

# RE-acular Vernacular: adjectives in real estate listings

REALTORS® have a tough job in trying to accurately & positively portray their listings, while also trying to set them apart from the pack (especially with a high-level of inventory), and I imagine it's probably hard at times to find the right word (I can sympathize). With that said, I thought it might be interesting to see what adjectives are commonly (and not so commonly) used.

I did a quick survey of adjectives on active listings in RMLSweb; the survey was of words that appear in the "comments" (private or public) fields in RMLSweb.

The winner was "great" at 34%, followed by "beautiful" at just over 20%. However, I should note that I do have some suspicion that the term "great room" may have affected the outcome.

Here are the Top 20 results:



Click on the graph for a larger view

Those are the top 20, but I also spent a lot of time in the old Synonym Finder book by J.I. Rodale that we have sitting around the office. I checked out 65 words total in this *highly UNscientific study* (I had to stop somewhere!) Here's the full list.

I probably missed some other common ones, but one can only spend so much time... let me know if you noticed any omissions!

**Looking for Unique Language for Your Listing?**

If you're looking to be unique in your listing language, here are some words that I didn't see in any listings:

Bewitching

Prodigious

Winsome

Wondrous

Tip-top

A Number 1 (ala Frank Sinatra)

Bang-up

Also, if you want to reach out to the younger generation, check out the Online Slang Dictionary – some very good stuff there.

This is what it looked like when I tried:

“This crib is totally fresh. It is in a bomb diggity location just outside of Portland. The kitchen is totally bonkers, with choice granite countertops & bumping hardwoods.”

DISCLAIMER: I don't actually recommend that you use any of the aforementioned adjectives in your listings... However, if you want to, more power to you.