

Building + Listing Description Style Guide

3363 Washington Street

San Francisco, CA 94118

\$4,995,000 Price | 6 Beds | 5.5 Baths | — Sq. Ft. — per Sq. Ft.

Location Property Info Property History Public Records



Description

A turn-of-the-century Presidio Heights gem, this Grand Edwardian stunner sits on a, tree-lined street blocks from the Presidio, Julius Kahn Park, Laurel Village and the shops of Sacramento Street. The four-floor home is mostly detached and sits on an extraordinarily large lot of 37-feet wide by 125-feet long. A coveted slice of San Francisco real estate, this 6BR, 5.5BA abode is equipped with sweeping north views and sunny, south-facing garden. Guests are greeted by a formal reception foyer that...

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Subdistrict	Presidio Heights	Type	4+ Story
Style	Edwardian	Parking Type	On Site
Num of Parking Spaces	1	Views	Bay, Golden Gate Bridge, Woods

On Market Date 06-12-2019

522 West 29th Street

[Website](#)

Soori High Line • New Development in Chelsea, Manhattan, NY 10001

Residences 31 | Architect SCDA Architects | Developer Siras Oriel Development LLC



Key Details

Residences:	31	Stories:	11
Year Built:	2017	Property Type:	-
County:	New York		

Listing Description

Designed with the resort lifestyle in mind, Soori High Line is meticulously crafted with thoughtful architecture, interiors, and landscaping by the award winning, global firm SCDA Architects. The residences range from one to five bedrooms and feature richly detailed, light filled interiors that are meticulously crafted with finishes more akin to that of a privately commissioned home. All residences at Soori High Line feature floor-to-ceiling windows in living and dining rooms, elegant gas fireplaces with floating Nero Marquina marble slab hearths, Azul Grey limestone flooring with radiant heating in all living areas, Kawajun leather-wrapped door hardware, Augsburg oak paneled walls, custom Poliform closets with integrated lighting in all foyers and bedrooms, floating walls and ceilings throughout, and Varenna Poliform kitchens with top-of-the-line Miele and SubZero appliances.

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COMPASS

Welcome to the Compass.com style guide! From coast to coast, we all contribute to our digital home — our website — every day. To ensure that we keep quality and consistency up site-wide, we've assembled some general guidelines. Our goal? To help each and every one of you write clear, concise descriptions that compel and sell.

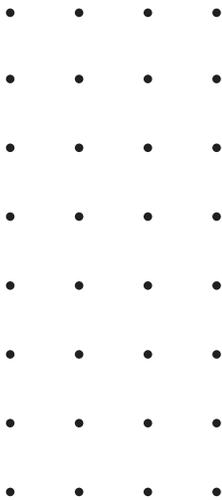
How should you use this guide? We strongly suggest you share this resource with anyone on your team who writes copy; not only are these guidelines useful for descriptions on Compass.com, but they apply to all marketing channels.

Section One

Style + Voice

Every writer has their own voice and we expect yours to come through loud and proud. That's why the recommendations below are stylistic in nature and are simply meant to ensure that your tone looks and feels authentic, authoritative, and elevated.

Pro tip: Always start with the most important details; only the first 500 words display before the viewer is prompted to click "more" to expand the rest.



1 When in doubt, speak in the third-person; addressing the reader directly can often feel forced.

This: "Well-appointed and considered, 130 Park represents a welcome respite in the middle of Manhattan."

Not this: "You'll love coming home to this well-appointed building."

2 Stylize any external parties' names as they appear on their own site.

This: "Designed by Foster + Partners, the building casts an elegant, modern silhouette from the street."

Not this: "Designed by Foster and Partners, the building casts an elegant, modern silhouette from the street."

3 You wouldn't shout at your reader in real life, so avoid using all-caps in your writing.

This: "An incredible investment opportunity, the building allows for subletting with approval."

Not this: "An INCREDIBLE investment opportunity, the building allows for subletting with approval."

Section Two

Punctuation + Capitalization

Bad grammar is like bad staging in an otherwise great space—it distracts the reader from seeing all the good that’s there. Follow the suggestions below to ensure your description is clean and legible, and most importantly, always remember to proofread for errors!

1 Avoid using exclamation marks...and if you must, at least use them sparingly.

This: “Proffering 360-degree views of Lower Manhattan, the roof terrace is not to be missed.”

Not this: “You’ve never seen a roof terrace like this!”

2 Only capitalize proper nouns —and never capitalize words for emphasis.

This: “Welcome to Hancock Towers, the city’s ultimate real estate destination.”

Not this: “Welcome to the ultimate Real Estate Destination.”

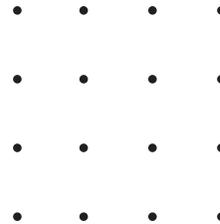
3 Avoid abbreviations; they’re difficult for readers to follow in paragraph form.

This: “A 2,100-square-foot rooftop deck is home to a 40-foot pool and barbecue area.”

Not this: “A 2,100sf rooftop deck is home to a 40ft pool and barbecue area.”

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Punctuation + Capitalization



4 Spell out any number less than 10.

This: "Complete with one-, two-, and three-bedroom residences, the building offers a range of layouts."

Not this: "Complete with 1-, 2-, and 3-bedroom residences, the building offers a range of layouts."

5 Avoid apostrophes when referencing decades.

This: "Characterized by 1920s charm, the facade has since been beautifully restored."

Not this: "Characterized by 1920's charm, the facade has since been beautifully restored."

6 Use Oxford commas, which come before the "and" at the end of a list.

This: "Meeting rooms, fitness facilities, and a roof garden comprise the communal spaces."

Not this: "Meeting rooms, fitness facilities and a roof garden comprise the communal spaces."

7 Avoid ampersands unless they're part of a formal noun or name.

This: "The surrounding blocks boast many of the city's finest restaurants, museums, and parks."

Not this: "The surrounding blocks boast many of the city's finest restaurants, museums & parks."

Section Three

Examples + Inspiration

Lost for words? Very often, the best way to get started is to work off of what's been done before. Here are a few descriptions from Compass.com that successfully describe the space, adhere to the guidelines above, and uphold the modern, sophisticated tone of our brand.

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This: “Designed with the resort lifestyle in mind, Soori High Line is meticulously crafted with thoughtful architecture, interiors, and landscaping by the award-winning global firm SCDA Architects. The residences range from one to five bedrooms and feature richly detailed, light-filled interiors that are meticulously crafted with finishes more akin to that of a privately commissioned home.

All residences at Soori High Line feature floor-to-ceiling windows in living and dining rooms, elegant gas fireplaces with floating Nero Marquina marble slab hearths, Azul Grey limestone flooring with radiant heating in all living areas, Kawajun leather-wrapped door hardware, Augsburg oak paneled walls, custom Poliform closets with integrated lighting in all foyers and bedrooms, floating walls and ceilings throughout, and Varenna Poliform kitchens with top-of-the-line Miele and SubZero appliances.

Select residences feature distinctive design elements including ceiling heights up to 19 feet, Augsburg oak paneled private elevator landings, private courtyards and terraces, and private heated swimming pools with solid timber pool decks that provide a seamless transition between indoor and outdoor living.”



This: “152 Elizabeth is an ultra-luxury condominium building—the first in New York City designed by Japanese master architect Tadao Ando. Located at the corner of Kenmare and Elizabeth Streets in Nolita, the 32,000-square-foot building will stand as a profound architectural statement and embrace the industrial character of the neighborhood.

Gabellini Sheppard Associates designed the interiors of the highly individualized residences, which range from two to four bedrooms. The developer is Sumaida + Khurana, a New York-based luxury residential development firm with more than 20 years of construction and real estate development experience.”

Section Three

Examples + Inspiration



This: “A turn-of-the-century Presidio Heights gem, this Grand Edwardian stunner sits on a tree-lined street blocks from the Presidio, Julius Kahn Park, Laurel Village, and the shops of Sacramento Street. The four-floor home is mostly detached and sits on an extraordinarily large lot of 37 feet wide by 125 feet long. A coveted slice of San Francisco real estate, this six-bedroom, 5.5-bathroom abode is equipped with sweeping north views and sunny, south-facing garden.

Guests are greeted by a formal reception foyer that opens to a generous living room and continues to a grand dining room. The home’s original kitchen and butler’s pantry are ripe for a remodel. Approved plans and permits allow new owners to expand to create a modern footprint with an open kitchen/family room at the south-facing side that leads outwards to a patio. Continuing upstairs, two bathrooms accommodate four bedrooms, two of which offer views of the Golden Gate Bridge, Presidio, Bay, and Marin Headlands.”



This: “Perched on the corner of iconic Leroy and Bleecker Streets in the heart of the West Village, this incredibly rare three-bedroom residence is tucked away in a boutique condominium. An exceptional private outdoor space surrounded by trees and historic townhouses transforms this urban duplex into a true home.

Over 2,000 square feet, the turnkey interior is elegantly designed with grand proportions. The main level offers an extraordinary great room with double-height ceilings reaching 19 feet and a wall of floor-to-ceiling windows flooding the apartment with natural light. A dramatic floor-to-ceiling wood-burning fireplace is the pièce de résistance, resembling that of a country house in the city.

Accessible directly off the living room is a 430-square-foot private terrace, landscaped and irrigated to accommodate a lush garden sanctuary. The space is also equipped with an outdoor audiovisual system creating the ideal atmosphere for entertaining...(continued)”

Thank you for taking the time to review the Compass.com Style Guide! Need a bit more help than a guide can provide? View our list of approved copywriters on the Navigation Center (“Commissioning Copy for Your Collateral”) and outsource writing your descriptions to one of them.

