HOMES

The Property Gazette

ADVICE

Issue 1

October 2026

TELEPHONE	EMAIL	OFFICE HOURS

One clear exterior photograph sells better than four dark interior ones.

This month's homes

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Quotations do more work than description. One sentence from somebody who was there is worth three of your own, and it gives the reader a second voice to listen to halfway down a column.

Cut the first sentence you wrote. It is almost always a run up rather than a start, and the second sentence usually turns out to be the one the story wanted to open with.

Read the whole column aloud before it goes to the printer. Sentences that trip you when you say them will trip the reader too, and on paper there is no way to fix them afterwards.

Photographs need names. A picture with no caption is decoration; a picture with the names of the people in it, left to right, is the reason somebody keeps the paper in a drawer for thirty years.

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Advice for buyers

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