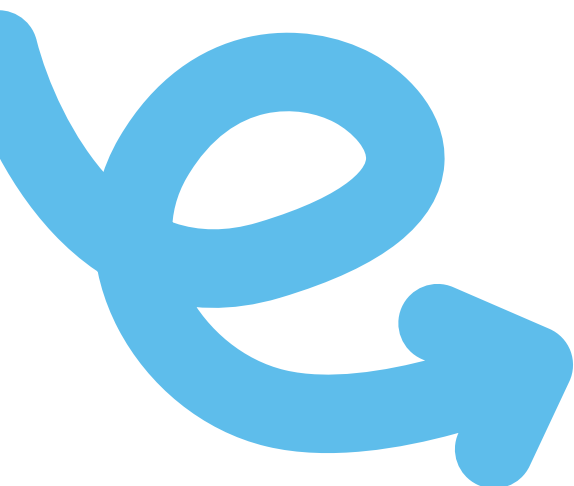


15 content templates for property ads

www.rexsoftware.com





Storytelling in real estate is no longer a nice-to-have, it is a must-have.

This playbook gives you a simple, ready-to-use system for weaving powerful stories into your property listings.

You will discover **five core story types** that spark an emotional response, **15 content templates** you can customise in minutes, and practical ways to adapt these stories for different marketing channels.

15 content templates for property ads

Now that you understand the five core story types, it's time to put them into action. This section gives you 15 templates that make writing property descriptions simple and stress-free.

Each script includes:

- A sample narrative to show you how it could sound in a real listing.
- A fill-in-the-blank template (indicated by [blue texts](#)) that you can quickly adapt to your property.
- A “perfect for” tip so you know the right scenario for each template.

Think of these as your personal swipe file. Instead of starting from scratch, you can choose the narrative style that best suits the home, drop in the property details, and have a polished, story-driven description in minutes.



The home as hero

Here, the home itself takes centre stage. The story focuses on the property's unique character, transformation potential, or standout features.

SCRIPT 1

Restored beauty

Template

This home has been [lovingly restored](#) , balancing [timeless character](#) with [modern convenience](#) . From the [polished timber floors](#) to the [light-filled kitchen](#) , every detail has been [carefully considered](#) to create a space full of [charm and comfort](#) .

Perfect for

Renovated homes, heritage properties, or homes where craftsmanship stands out.

SCRIPT 2

Blank canvas

Template

Ready for [your vision](#) , this home is a [blank canvas](#) waiting to [be transformed](#) . Whether you dream of [creating a cosy retreat](#) or [a contemporary showpiece](#) , the [generous floorplan and solid foundations](#) give you [endless possibilities](#) .

Perfect for

Properties needing cosmetic updates, and homes with potential for extension or renovation.

SCRIPT 3

Standout feature

Template

From the moment you step inside, the [soaring raked ceilings](#) and [open-plan design](#) will capture your attention. This home's [signature feature](#) sets it apart, creating a [unique character](#) that you simply won't find elsewhere.

Perfect for

Homes with one big “wow factor” like a view, ceiling height, or striking architecture.



The community connector

This narrative sells the neighbourhood, not just the house. Buyers want to know if they will love the local café scene, feel welcome in the park on weekends, or enjoy walking their kids to school. The story shows the home as part of a wider lifestyle ecosystem.

SCRIPT 4

Café culture

Template

Imagine starting your mornings with [a stroll to the local café just around the corner](#). With [friendly baristas, leafy streets](#), and [weekend markets](#), this neighbourhood makes every day feel [connected and alive](#).

Perfect for

Areas with strong café, dining, or lifestyle hubs nearby.

SCRIPT 5

Family-friendly living

Template

Set within [walking distance of schools, playgrounds, and sporting fields](#), this home is perfectly placed for [growing families](#). The neighbourhood has a [relaxed, community-focused feel](#), with [kids out riding their bikes and parents catching up around the school drop-off](#).

Perfect for

Family-focused suburbs or homes near parks and schools.

SCRIPT 6

Nature connection

Template

Just a few steps from [walking trails and green open spaces](#), this home offers a rare blend of [convenience and nature](#). Afternoons can be spent [exploring the outdoors](#), while mornings start with [birdsong at your window](#).

Perfect for

Homes near parks, reserves, or coastal walks.



The lifestyle leap

This story type highlights how life will change for the buyer once they move in. This narrative speaks directly to aspirations and everyday improvements.

SCRIPT 7

Entertainer's dream

Template

Designed for [effortless entertaining](#), this home [brings people together](#). The [open-plan kitchen](#) flows seamlessly to [the alfresco deck](#), making [family gatherings and weekend barbecues](#) a joyful routine.

Perfect for

Homes with open-plan layouts, outdoor spaces, or large kitchens.

SCRIPT 8

Daily convenience

Template

Life becomes simpler when everything is within reach. From [the nearby shopping centre](#) to the [quick commute into the city](#), this location [saves you time and adds ease to every day](#).

Perfect for

Properties close to transport, shops, or city hubs.

SCRIPT 9

Coastal escape

Template

Wake up to [salty breezes](#) and spend weekends with [sand between your toes](#). Living here means your everyday backdrop is [the beach](#), with [relaxation and adventure](#) at your doorstep.

Perfect for

Beachside, bayside, or riverside properties.



The legacy home

For properties that carry history, size, or multi-generational potential, this story leans into longevity and belonging. Buyers are encouraged to imagine raising children, hosting holidays, or even passing the home down through generations.

SCRIPT 10 Generations together

Template

With [multiple living areas and a large backyard](#), this home is designed for [generations to come together](#). Whether it's [grandparents visiting or kids growing up](#), there's space for [every stage of life](#).

Perfect for

Large family homes or properties with flexible floorplans.

SCRIPT 11 Historic charm

Template

Built in [the 1920s](#), this home carries with it [a story of eras gone by](#). From its [original fireplaces](#) to [the detailed cornices](#), it offers a rare opportunity to [live within history while creating new memories](#).

Perfect for

Heritage homes or properties with period details.

SCRIPT 12 Family traditions

Template

This home has been [the heart of family gatherings](#) for decades, filled with [laughter, birthdays, and Sunday roasts](#). It is ready to [welcome the next chapter of memories](#).

Perfect for

Homes being sold by long-term owners.



The dream achieved

This is aspirational positioning at its finest. It paints the picture of what owning this home symbolises: success, freedom, comfort, or prestige.

SCRIPT 13 Luxury lifestyle

Template

From the [sparkling pool](#) to [the chef's kitchen](#), every element of this home reflects [luxury living](#). Here, you can [relax in style](#) and enjoy [the prestige of a home](#) that feels like [a private retreat](#).

Perfect for

High-end listings or homes with premium features.

SCRIPT 14 Status symbol

Template

More than a home, this property is [a statement](#). Its [striking façade](#) and [designer finishes](#) showcase [success](#), making it the perfect reflection of [achievement and aspiration](#).

Perfect for

Prestige homes or architecturally designed properties.

SCRIPT 15 Dream fulfilled

Template

For many, owning a home like this is [the ultimate dream](#). From the [sweeping views](#) to the [light-filled living spaces](#), it represents [the freedom and joy](#) that comes with [reaching this milestone](#).

Perfect for

Aspirational homes, lifestyle properties or once-in-a-lifetime listings.



Supercharge your narratives with Rex AI

Storytelling shouldn't take hours. It should inspire action. With **Rex AI's Smart Ad Content Generation**, you can transform your storytelling frameworks into rich, tailored ad copy in just one click.

How it works

Rex AI taps into your listing's CRM data (address, features, price, size, listing type, views and more) to generate well-written, accurate and narrative-driven listing descriptions automatically.

The result is marketing-ready copy that's compelling and completely specific to the listing, with none of the manual effort.

Generate Ad Text

Headline
Charming home at a steal!

Body
Nestled in the heart of the suburb, where urban convenience meets relaxed living. This charming residence on Smith Street offers a perfect balance of style and functionality.

Rex AI is writing...

Refine

Clear & Generate New Cancel Insert

44 Smith Street
Suburb State 0123
Residential For Sale

Key Details More Info Marketing Events Documents Legal

Advert
Default Ad Long Ad Short Ad

headline

body

Generate Ad

Why agents love it

- **Time savings:** Rex AI slashes hours off listing creation, letting you focus on clients and strategy.
- **Consistency and quality:** Every listing appears polished, story-infused and on-brand, regardless of who writes it.
- **Ease of use:** Ad content generation with just one click of a button.

Keep this playbook handy, but let Rex AI do the heavy lifting.



Explore Rex AI