

SAMPLE PACK. MADE-UP PROPERTY, MADE-UP STREET, MADE-UP SELLER.

The full sample pack.

This is exactly what a buyer gets, for a property that does not exist: "14 Example Lane, Maplewood Heights". Every fact below was invented for the sample by us; in a real order every fact comes from you. [Download the sample as a PDF.](#)

1. THE FACTS THE SELLER SENT (MADE UP)

What we had to work with

Seller's facts, as supplied

For sale. Single-family house, 4 bed, 2.5 bath, 2,180 sq ft, 0.28-acre lot, built 1998. Cul-de-sac. Kitchen renovated 2023: quartz counters, gas range, island; opens to living room. Hardwood on main floor, new carpet upstairs. Primary bedroom with en-suite and walk-in closet. Finished basement with second living area. Deck, fenced back garden, mature maple. Attached 2-car garage. New roof 2022, new furnace 2021. Nearby: Maple Street shops and cafe 0.3 mi, commuter rail 0.6 mi, Lincoln Elementary 0.4 mi.

Seller's own draft (before)

Beautiful family home in a safe, quiet neighborhood with great schools! Master suite, huge family room perfect for the kids, walking distance to church and shops. Perfect for young families or empty nesters. Won't last!

2. THE MLS DESCRIPTION

782 characters, fits most remarks boxes

MLS-ready description

Four-bedroom, two-and-a-half-bath home on a cul-de-sac in Maplewood Heights, 2,180 square feet on a 0.28-acre lot, built 1998. The kitchen was renovated in 2023 with quartz counters, a gas range and a center island, and opens to the main living room with hardwood floors throughout the main level. Upstairs, the primary suite has an en-suite bath and a walk-in closet; three further bedrooms share the second full bath, all with new carpet. The finished basement adds a second living area. Outside: a deck, a fenced back garden with a mature maple, and an attached two-car garage. New roof in 2022 and a new furnace in 2021. The Maple Street shops and cafe are 0.3 miles away, the commuter rail station 0.6 miles, and Lincoln Elementary 0.4 miles (distances supplied by the seller).

3. THREE SHORT VERSIONS

Portal summary (287 characters)

4 bed, 2.5 bath, 2,180 sq ft on a cul-de-sac in Maplewood Heights. Kitchen renovated 2023 (quartz, gas range, island). Hardwood main level, primary suite with walk-in closet, finished basement, deck and fenced garden, 2-car garage. New roof 2022, furnace 2021. Shops 0.3 mi, rail 0.6 mi.

Social post (280 characters)

Just listed in Maplewood Heights: a 4-bedroom home on a cul-de-sac with a 2023 kitchen (quartz counters, gas range, island), a finished basement and a fenced garden with a mature maple. New roof and furnace. The Maple Street cafe is 0.3 miles away. Details and photos at the link.

Flyer block

4 bed | 2.5 bath | 2,180 sq ft | built 1998 | 0.28-acre lot
2023 kitchen with quartz counters, gas range and island
Primary suite with en-suite and walk-in closet
Finished basement, deck, fenced garden, 2-car garage
New roof 2022, new furnace 2021
Shops and cafe 0.3 mi, commuter rail 0.6 mi

4. TWO HEADLINE OPTIONS

Headline A

Renovated kitchen, cul-de-sac lot, 2,180 square feet.

Headline B

Four bedrooms, a 2023 kitchen and a finished basement in Maplewood Heights.

5. THE FAIR-HOUSING CHECK SHEET

Every phrase we changed, and why

Flag = on the Fair Housing Institute's unacceptable list. Caution = on the Inman list of phrases to drop. The check is a fixed word list applied by hand, not legal advice; your MLS and board rules still apply.

In the draft	Level and list	Swap used	Why
family home	Caution (Inman list)	four-bedroom home	Describes who should live there; the bedroom count says what the house is.

safe, quiet neighborhood	Flag (Fair Housing Institute: "Safe neighborhood" unacceptable)	on a cul-de-sac	A claim about the people around the house; the street layout is a fact about the property.
great schools	Caution (Inman list)	Lincoln Elementary 0.4 miles	Distance to a named school is a fact; school quality is a judgment the seller cannot stand behind.
Master suite	Caution (Inman list)	primary suite	Most MLSs and boards now use primary or owner's suite.
family room perfect for the kids	Caution (Inman list)	second living area	Describes a type of buyer; the room is a second living area for anyone.
walking distance	Caution (Inman list)	0.3 miles	A distance in miles says the same thing for every reader.
church	Flag (Fair Housing Institute: "Near Church(es)" unacceptable)	removed	A religious reference; the shops and the station carry the location.
young families or empty nesters	Flag (Fair Housing Institute: "Empty Nesters" unacceptable)	removed	Names groups of people; the description now names only the property.
Won't last!	Style, not fair housing	removed	We write no urgency claims we cannot source.

Sources: [Fair Housing Institute, "Fair Housing Advertising Words and Phrases List"](#) and [Greater Boston Real Estate Board, "15 Words to Ban From Property Descriptions"](#), both read 15 October 2026.