

The exceptional  
agent's guide to...

# Property Marketing



Properties that are well presented on Rightmove attract more interest and generate more leads. That should mean more offers for you vendor or landlord and more chance of a successful sale or let.

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# What does it take to be Exceptional?



For the 2021 Best Estate Agent Guide, we looked at over a million property listings from nearly 20,000 sales and lettings branches to see what the very best agents do.

The top 5% of agents are then listed in the Guide as "Exceptional".

## When it comes to property marketing, an exceptional agent:

- Gets at least **34% more detail views** of each of their Rightmove listings than their competitors.
- Generates at least **58% more email leads** per property than their competitors.
- Has **at least 5 photos on every Rightmove listing** 100% of the time. In fact, 92% of agents have 5 photos on every listing.
- Has a **floorplan on every Rightmove listing** from the moment it goes live. Again, this applies to more than just the top 5% of agents – with 87% of agents always having a floorplan in sales and 36% in lettings.

**This guide is designed to help your branch make steps towards becoming exceptional at marketing properties on Rightmove. Or if you're already exceptional, how to stay on top.**

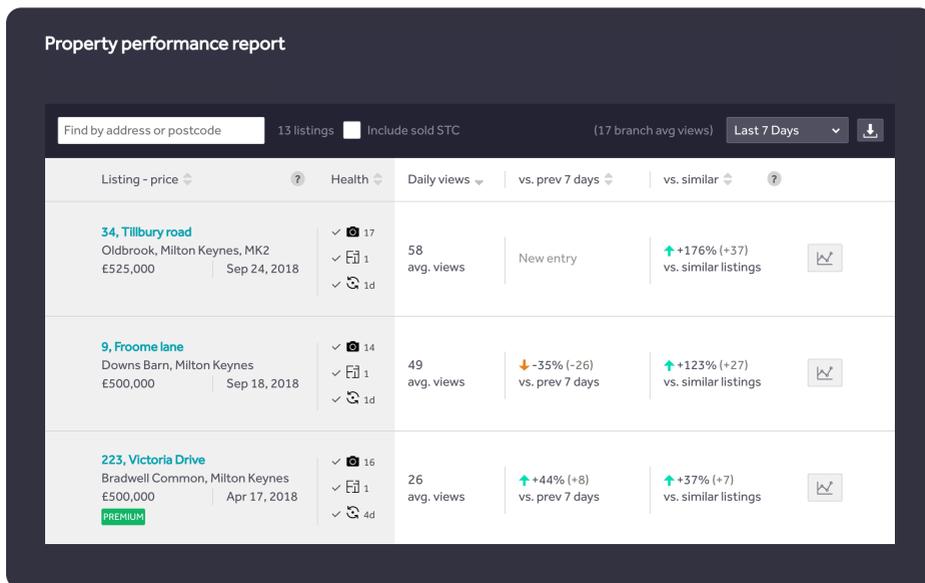
# How well are your properties presented?

The amount of **detail views** you get per property on Rightmove is a good indicator of how well you're marketing your properties. The more people who visit a property's page, the more likely you are to get an enquiry and an opportunity to speak to a potential applicant, vendor or landlord.

## How to measure detail views

It's easy to see how much interest each of your properties is getting on Rightmove. Simply log in to Rightmove Plus and go to the Property Performance report. You'll see how many detail views a listing has had, per day, over the time period you select. It also shows useful comparisons to previous weeks and to *similar listings*.

*Similar listings* means those properties most likely to appear alongside your property in a search on Rightmove. If a property is getting more detail views than similar listings, that's a good sign it is well presented.



## Quickly spot opportunities to increase your views

The Health column gives you a quick indicator of properties that might be in need of a refresh. You'll see an orange exclamation mark next to one of the icons if the listing:

- Has less than 5 photos
- Doesn't have a floorplan
- Has gone more than 14 days without any update

Addressing those things should give an immediate boost to that property's detail views.

Even small changes like swapping the lead photo or changing the words in the description can have a big impact.

The screenshot shows a 'Property performance report' dashboard. At the top, there is a search bar with 'Find by address or postcode', a filter for '13 listings', and a checkbox for 'Include sold STC'. Below this is a table with columns for Listing - price, Health, Daily views, and performance metrics. A callout box highlights three health indicators: a checkmark and camera icon for 14 photos, a checkmark and floorplan icon for 1 floorplan, and an orange exclamation mark with a refresh icon for 19 days without an update.

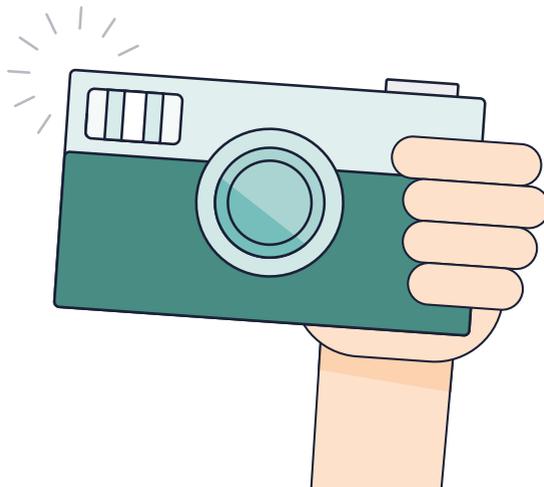
Listing - price	Health	Daily views	vs. prev 7 days	Performance
<b>34, Tillbury road</b> Oldbrook, Milton Keynes, MK2 £525,000   Sep 24, 2018	✓ 17 photos ✓ 1 floorplan ✓ 1d update	58 avg. views	New entry	↑+176% (+37) vs. similar listings
<b>9, Froome lane</b> Downs Barn, Milton Keynes £500,000   Sep 18, 2018	✓ 14 photos ✓ 1 floorplan ! 19d update	49 avg. views	↓-35% (-26) vs. prev 7 days	↑+123% (+27) vs. similar listings
<b>223, Victoria Drive</b> Bradwell Common, Milton Keynes £500,000   Apr 17, 2018 <b>PREMIUM</b>	✓ 16 photos ✓ 1 floorplan ✓ 4d update	26 avg. views	↑+44% (+8) vs. prev 7 days	↑+37% (+7) vs. similar listings
<b>15, Crown Street</b> Willen Park, Milton Keynes £340,000   Jul 3, 2018	✓ 7 photos ✓ 1 floorplan ✓ 2d update	22 avg. views	↓-24% (-7) vs. prev 7 days	↑+38% (+6) vs. similar listings

## #1: Photos

**A property's photos are the first thing you'll be judged on – by buyers, tenants, vendors and landlords. They're the number one thing you need to get right. Here's how.**

### **Nail the basics, every time**

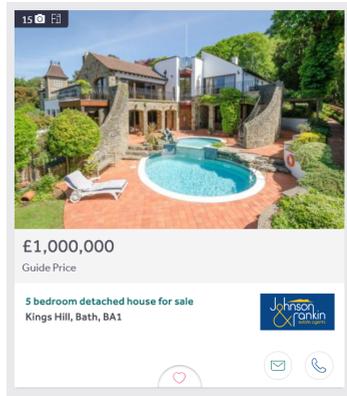
- Never list a property without photos. Your first two weeks are when a new listing will get the most interest, as it is fresh to market and will be sent out in Rightmove's instant alert emails. By launching without photos, you're missing your biggest opportunity to get viewings booked straight away.
- Launch your property with at least 5 photos, to give searchers a flavour for every room and feature of the property.
- Take exterior photos on a clear, bright day.
- Make sure interior photos are clutter-free and capture the brightness and size of rooms.
- Upload photos at the correct size. Don't upload photos smaller than 1024px wide by 683px high (as they'll look blurry), or in portrait format.



## Lead with your best image

Your property is competing with up to 24 others on a Rightmove search results page. Over 70% of traffic is on a mobile, where users will only see your first photo. Use that photo to showcase your property's best feature.

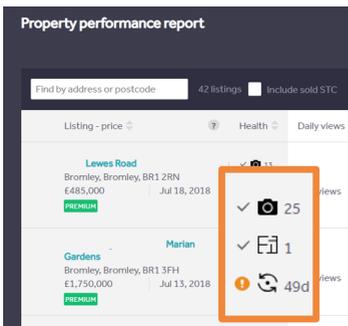
**Quick tip:** Do a quick Rightmove search on your mobile – does your property really stand out?



## Keep it fresh

The most active home hunters use Rightmove multiple times a day, so we recommend changing your first photo at least every 2 weeks for another chance to grab the attention of regular searchers.

If you've gone longer than 14 days without updating a listing, this is highlighted in your Property Performance Report.



## Stand out with Featured Property and Premium Listing

These products let you show off more photos on a search results page, giving you more chance to attract attention.

On average, a Featured Property generates twice as many detail views as similar listings and a Premium Listing gets 20% more views.



## #2: Floorplans

Buyers and tenants expect to see floorplans. They help them to visualise the space and to rule a property in or out. But if you're overrun with applicants, you might think "why bother?"

Remember that it's not just applicants looking at your Rightmove listings. Vendors and landlords will judge your ability to market their own property on the quality of your listings. 82% of vendors think a floorplan is essential or very useful when selling their home, along with 62% of landlords<sup>1</sup>.

That's why exceptional agents never risk uploading a Rightmove listing without a floorplan.



Source: <sup>1</sup>Property Academy Home Moving Trends Survey, 2018.

Floorplans don't need to be anything fancy, but you should bear in mind a few things.

### Load floorplans separately from your property images

If you upload a floorplan as an image, it won't appear in the floorplan tab and the search results won't show that the listing includes a floorplan. This might put some people off from viewing your listing.



**4 bedroom penthouse for sale**  
**Boardman House, 35 Boardman Street, London**

Set in a purpose-built block close to the amazing amenities in Victoria, this well proportioned flat boasts a generous reception room with a private terrace. Set within a brand new architecturally designed building with landscaped courtyard gardens, this property is positioned on the garden's edge benefiting from...

**£895,000**

PREMIUM LISTING

**Johnson & Rankin**  
estate agents

**020 8012 3456**  
Local call rate

Email

### Measure up

Include all room dimensions and the total size of the property to help applicants visualise the space.

### Make sure it's big enough

The optimal size for a floorplan on Rightmove is **900px x 900px**.

## #3: Summary Description

After your photos, searchers will next look at how you've described a property when deciding whether to view more information. Use those 300 characters to capture attention quickly and entice someone to click, by following these top tips.

### Keep it short and sweet

Your summary text is all about convincing applicants to have a closer look at the property details. Every word counts, so make it punchy and cut out all unnecessary words.

### Don't duplicate

Don't repeat text that already appears on the search results page, like the number of bedrooms or the type of property. You'll just be wasting space.

### What makes it unique?

What is the stand-out feature of this property? Think about the person most likely to be attracted to that property – and talk about what would be the biggest draw for them.

### Use CAPITALS (but sparingly)

Use capital letters to make key features stand out. But only use this two or three times to make maximum impact.

19

**3 bedroom bungalow for sale**  
Royston Way, Burnham

Offering exceptional internal accommodation and having been completely redesigned by the current vendor's is three bedroom detached bungalow, which is pleasantly located within an established residential setting providing superb

Added on 30/09/2018 by Johnson & Rankin, Crippenham

£625,000

Johnson & Rankin 01628 345678 Email agent

#### 3 bedroom semi-detached house for sale

Castleview Road, Langley, Berkshire

Three bedroom semi-detached family house situated within CASTLEVIEW CATCHMENT and offered with POTENTIAL TO EXTEND ON SIDE/REAR (STP), 2 receptions, 13ft conservatory, master bed with fitted wardrobes, 16ft detached garage, 50ft garden, parking for 4 cars.

21

**3 bedroom detached house for sale**  
Upton Court Road, Open House Saturday 15th September  
11:00 am - 12:00 noon

\* Castleview Catchment \* A Great Opportunity To Acquire This Fantastic Three Double Bedroom Detached Home, Two Reception Rooms, Two Bathrooms, Driveway Parking.

Added on 21/09/2018 by Johnson & Rankin

£625,000

Johnson & Rankin 01628 666432 Local call rate Email agent

### Best practice for summary descriptions

Let's look at two examples.

#### Example 1 - an average summary description

##### **3 bedroom house for sale**

##### **Kings Street, Walton-On-Thames**

We are pleased to offer this attractive extended three bedroom semi-detached home, situated in the popular Rydens area, being within a short distance of both Walton and Hersham mainline stations. The accommodation briefly...

This description contains a lot of duplication and wasted words. The only new information an applicant would find out is that it's close to two stations and that it's a semi. Searchers already know the number of bedrooms and location, so everything else is not making best use of the space.

#### Example 2 - an exceptional summary description

##### **3 bedroom semi-detached house for sale**

##### **York Gardens, TADWORTH, Surrey**

NO CHAIN | Semi Detached | Three bedroom | Scope to Extend STPP | Two Reception Rooms | Conservatory Off Street Parking | Private garden | Garage | Easy Access to Kingswood Mainline station | EPC - D...

In this example, the agent has used the summary text to outline **nine** extra bits of information to the applicant. More than enough to grab someone's attention.

Making the most of these 300 characters can go a long way to getting more enquiries into your business.

# 5 ways to boost your detail views...and your leads

## #4: Property Description

If you've convinced someone to view your property's detail page with great photos and summary text, your next step is enticing them to call or email you. This is where your property description comes in.

Exceptional agents make best use of their property description by following the advice below.

### Summarise the main selling points

Make use of the 10 "key features" bullet points at the top to get across your key messages in a few seconds, saving someone from reading the full description if they don't have time.

- AVAILABLE ACADEMIC YEAR 2018/2019
- TWO DOUBLE BEDROOMS
- FIRST FLOOR APARTMENT
- FULLY FURNISHED
- LARGE OPEN-PLAN LIVING AREA
- BALCONY
- DESKS IN BEDROOMS
- EXCELLENT PUBLIC TRANSPORT LINKS
- CLOSE TO LOCAL AMENITIES
- WALKING DISTANCE TO UNIVERSITIES

**2 bedroom flat to rent**  
Howell Court, Manchester

**£1,200 pcm**  
View apply

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11 High Street, Manchester, M4 6BB  
View properties from this agent

**Request Details**  
or call **0161 444 0111**

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Learn more about upgrading this property >

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The Property Centre

**Surrounding Areas**  
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Greater Manchester  
North West

**Spotted an error?**  
In order for us to help our agents maintain accurate and up-to-date information please inform the agent if you have noticed an error with this property. If you are the vendor, please contact your agent directly.  
Get touch >

**Full description**  
WELL LOCATED, SPACIOUS, DOUBLE BEDROOM apartment located a SHORT WALK from the UNIVERSITIES and OXFORD ROAD. The property is available FULLY FURNISHED for the academic year 2018/2019.  
Available for the academic year 2018/2019.  
Situated in Hulse and available FULLY FURNISHED for the academic year. This property benefits from excellent PUBLIC TRANSPORT links to and from the CITY CENTRE and also short walk to both PARK and LINKS. In brief the property benefits from a STUNNING OPEN-PLAN LIVING AREA with FULLY EQUIPPED KITCHEN with all mod-cons plus a LARGE LOUNGE with patio doors leading on to the private balcony. There are two SPACIOUS DOUBLE BEDROOMS fully furnished to high standard and a contemporary three piece suite with over-head shower.

**Key features:**  
■ TWO DOUBLE BEDROOMS  
■ FULLY FURNISHED  
■ BALCONY  
■ EXCELLENT PUBLIC TRANSPORT LINKS  
■ WALKING DISTANCE TO UNIVERSITIES

**Nearest schools**  
Use the school checker >  
Nearest schools  
Use the school checker >

**Broadband**  
Show average  
Broadband speed at this postcode

## Keep it local

You know your area best, so use this space to highlight what makes it a great place to live. Mention schools, transport links and the highlights of the surrounding area.

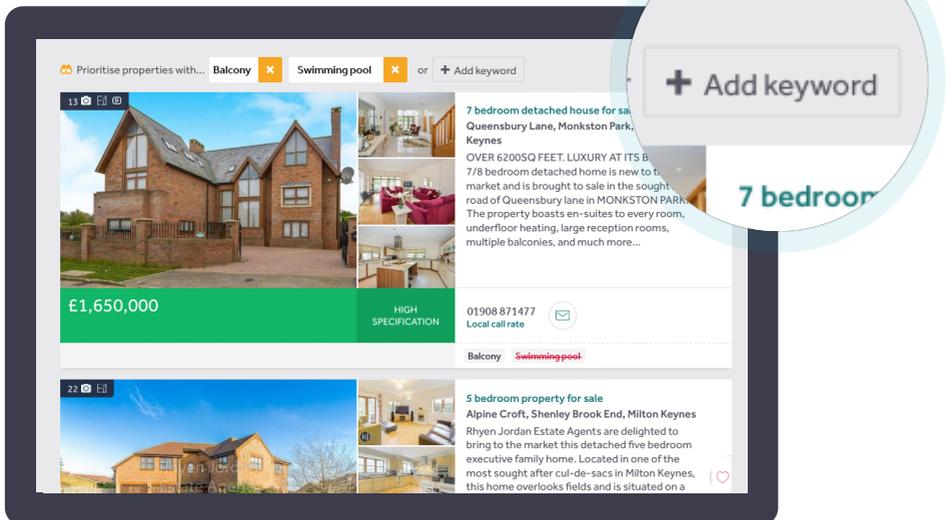
## Motivate movers

Mention incentives like “reduced rent over summer” or “Help to Buy” that could act as a clincher for someone deciding to get in touch.

## Get descriptive

You now have an applicant’s full attention, so it’s time to go into detail on why they can’t afford to miss viewing this property. Now that you have the luxury of more space, use it to talk about features in more detail – e.g. “open plan living, suited to families” or “south-facing garden”.

When someone chooses to prioritise their search by using certain keywords, it’s these kind of features that applicants search for most. Your listing will then appear at the top of the search results if someone chooses to prioritise properties with those keywords - getting you in front of more home movers.



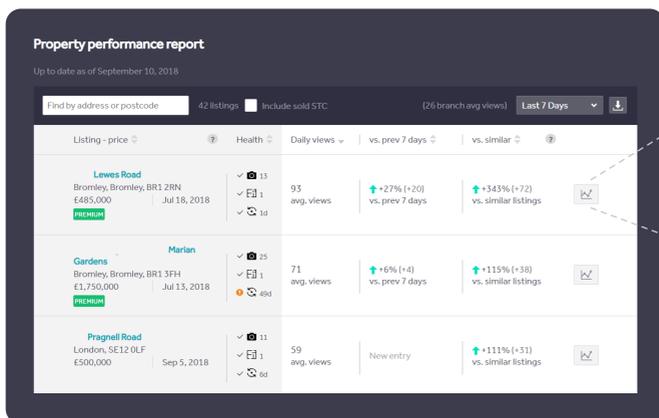
## #5: Price

**Exceptional property presentation is incredibly important for generating maximum interest for your vendor or landlord. But it's not the only factor.**

If you're convinced that your property presentation is spot on but a property is still not getting more detail views than similar listings, it might be time to look at the price.

Your property could be getting less views because it simply has fewer bedrooms or is in a less desirable street than similarly priced properties.

The Marketing Report in Rightmove Plus can help you have tricky price conversations with vendors and landlords. It plots the detail views a listing has had over time, and shows how these compare to similar properties. You access the Marketing Report for an individual property via the Property Performance Report.

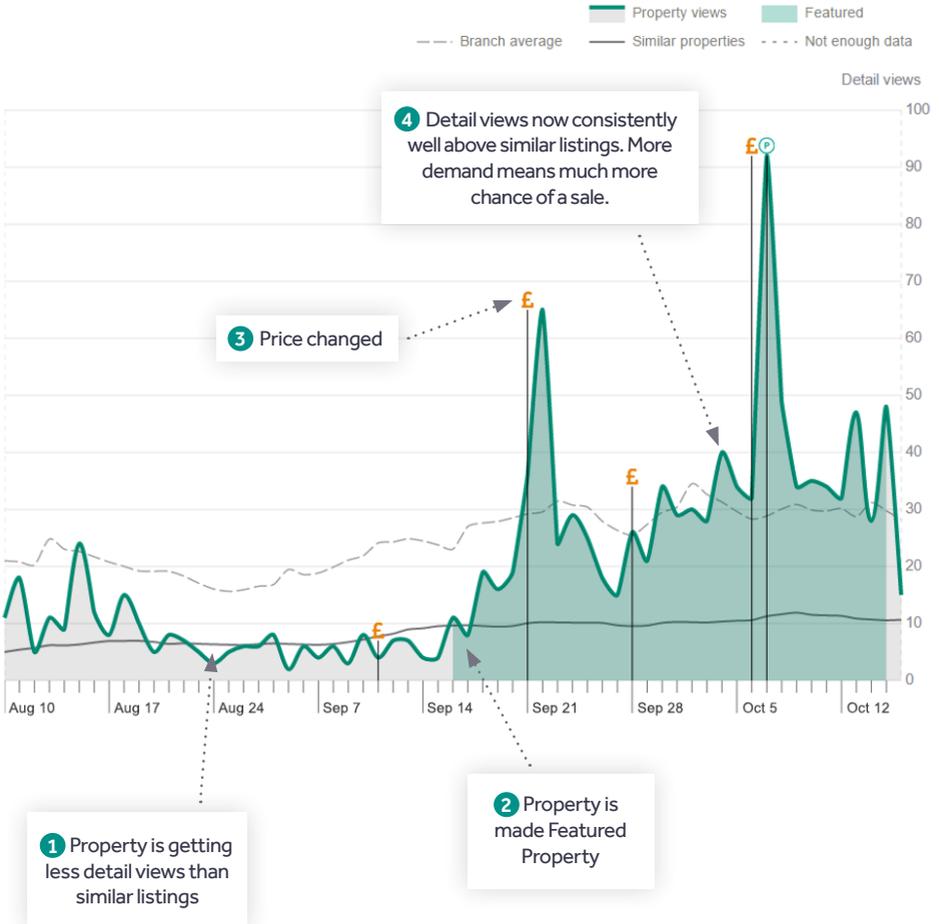


Click to view this property's Marketing Report

If you're continually getting less views than similar properties and have tried all the tips above, the property could be overpriced.

By reducing the price within 40 days of it being on Rightmove, you stand the best chance of being the agent that ends up selling the property.

# The Marketing Report in action



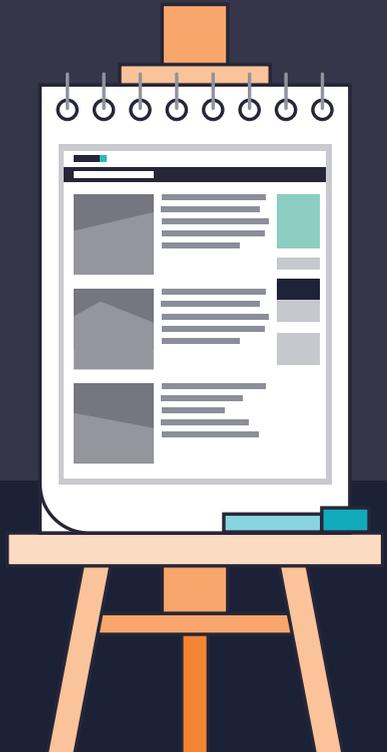
Find out more about the Marketing Report by visiting:  
[hub.rightmove.co.uk/marketing-report](http://hub.rightmove.co.uk/marketing-report)

# Create The Ultimate Listing, every time

We run a regular 45 minute live training session for agents on how to create great Rightmove listings. It goes into more detail on the points mentioned here and is ideal for new members of staff or experienced employees in need of a refresher.

Encourage your team to sign up for the next Ultimate Listing webinar at:

[Hub.rightmove.co.uk/webinars](https://hub.rightmove.co.uk/webinars)



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