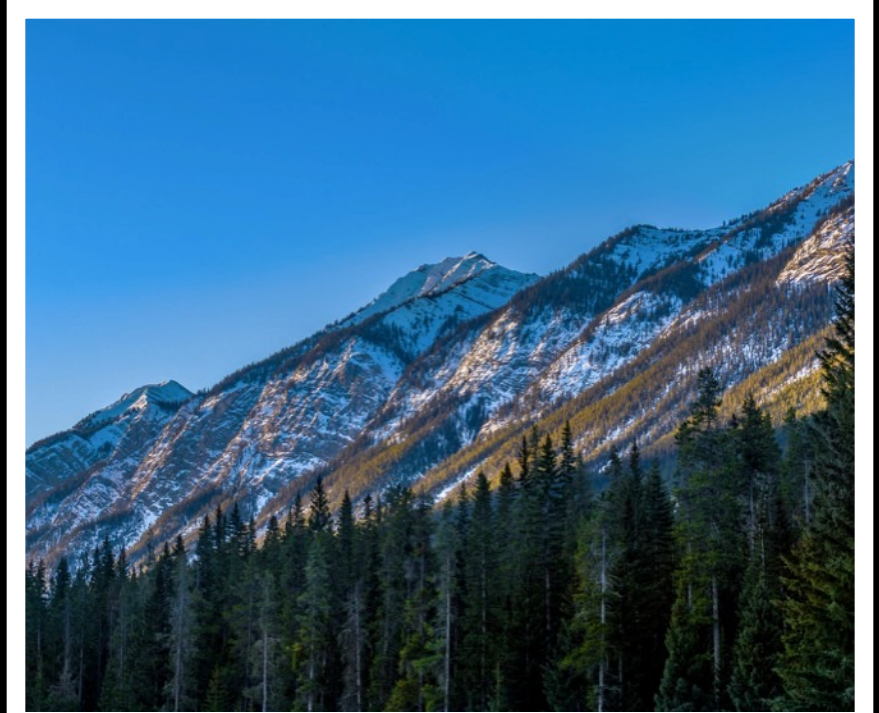
MORE VERBS, LESS ADJECTIVES

Don't describe the photo, tease the senses:

"Beautiful Views"

or

"Smell The Pines From Your Porch"



MORE VERBS, LESS ADJECTIVES

Benefits, Not Features

“Beautiful Views”

or

“Enjoy The Sunrise From Your Kitchen”



PLACE THE READER IN THE HOME

Make Them A Character

Get Me To Begin Living In The House, As I'm Reading About It.



Apply Creative Constraints

Make Up Rules To Force Creativity

Example:

**Pick A Target Feeling That You Invoke In
Each Photo**



Apply Creative Constraints

Make Up Rules To Force Creativity

**Example:
Describe All Photos Without Naming The
Main Object Or Space In The Photo**



Forget About SEO

One Of The Greatest Tragedies Of The Last Decade Has Been The Creativity Lost To Focus On Search Engines.

“This 3 Bedroom Home In The Canyon Ridge Neighborhood...”



Let The Search Engines Do Their Job

If The Details Are Already There, Why Do You Keep Repeating Them?

Is This Really How A \$1.8 Million Home Should Be Described?

The screenshot shows a real estate listing page. A green arrow points from the 'Collapse' link in the description to the 'General Information' table. Another green arrow points from the 'Request Renovation Report' link in the 'Year Built' row to the 'Request Renovation Report' link in the 'Bedrooms' section.

Property Details

Huge, beautiful home sitting on 1.8 acres of M-1 property in Agua Dulce. Approx. 3600 sq.ft. additional garage with one bedroom one bath living quarters makes 6 car garages plus 6 car carports. 4 bedrooms, entertainment room with wet bar, pool table room, huge living room with \$90,000 fireplace, whole house fan, wine cellar, sunroom. Lots of beautiful wood. Newer roof. 4 fireplaces. Beautiful wood and stained glass ceilings in living room. Many dollars spent in stained glass and cut glass windows. You need to see this one!!...[Collapse](#)

General Information

Beds	4 Bed	Baths	2 Full Bath
House Size	7,444 Sq Ft	Lot Size	1.84 Acres
Price	\$1,800,000	Price/sqft	\$242
Property Type	Single Family Home	Year Built	1963 - Request Renovation Report
Stories	2	Garage	6 car garage
Status	Active		

Bedrooms

- Bedrooms: 4
- Bedroom Features: All Bedrooms Up

Let The Search Engines Do Their Job

If The Details Are Already There, Why Do You Keep Repeating Them?

If It Can Be Shown In A Photo, Use Your Words To Describe Things Photos Can't Show.

Property Details

This large brick house is on more than two and a half acres. The huge detached garage has two roll up garage doors, one is oversized for your tall toys. Inside is also a huge workshop area with plenty of cabinets and work-top surfaces, ceiling fans and even a motorcycle lift. The front of the home features sweet landscaping along with lighting that creates an impressive entry. The living room is open to the dining room and both feature awesome lighting fixtures. The amazing custom kitchen will take your breath away. And it has plenty of wood and glass cabinets, granite counters and backsplash, a peninsula with seating. There is a spacious office/den that is filled with natural lighting. The bedrooms are sizable and charming. The guest bathroom has plenty of storage, a good sized shower and custom lighting and mirror. The property has lots of fabulous trees that really evoke that country feeling, as does the charming wishing well. Truly a home to see your wishes come true....[Collapse](#)

General Information

Beds	3 Bed	Baths	2 Full Bath
House Size	2,340 Sq Ft	Lot Size	2.55 Acres
Price	\$649,000	Price/sqft	\$277
Property Type	Single Family Home	Year Built	1978 - Request Renovation Report
Stories	1	Garage	5 car garage
Status	Active		

Think About YEO

You Engaging Others

Spend More Time Talking About Your Clients And Potential Clients Than About Yourself.



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