

PROPERTY CONTENT PROGRAM

*little
word
studio*



OVERVIEW

property descriptions crafted by professional writers

little word studio is a renowned real estate content marketing agency with clients that include Gino Blefari, CEO of HomeServices of America, the Berkshire Hathaway HomeServices Sales Convention, as well as top Berkshire Hathaway HomeServices brokerages, agents and teams. The company is led by Melissa Kandel, former global director of PR, Communications and Digital Media for Berkshire Hathaway HomeServices worldwide, whose writing has appeared on the cover of REAL ESTATE magazine as well as in Forbes, Inc., Business Insider, Mortgage Women's Magazine and more. She also started her own publication, West Oceanfront Magazine, named by Feedspot as one of the top coastal magazines across the globe. For discerning agents and their clients around the world, she has assembled a team of the finest professional writers to craft your MLS descriptions, e-Blast, social media captions, micro-sites, broker preview copy and brochures.



DETAILS

In real estate, the difference between a house and a home is often a great story.

- *Melissa Kandel* for Forbes

One content package includes:

COMING
SOON
E-BLAST

JUST
LISTED
POSTCARD

TEXT FOR
BROKERAGE
MARKETING
FORM

BROKER
TOUR
TEXT

PUBLIC
OPEN
TEXT

BROCHURE
TEXT

MLS
PUBLIC
REMARKS

SOCIAL
MEDIA
CAPTIONS



learn more:

hello@littlewordstudio.com