

03 – LISTING COPY

Tuned for *five channels.*

3311 Elm St, Rear Upper · San Francisco, CA · 2BR / 1BA · 865 sqft. Same unit, five voices. Each channel has a posting culture — copy the title and body that fits where you're posting.

ZILLOW

240 char title

TITLE

Light-filled 2BR in Inner Richmond — top-floor, rear, \$2,895

BODY

Top-floor 2BR/1BA tucked behind a 1920s craftsman. 865 sqft, hardwood throughout, rear-facing windows that catch afternoon light. Freshly painted kitchen, refinished bath. Walk to GG Park, Clement St., 38 Geary. Cat-friendly. Available June 1.

CRAIGSLIST

plain text

TITLE

\$2,895 / 2br - 865ft² - Inner Richmond 2BR · top-floor · light

BODY

Quiet top-floor 2BR set back from the street. Hardwoods, fresh paint, sunny rear-facing kitchen. Walk to GG Park & Clement. No smokers; cat-friendly. First, last, deposit. Email for a tour — open Saturday.

FACEBOOK MARKETPLACE

short, urgent

TITLE

Open Saturday — Inner Richmond 2BR, top-floor, \$2,895

BODY

We just freshened up the rear upper at 3311 Elm. 2BR, hardwoods, big rear window, walk to GG Park & Clement. Showings Saturday 11–1. DM for the link to apply.

APARTMENTS.COM

structured

TITLE

Inner Richmond Top-Floor 2BR · Hardwoods · Walk to GG Park

BODY

Newly refreshed 2BR/1BA in a quiet rear unit. Hardwood floors, painted kitchen, in-unit hookup not available; building laundry on-site. Pet-friendly with deposit. June 1 move-in.

AIRBNB / STR

30+ night minimum

TITLE

Quiet Top-Floor 2BR in Inner Richmond — work-from-home ready, 30+ nights

BODY

Calm rear-facing 2BR/1BA tucked behind a 1920s craftsman. Self check-in, fast Wi-Fi (gigabit), full kitchen, hardwood floors, two desks, blackout curtains. 865 sqft, top-floor, set back from the street. Walk to GG Park, Clement St., 38 Geary. Cat-friendly with pet fee. 30+ night minimum — relocations, sabbaticals, and project teams welcome. We respond within an hour during business hours.

Listing copy is generated from your unit details + photos. Re-tone with a reply to the delivery email if any voice misses the mark — adjustments are free within 7 days. — Brad, founder, Unbundled: Property Management