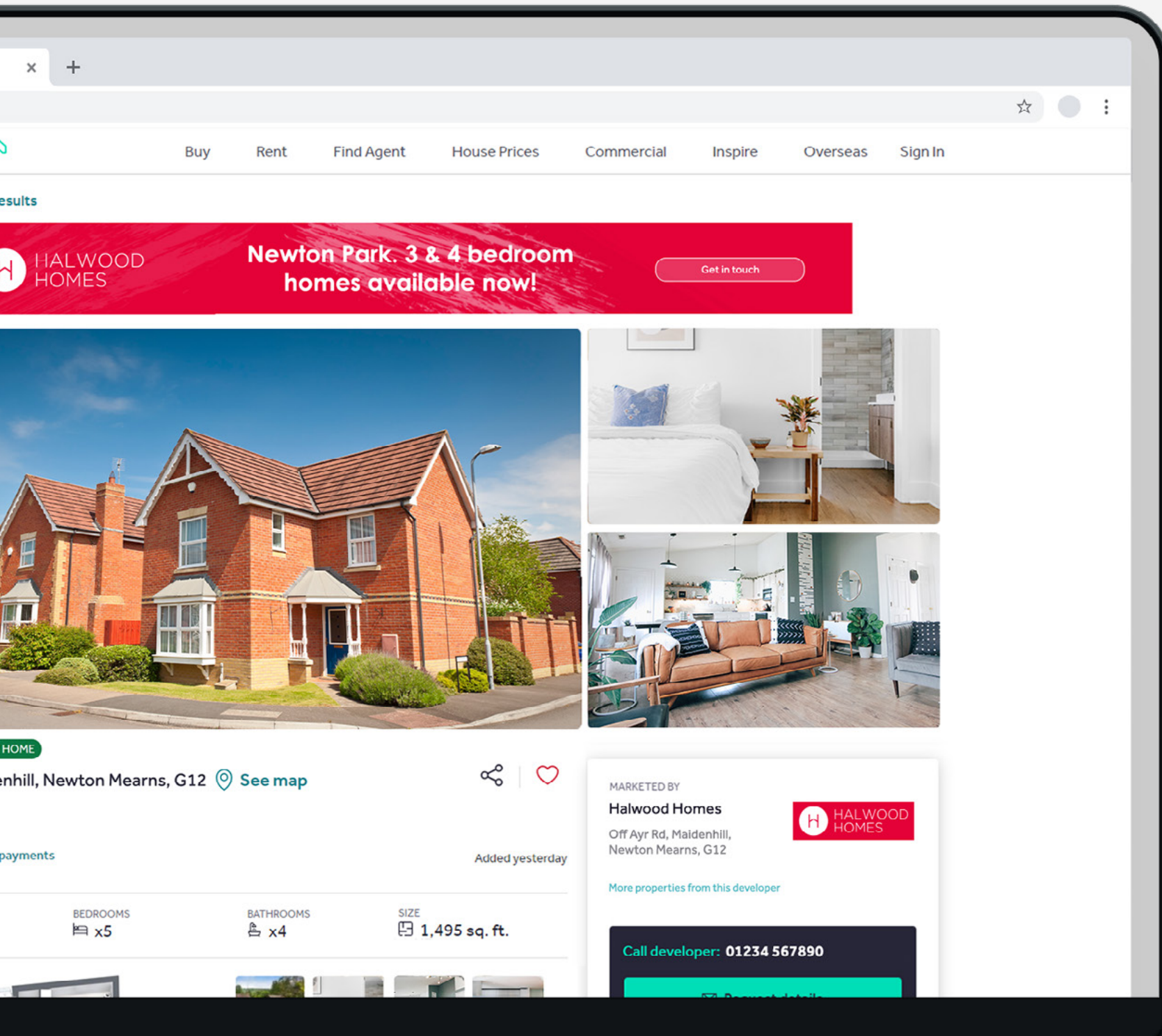


Create more interest in your properties and developments to grab buyers' and investors' attention.

Create the Ultimate New Home Listing

Photos & videos

Your photos and videos are vital for impressing buyers and investors from day one in property alerts, search results and the property details.



The magic number - Listings with 5-9 photos perform best as they give buyers and investors a feel for the property.

Front-load your best photos - Use your best photos first as these will appear in the search results when you're competing with every other property. Your photos will be what encourages buyers and investors to take a closer look.

Size it up - Always upload high resolution photos, at least 1024 x 683 pixels in size.

Best foot forward - Don't list your property until you have photos. You'll waste your opportunity to impress buyers and investors when your property gets pushed out in our Instant Alert emails.

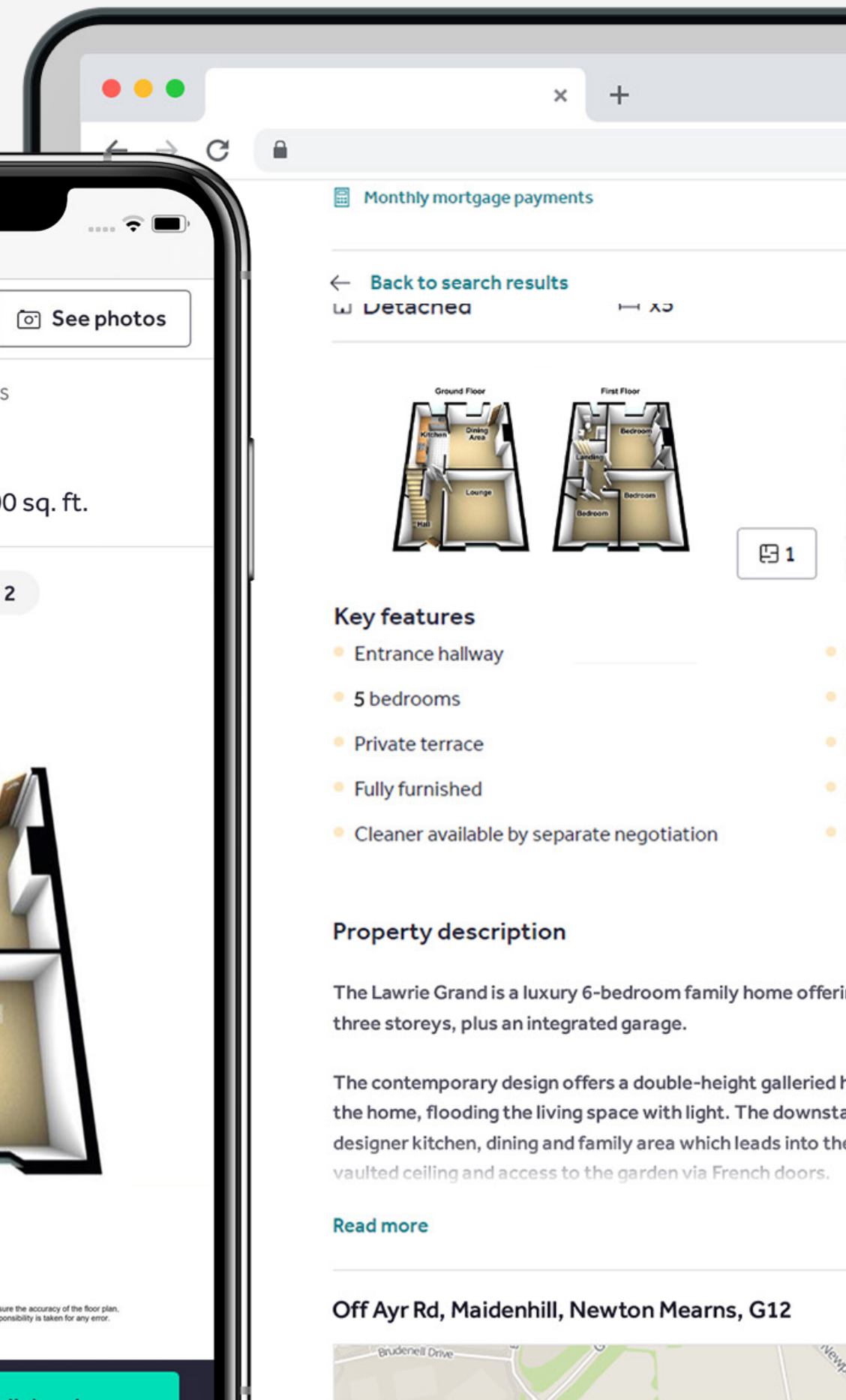
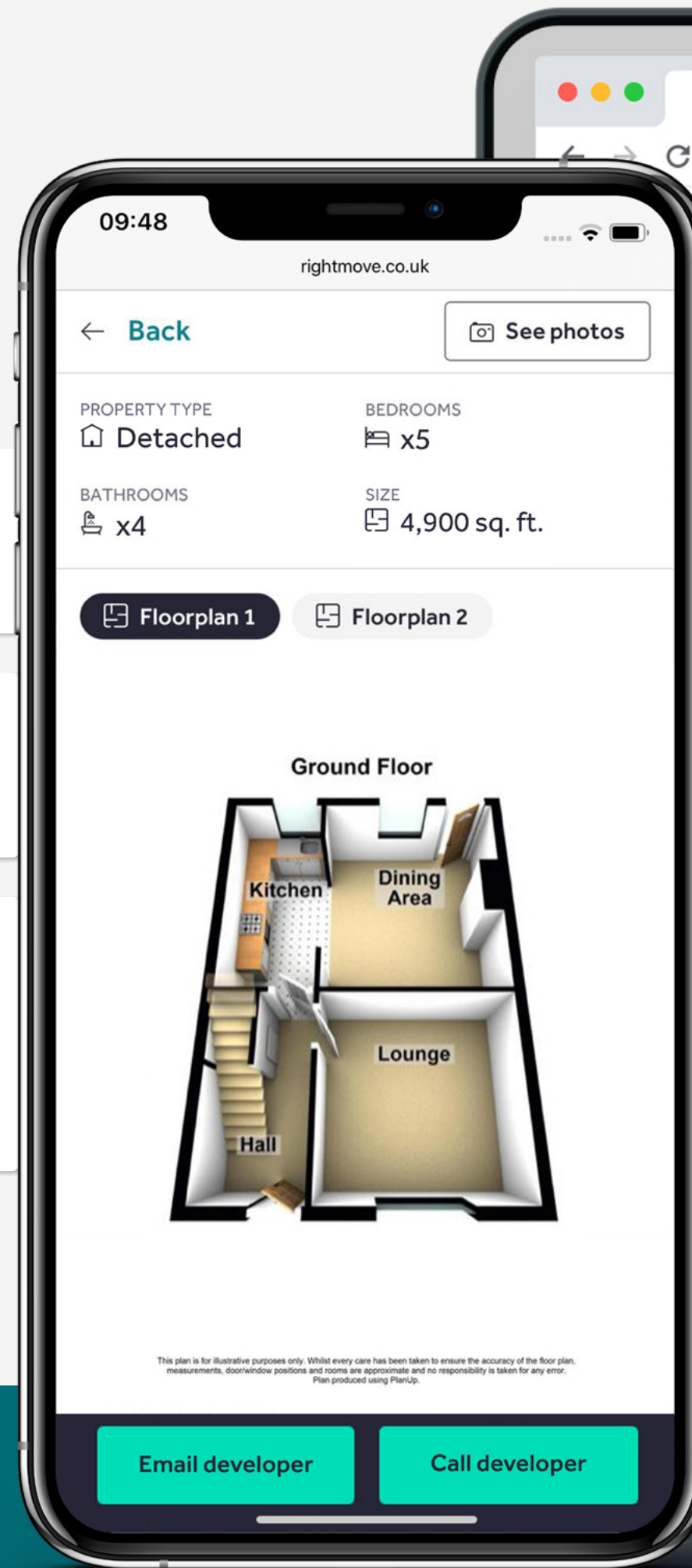
Floorplans

Help buyers and investors visualise the space and understand the layout of the property with floorplans.

According to plan - Ensure floorplans are between 600 - 2025px in size for best quality image results

Take the measure - State room dimensions to help buyers and investors visualise the space.

Plan for success - Load your 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.



Summary text

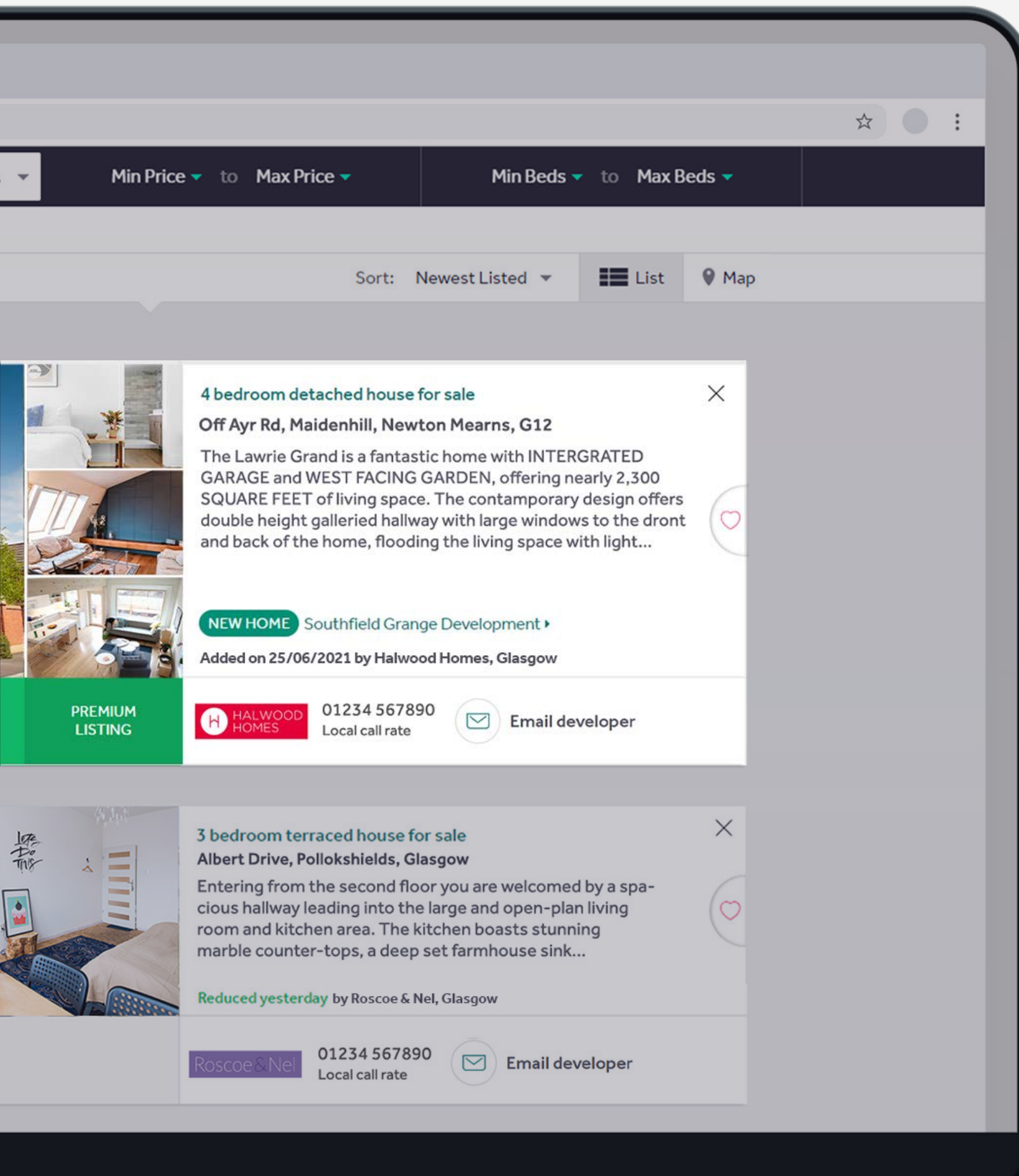
Capture attention quickly with the 300 characters you see in the search results.

CAPITALISE on key features - Use capital letters to make key features stand out. But a word of caution: use this sparingly.

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

Don't duplicate - Don't repeat text that already appears on the search results page, like the number of bedrooms for example - you'll just be wasting space.

Short and sweet - Keep your summary description punchy. It's all about enticing home buyers to take a closer look at the property details.



Property highlights

Help buyers and investors quickly find the vital property information they need to move onto the full details of your listing.

Always include:

Property type



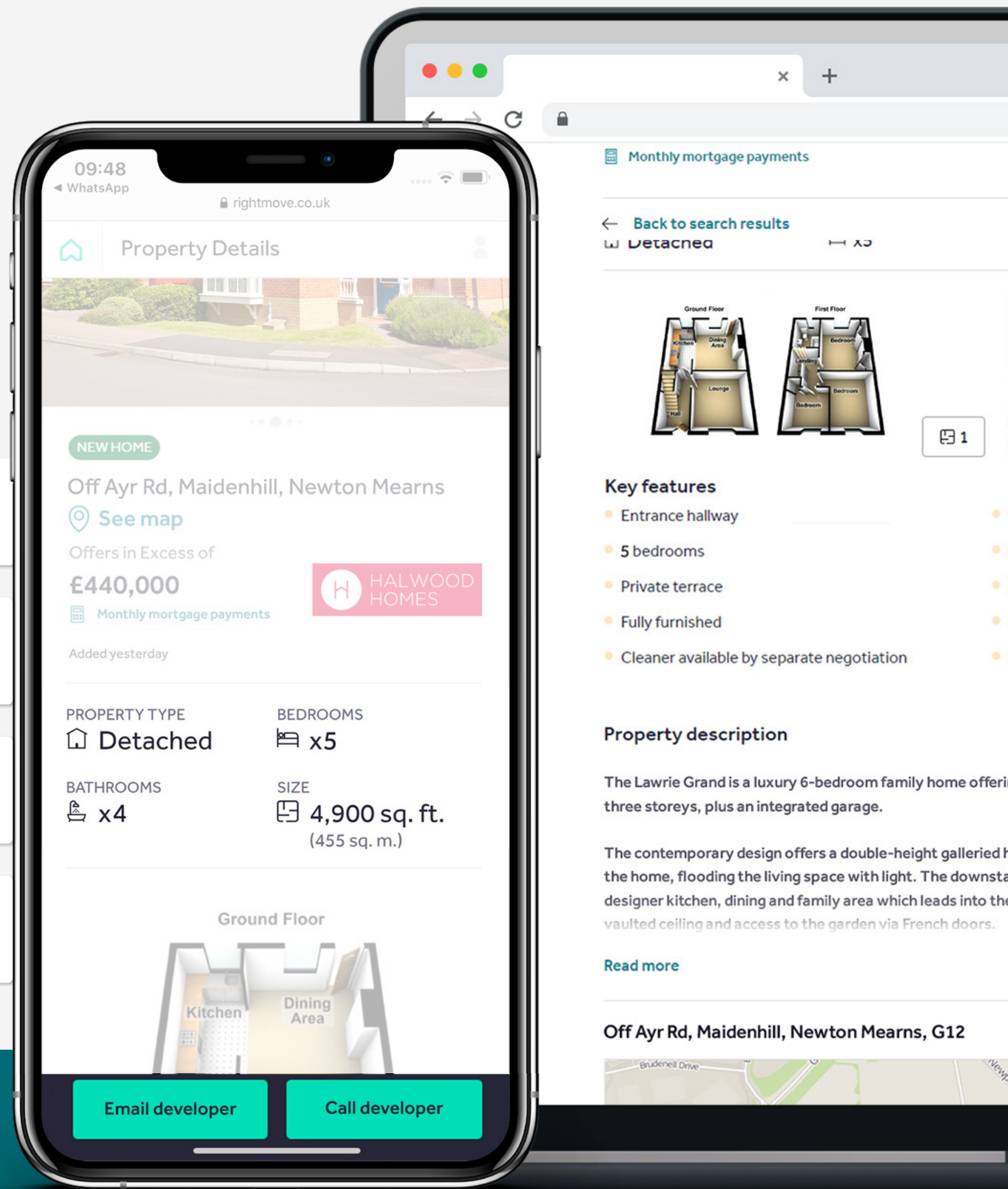
Number of bedrooms



Number of bathrooms



Total property size



Key features

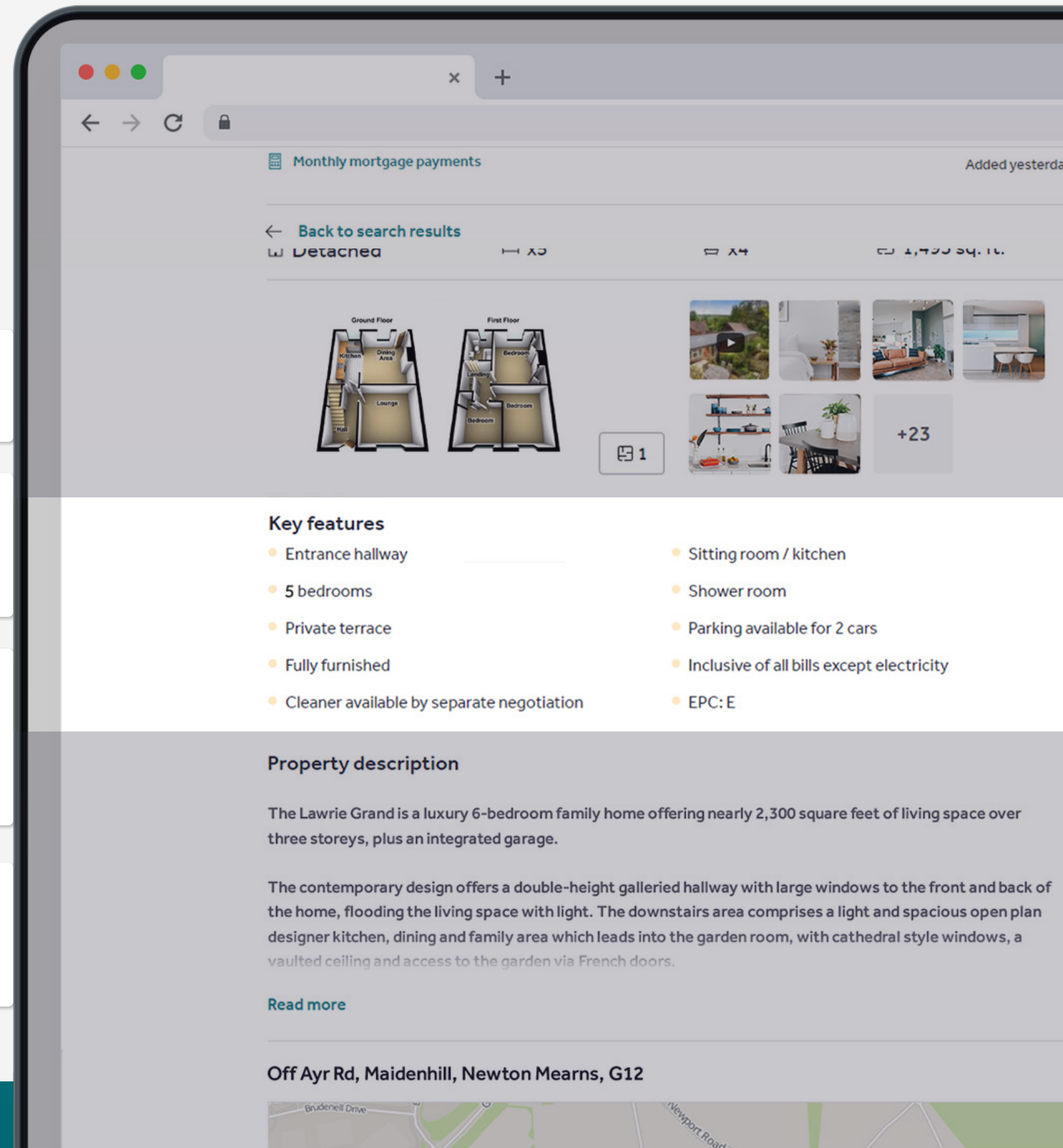
Use the bullet point features to help buyers and investors get a snapshot of your property and development fast.

Starter for 10 - Use all 10 bullet points for maximum impact

Motivate movers - Mention incentives like "Move in now" or "Help to Buy".

Get descriptive - List features to give people a snapshot of the property and the area, using features like "walk-in wardrobes", "South-facing garden" or "Open plan living suited to families".

Keep it local - Use what's in and around your development, like schools, shopping or parks, to highlight what makes this a great place to live.



Online Viewings

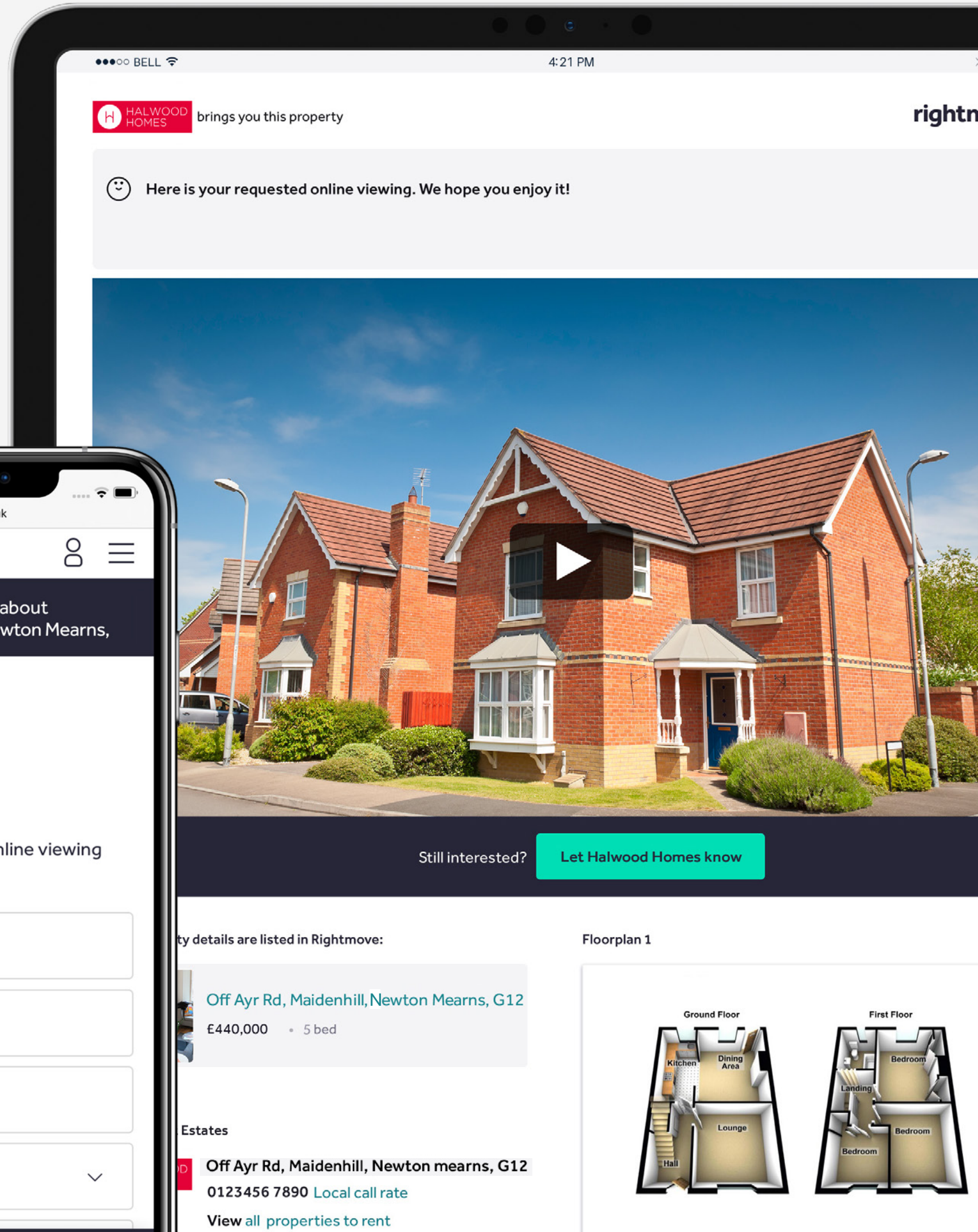
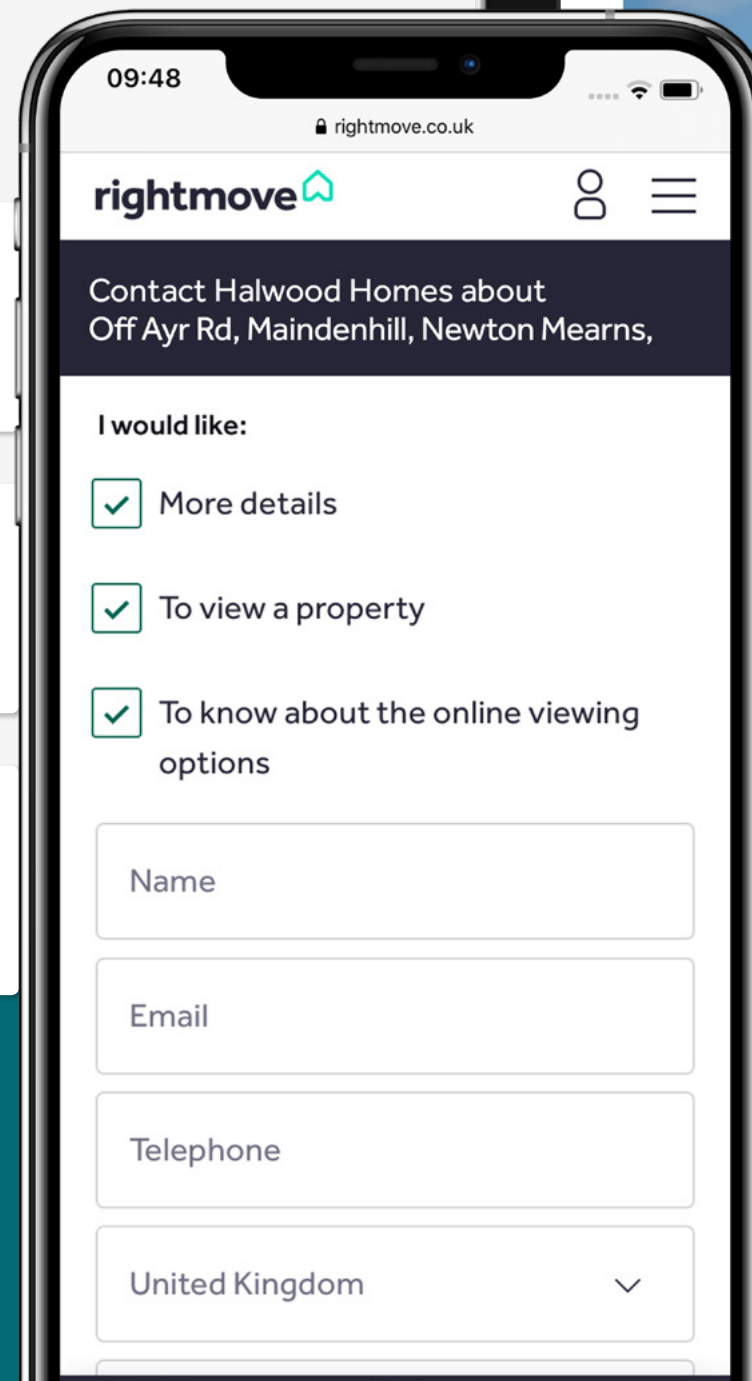
Reduce the number of physical viewings needed to sell a property, by offering Online Viewings on Rightmove.

For each property listing, you'll be able to see how many buyers watched the Online Viewing and whether they're still interested in carrying out a physical viewing, so you can prioritise the hottest leads.

1. Show the Online Viewing label on your property listings

2. Create your branded video page for every listing

3. Add the Online Viewing tick box to your lead form



Featured New Home

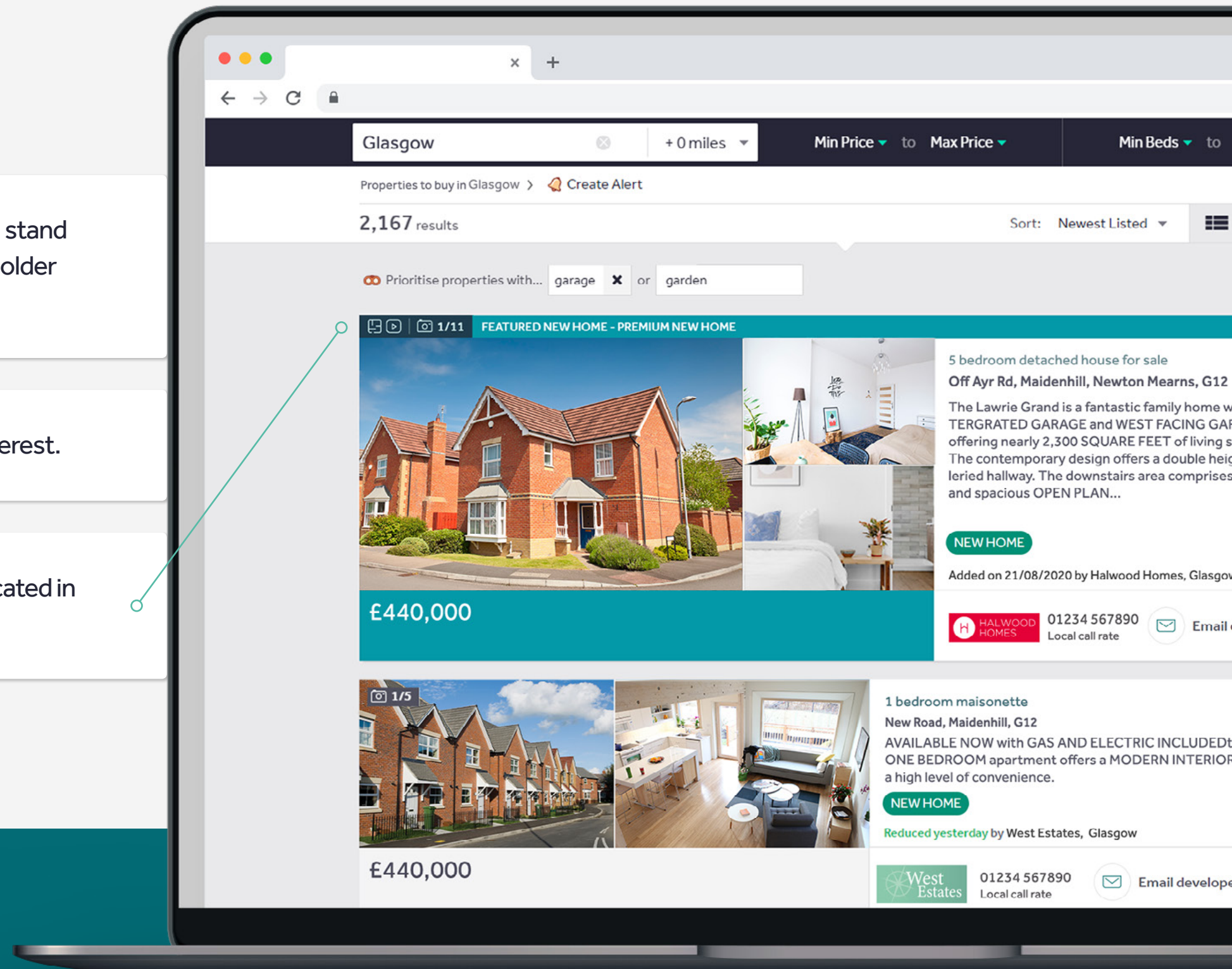
Being at the top of the search page will help you get noticed. Once a buyer or investor has decided where they want to search, the Featured New Home appears at the top of the search.

Attract more buyers and investors:

With a combination of great imagery, 'punchy' key features and stand out summary text, a Featured New Home listing is bigger and bolder than others in the search results.

Focus attention on plots that you know will gather the most interest.

How many images, videos and floorplans a property has is indicated in the icons on a property listing.



Spotlight

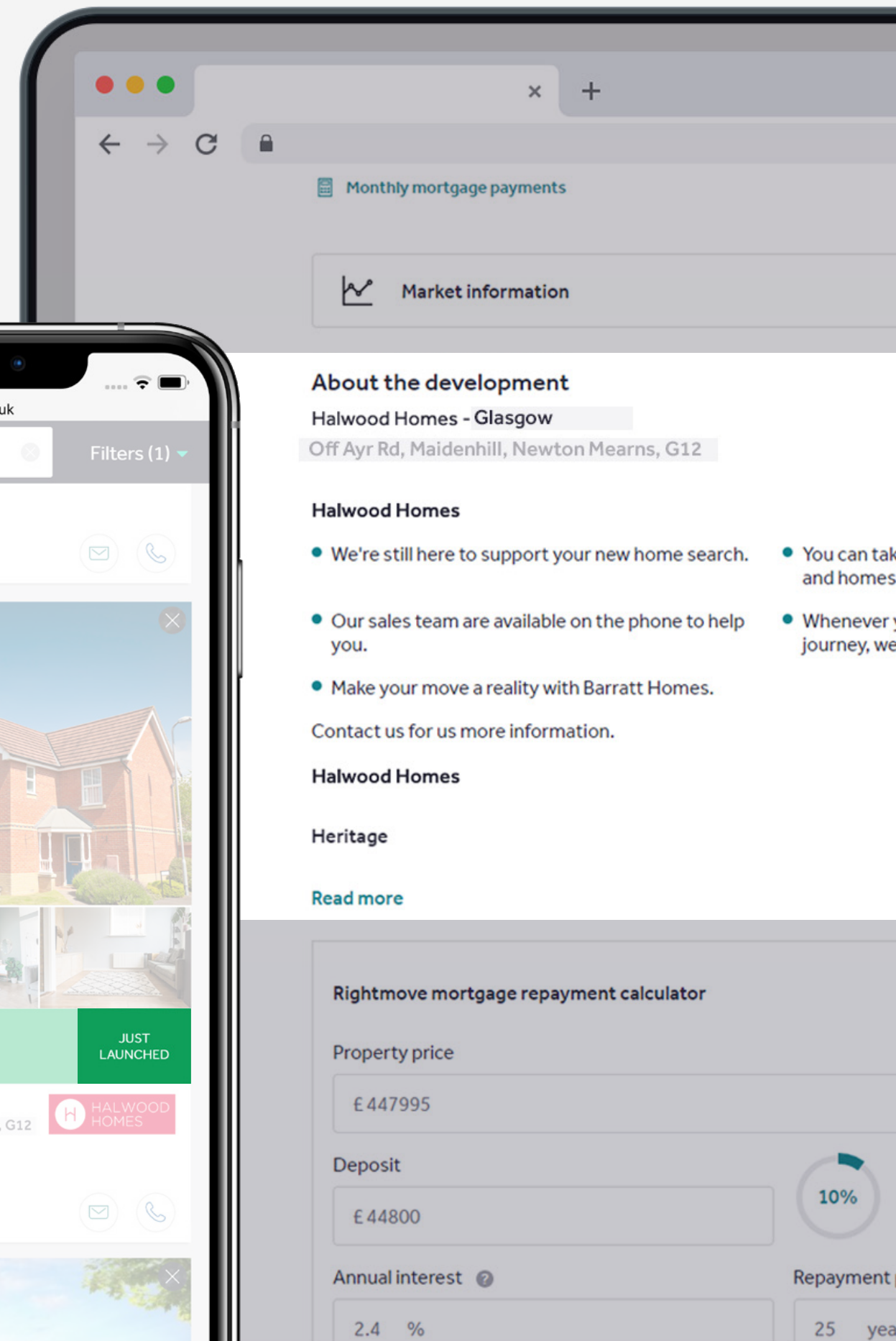
Promote key messages about your property or development, both in the search results and the property listing itself.

Stand out in the search results using the customisable sticker text:

- Call out the best features, incentives or buying schemes
- 'Just launched' is a great way to bring attention to a new listing
- 'Last plot available' creates a sense of urgency to move sticky plots

Highlight key development features in the property listing:

- Use the extra bullet points in your listing to share more about the location and amenities
- List the incentives and schemes available to buyers across the development
- Or mix it up and use specific messages for each plot if you prefer



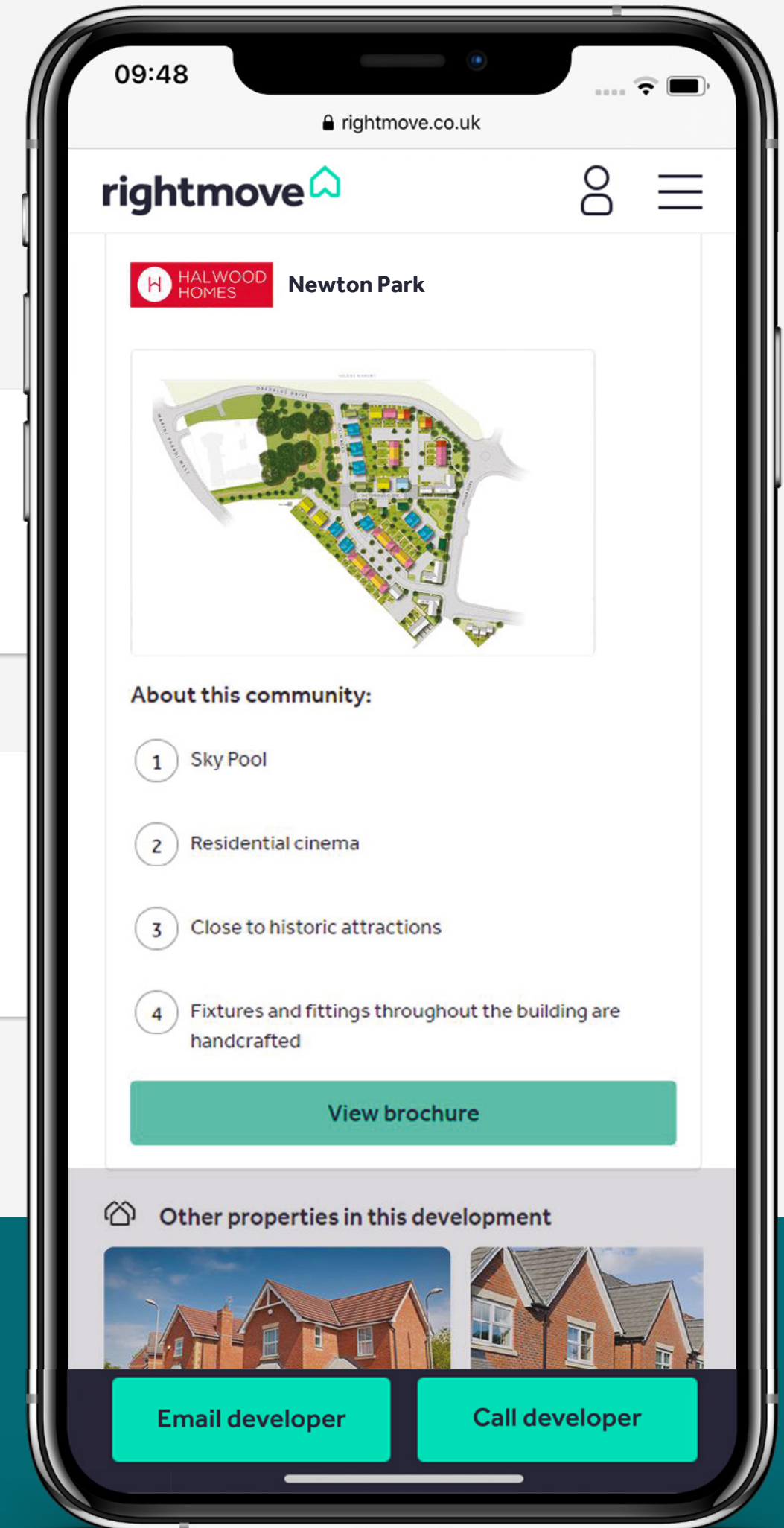
Advanced Development Listing

The site plan and development features give buyers added insights into what life might be like at your development.

Showcase your whole development:

Site Plan - Help buyers understand the layout of your development and where their new home would be located. The optimum size for your site plan image is 900 x 900 pixels.

Development Features - Always use all four feature points to grab buyer's attention. Showcase unique selling points of your development like the location, amenities, or specification.



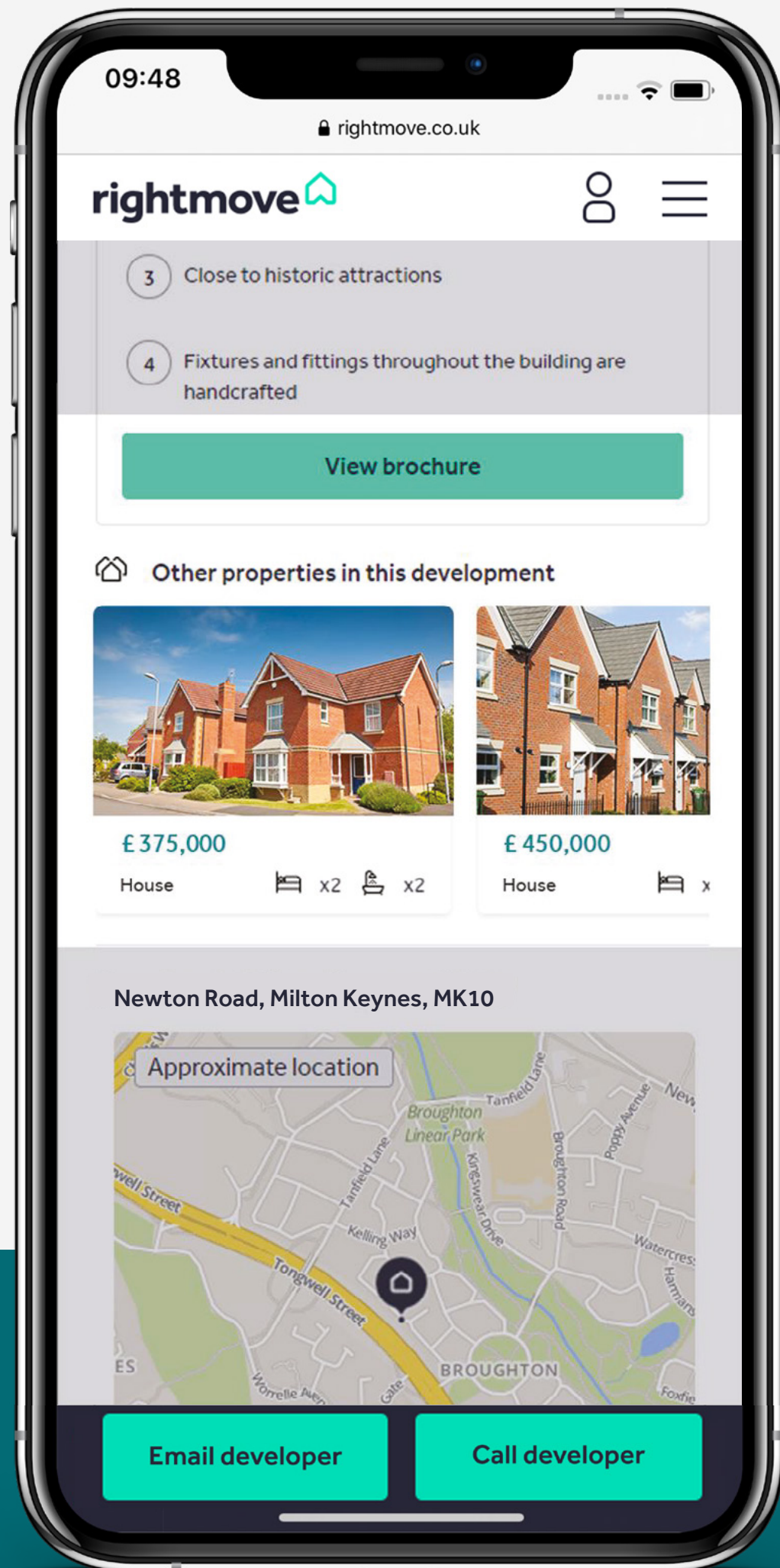
Advanced Development Listing

45% of people who buy a new build, don't buy the plot they initially enquired about. Make the most of the brochure and property carousel to cross-sell plots across your development.

Your Brochure - Help buyers get all the information in one place by uploading your brochure. When buyers download it, they'll have the option to share their contact details with you. Make sure your software provider has set up the field type "55 - Brochure Leads" so these come through to your CRM correctly. We have also contacted them to make them aware of this change.

Property Carousel - Keep buyers engaged with your development by cross-selling other plots. Make sure each property listing on your development has a unique lead photo for maximum impact.

Source: Rightmove New Homes Survey 2020



Your Ultimate Listing Checklist

Here's a quick checklist you can use when creating or updating your property listings on Rightmove.

Photos and videos



Key features



Summary text



Online viewing



Floorplans



Featured New Home



Property highlights



Spotlight



Brochure

