

<h2>Headline</h2>	<p>Short, engaging headline of 10 words or less Example: Secluded living just metres from the beach</p> <p>Tips:</p> <ul style="list-style-type: none"> • Use descriptive, compelling language • Highlight one or two of the top features of the property • Emphasise the lifestyle rather than just the property
<h2>Intro copy</h2>	<p>Longer opening copy of approximately 150 words describing the most attractive facets of the property</p> <p><i>Example:</i></p> <p><i>With schools, shops and public transport just a stone's throw away, this outstanding 3-bedroom, 2-bathroom residence combines classic sophistication with convenient beachside living.</i></p> <p><i>Picture windows and glass doors ensure seamlessly blend the tasteful interiors with the surrounding landscape, while a series of indoor and outdoor living spaces make entertaining a breeze.</i></p> <p><i>Enjoy uninterrupted views of the north-facing gardens and pool from the living room, or dine in the alfresco entertaining space with built-in barbecue, glistening swimming pool, and above-ground spa.</i></p> <p><i>The new kitchen combines superb stone benchtops with stainless steel Miele appliances, striking red glass splashbacks, and generous cupboard space.</i></p> <p><i>There are three bedrooms on the ground floor, including a generous master bedroom appointed with a modern ensuite, walk-in robe and bay window opening through French doors to a private front garden.</i></p> <p>Tips:</p> <ul style="list-style-type: none"> • Opening with a statement about the property's proximity to nearby amenities and its core features e.g. number of bedrooms and bathrooms • Summarise each area of the house including the living areas, bedrooms and kitchen
<h2>Features</h2>	<p>Dot point summary of the property's key features</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • <i>Three bedrooms</i> • <i>Two bathrooms</i> • <i>Two open fireplaces</i> • <i>Polished floorboards</i> • <i>Ducted heating and split-system air conditioning</i> • <i>Secured parking for two cars</i> • <i>Stainless steel Miele appliances</i> • <i>Landscaped front and back garden</i> <p>Features to include:</p> <ul style="list-style-type: none"> • <i>Number of bedrooms</i> • <i>Number of bathrooms</i> • <i>Details on appliances if appealing</i> • <i>Details on floorboards, carpeting or benchtops, if appealing</i> • <i>Heating and cooling</i> • <i>Parking and storage</i> • <i>Outdoor area details</i>
<h2>Key details</h2>	<p>Details to include:</p> <ul style="list-style-type: none"> • Property type • Land size