

Every month, over 1 million potential buyers visit Rightmove to look at properties around the globe

Create the Ultimate Property Listing to attract more overseas buyers

Photos

Stand out in the search results and set the best first impression



Upload at least 5 photos from day 1

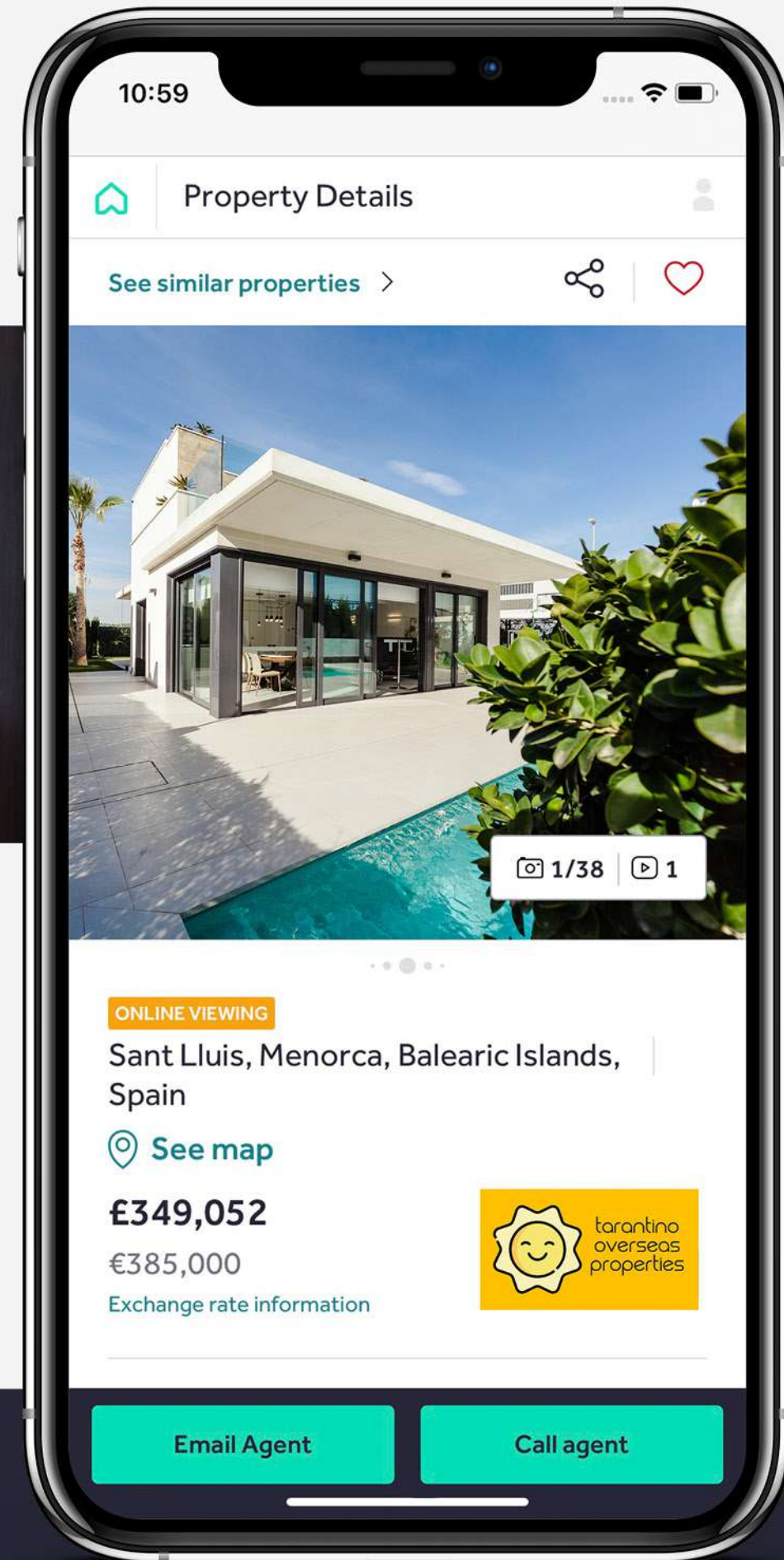
Show off any unique features


Always lead with the best photo

Take exterior photos on a clear day

Optimum size: 1024 x 683 pixels

Keep interior photos clutter free



 **Did you know?** Over 60% of Rightmove Overseas users search on a mobile device. Check your properties look great on mobile as well as desktop for maximum impact.

Source: Google Analytics – between Nov 2019 – April 2020, 68% of users on Rightmove Overseas visited on a mobile or tablet

Floorplans

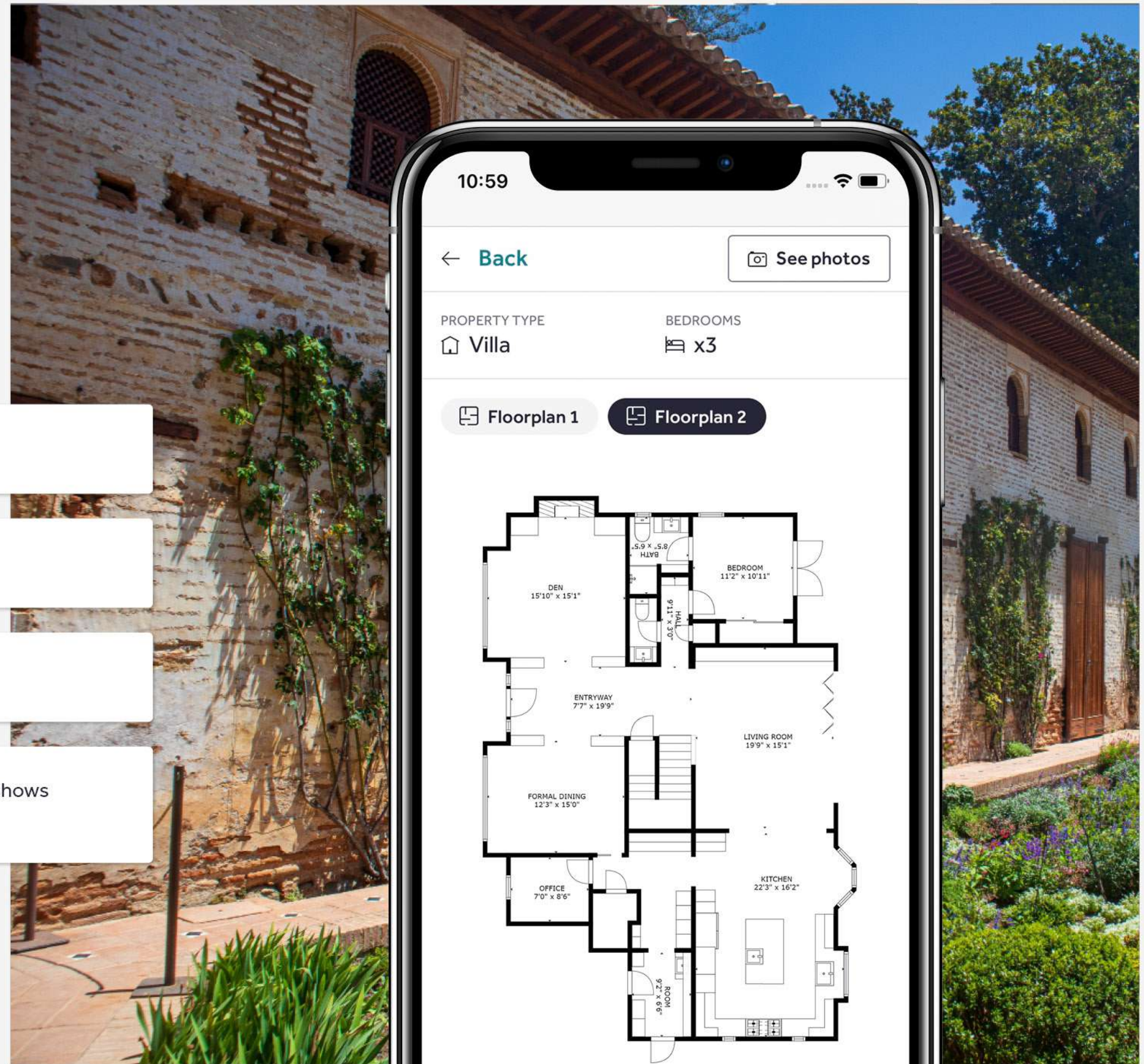
Help buyers visualise the property layout


Create and upload plans for each floor separately

Include the room dimensions and total size of the property

Floorplan images should be between 600 - 2025 pixels

Upload to the floorplans section to make sure the floorplan icon shows on your property listing



 **Did you know?** Property listings with floorplans receive on average 19% more views and 30% more leads.

Source: Rightmove Overseas data April 2019 - April 2020

Videos

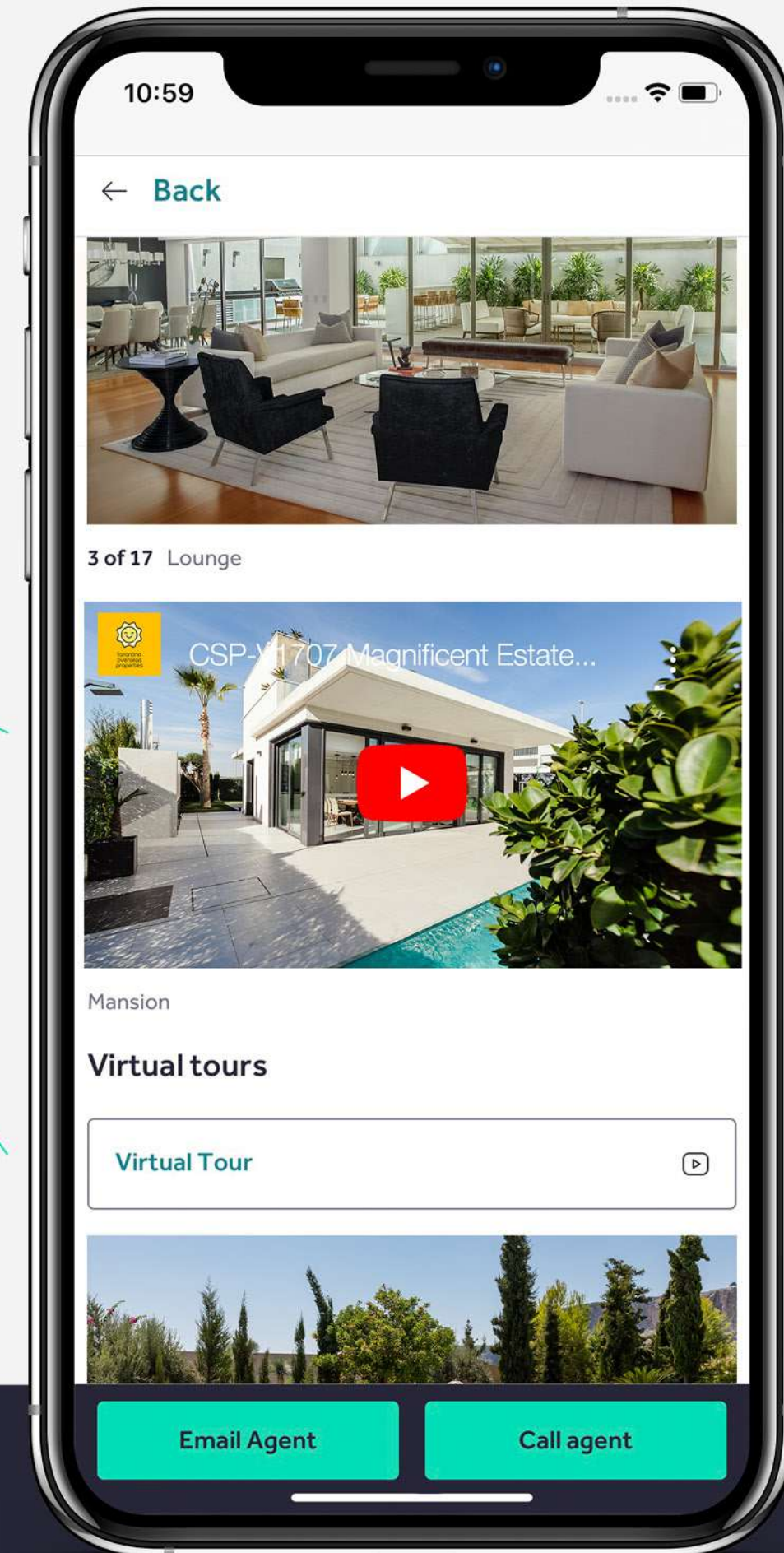
Attract more buyers by including videos on all your property listings


Videos and virtual tours appear in the fourth slot of the image gallery

Vimeo & YouTube videos play in-screen, next to your photos

Other videos and virtual tours will appear as a link

Include a walk-through of the property and any outside spaces



 **Did you know?** Property listings with videos receive on average 26% more views and 46% more leads.

Source: Rightmove Overseas data April 2019 - April 2020

Online Viewings

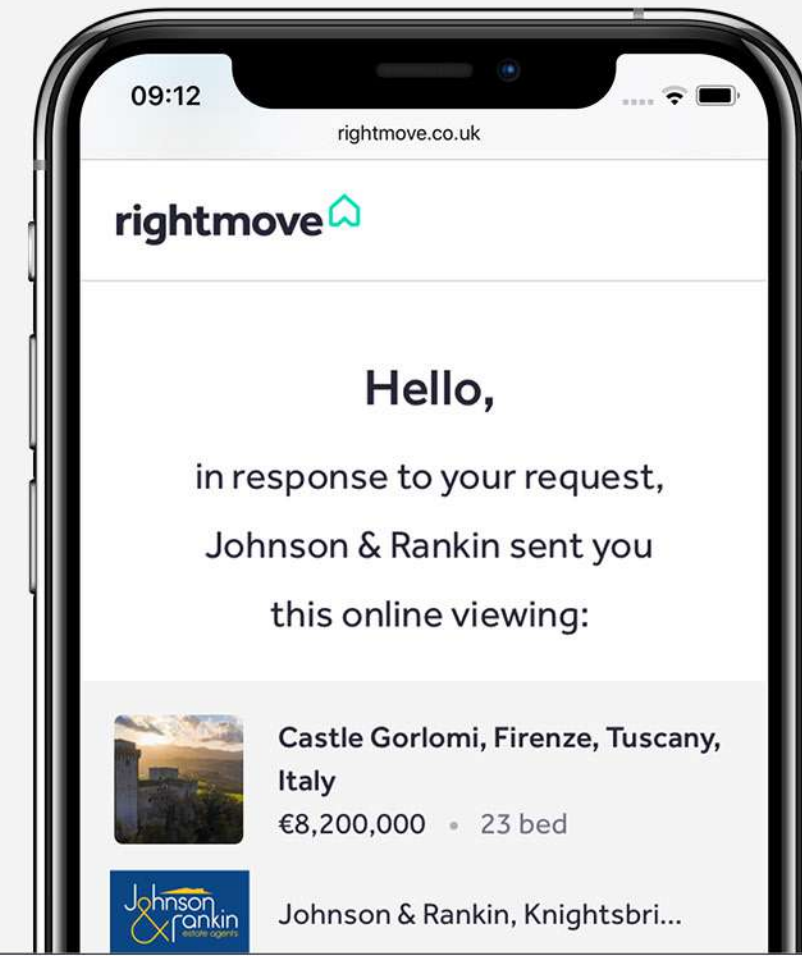
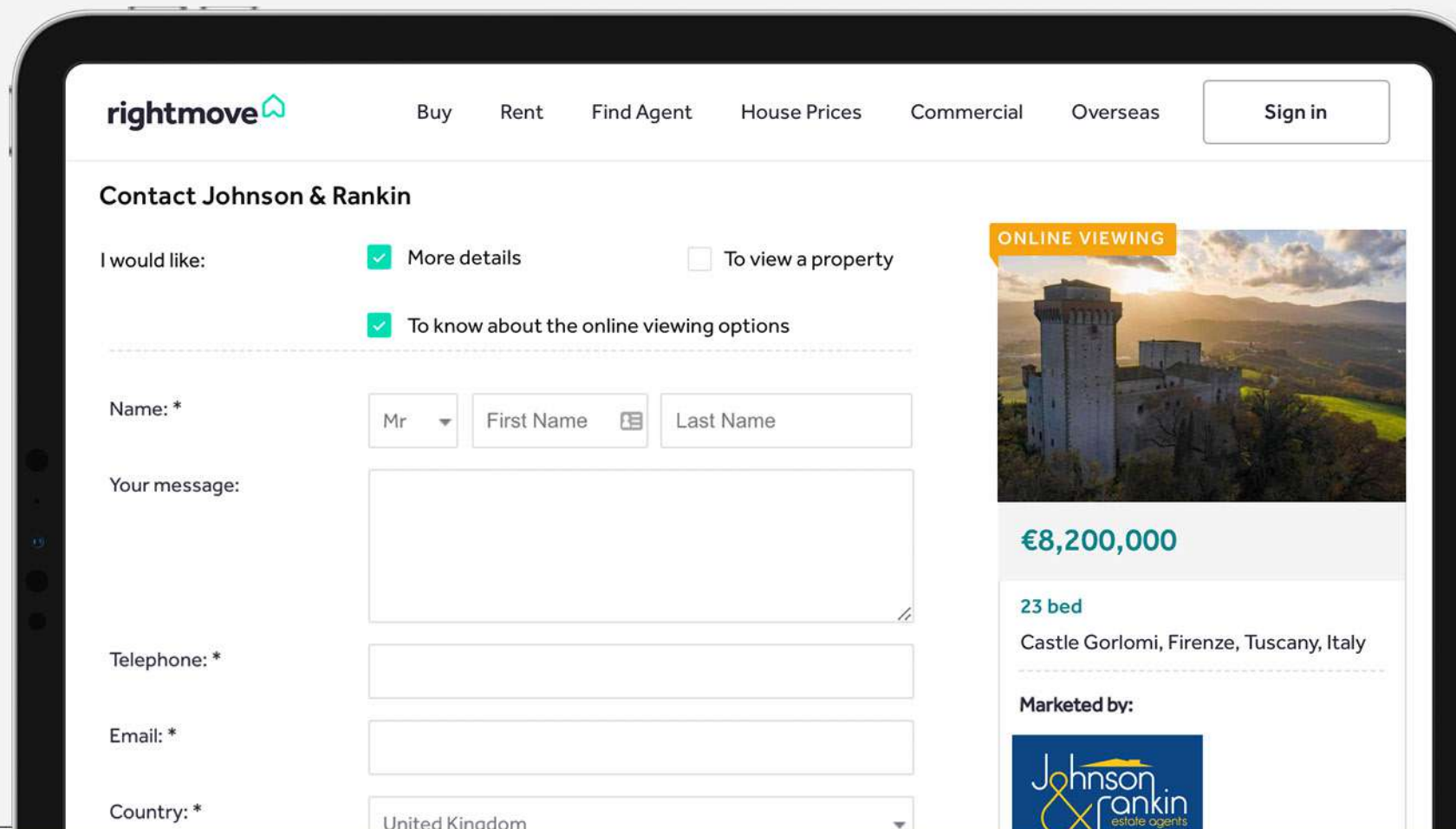
Use your branded video page to help buyers view your properties online and get on their viewing trip shortlist


Show the Online Viewing label on your property listings

Create your branded video page for every listing

Add the Online Viewing tick box to your lead form

Automatically deliver your video content to those buyers' inboxes



 **Want to find out more?** You can see all of the latest Online Viewing features and how to use them [here](#).

Property description

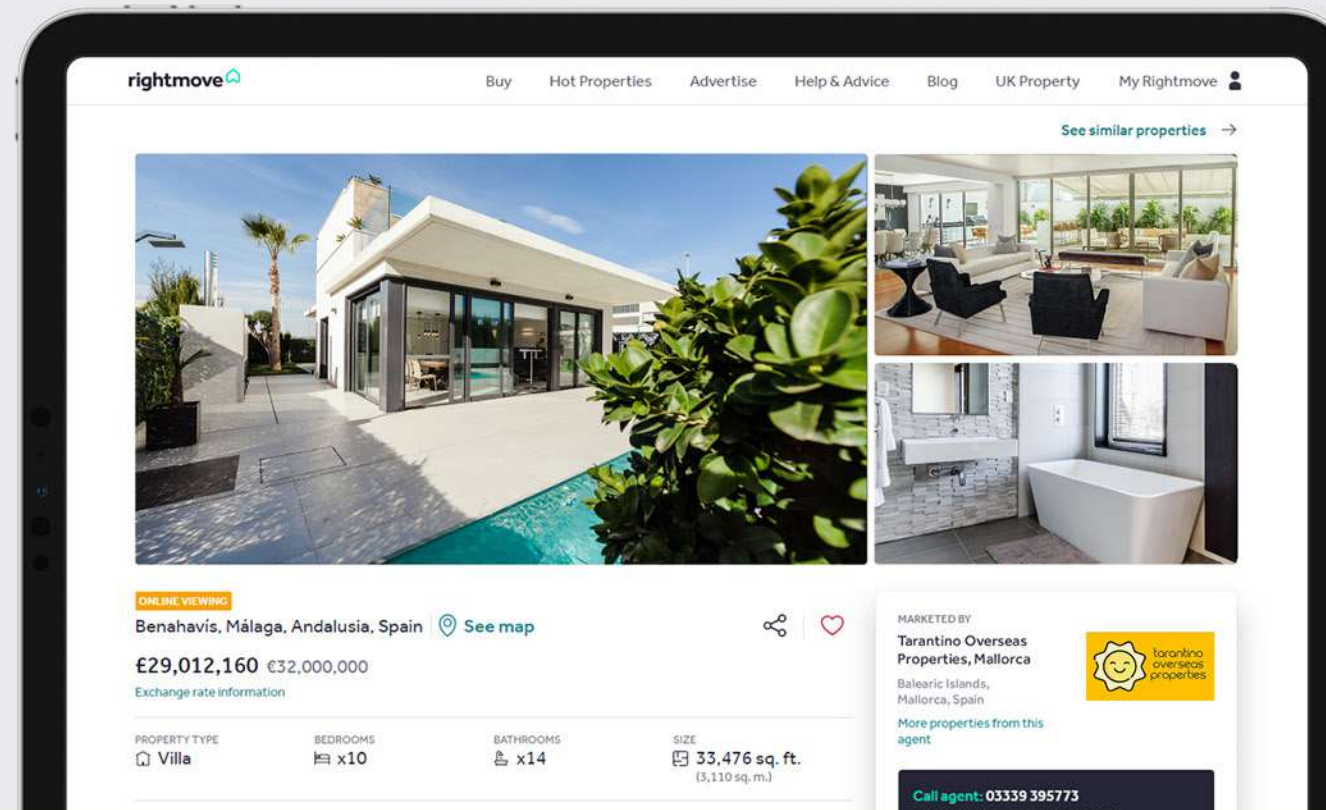
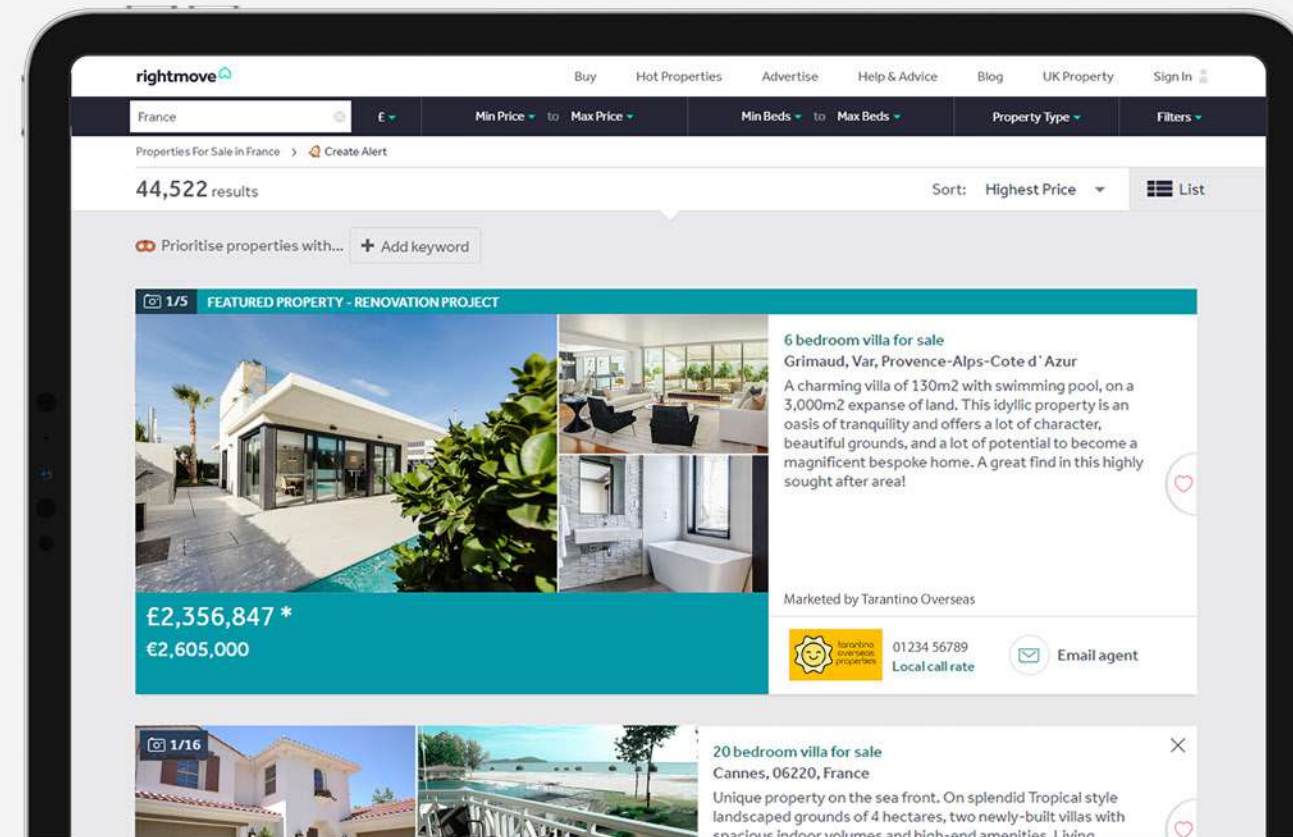
In the search results - grab buyers attention fast to make them click

Talk about unique or attractive features of the property

Keep sentences short, so they're easy to read quickly

Capitalise a few keywords so they JUMP out from the rest

Avoid duplicating the location, property type and number of bedrooms




In the property details - convert those clicks into leads

Showcase top selling points in the key features

Include any offers or incentives available (with the relevant T&Cs)

Share local insights overseas buyers might not know

Provide an exact location so the map shows the property pin drop accurately

 **Did you know?** You only have 2 seconds to grab a buyers attention on the search results page

Source: Rightmove data and Google Analytics 1st July 2019 - 30th June 2020 average properties in search results divided by average time on page

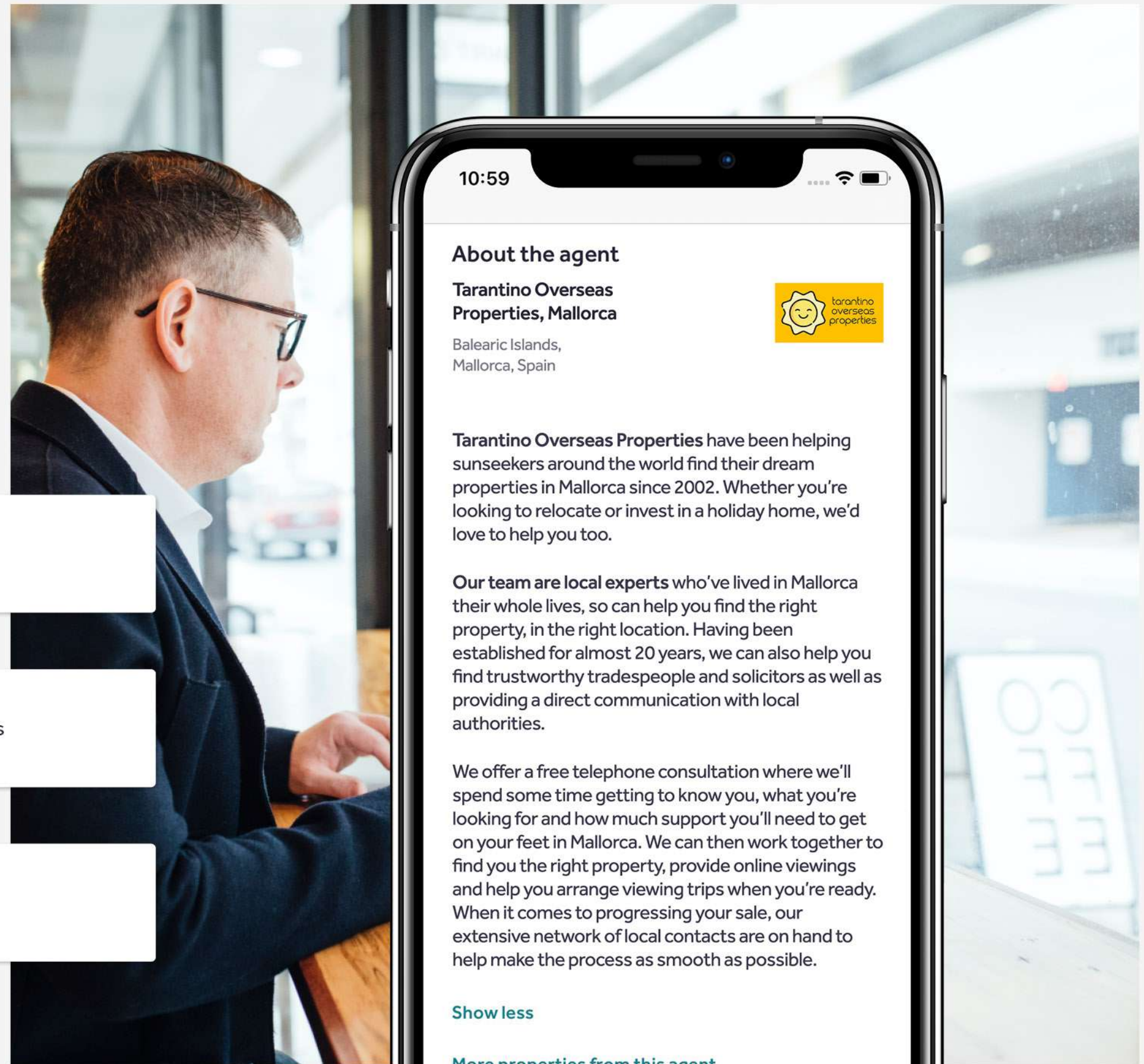
Sell yourself


Show buyers why they should trust you to find their next property

Share your local area knowledge, experience and awards

Talk about extra services you offer specifically to overseas buyers

Upload a high-quality logo to build brand recognition



 **Remember!** Overseas buyers may not be familiar with you, your brand or your local area, so this is your chance to shine.

Your Ultimate Listing Checklist

These are the six things you'll want to get right for every listing.

Don't forget to search for your properties on Rightmove using your computer and mobile to see how they'll look to buyers.

Over 60% of people use a mobile to search for overseas properties on Rightmove.

Photographs

Floorplans and dimensions

Video tours

Property descriptions

Online Viewing features

Branch description



Measuring results

Now you've created the Ultimate Listing, you can use the tools included in your Rightmove membership to maintain those high standards and monitor your results...

You'll find these reports in Rightmove Plus. Just look for the menu on the left-hand side of the screen

Property performance reports

Maintain high standards

Identify areas for improvement at a glance, in the health column

Make sure your properties all have 5 or more photos



Check whether floorplans have been uploaded to your properties



See when your properties were last updated



Measure results

View and share your property performance, fast

See how often your property details have been viewed

1

Check if your property performance is trending up or down

2

Compare each property's performance to your branch average

3

Create customised marketing reports to share with your vendors

4

Property performance report

Up to date as of June 15, 2020

Find by address or agent ref 558 listings Include sold STC (1 branch avg views) Last 30 Days

Listing - price	Health	Daily views	vs. prev 30 days	vs. branch
Castel Gortomi, Florence, Tuscany 5316 €95,000,000 Jan 15, 2020	✓ 19 0 21w	73 avg. views	↑ +14% (+9) vs. prev 30 days	↑ +7200% (+72)

Lead report

Telephone Log

Never miss a telephone lead

1 Check for missed calls so you can call the buyer back

2 Listen to your call recordings and download them for training*

*If you've not already set up call recording, speak to your Account Manager today

Lead report

Summary Telephone Log Email Log

Date range: 17/05/2020 to 16/06/2020 Export

By exporting telephone lead data or downloading telephone recordings, Tarantino Overseas Properties becomes the data controller of that copy of the data. That means Tarantino Overseas Properties takes full responsibility for the safekeeping and timely deletion of all personal data within the export and/or download in accordance with General Data Protection Regulations.

98 calls from 17/05/20 to 16/06/20 All calls Filter: All

Date/Time	Applicant Details	Applicant Address	Enquiry	Status	Duration	
16/06/20 13:07:52	0123456789	Mobile	Overseas	Answered	00:04:14	Listen > Download >
16/06/20 11:02:42	0123456789	Mobile	Overseas	Missed	00:03:02	Listen > Download >
15/06/20 17:03:31	0123456789	Mobile	Overseas	Answered	00:01:02	Listen > Download >
15/06/20 16:28:58	0123456789	Mobile	Overseas	Answered	00:03:55	Listen > Download >

Email Log

Find out more about your enquirers

1 See what country each buyer is currently based in to tailor your conversations

2 Understand why they're looking to buy - relocation, investment or holiday home

3 See which buyers have interacted with your Online Viewings to prioritise leads

Lead report

Summary Telephone Log Email Log

Date range: 01/05/2020 to 30/05/2020 Export

By exporting this data, Ryder & Dutton becomes the data controller of this copy of the data. That means Ryder & Dutton takes full responsibility for the safekeeping and timely deletion of all personal data within the export in accordance with General Data Protection Regulations.

3 emails from 01/05/20 to 31/05/20 Filter: All Search

Date/Time	Applicant Details	Applicant Address	Enquiry	
07/05/20 21:30:43	Name Email Number	Syria	• Investment • Online viewing request	View more >
07/05/20 12:45:21	Name Email Number	United Kingdom	• Second Home	Lake Como (Lago di Como), Como, Lombardy View more >
04/05/20 19:43:19	Name Email Number	Switzerland	• Relocation • Online viewing request	Pisa, Pisa, Tuscany View more >

Need some help?

Call our Customer Support Team on +44 (0)1908 712044
or email them at Overseas.Support@rightmove.co.uk

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