

Create the Ultimate Sales Listing

The top 5% of agents who advertise sales properties on Rightmove achieve these exceptional results from their listings:

36%

more detail views of each of their Rightmove listings than their competitors

55%

more leads per property than their competitors

33%

sell their properties 33% faster than their competitors

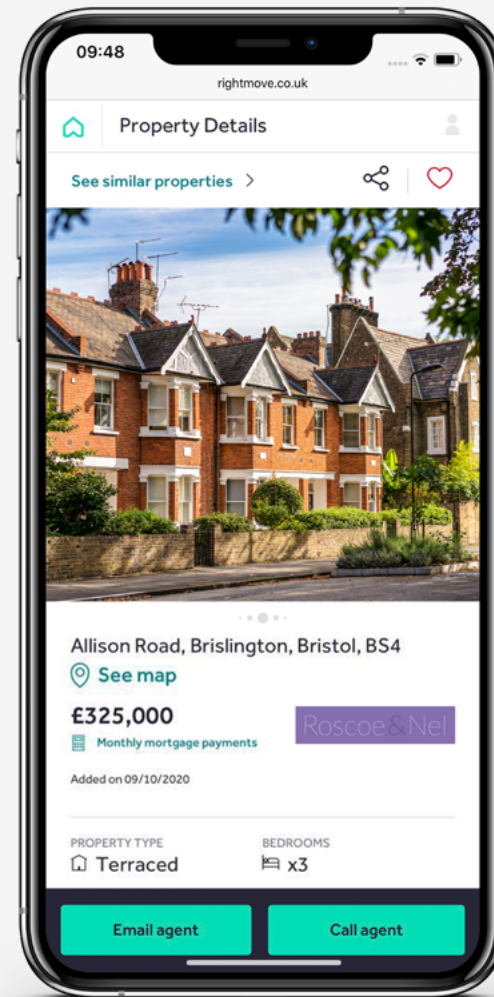
Want to achieve results like this? Follow the advice in this guide to create the Ultimate Sales Listing every time.

Photos

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

Branches that include 5 or more photos on their sales listings receive on average **11% more leads**.

Source: Analysis of sales branches for the Best Estate Agent Guide 2021



Upload at least 5 photos

Lead with the best photo

Take exterior photos on a clear day

Keep interior photos clutter free

Show off unique features

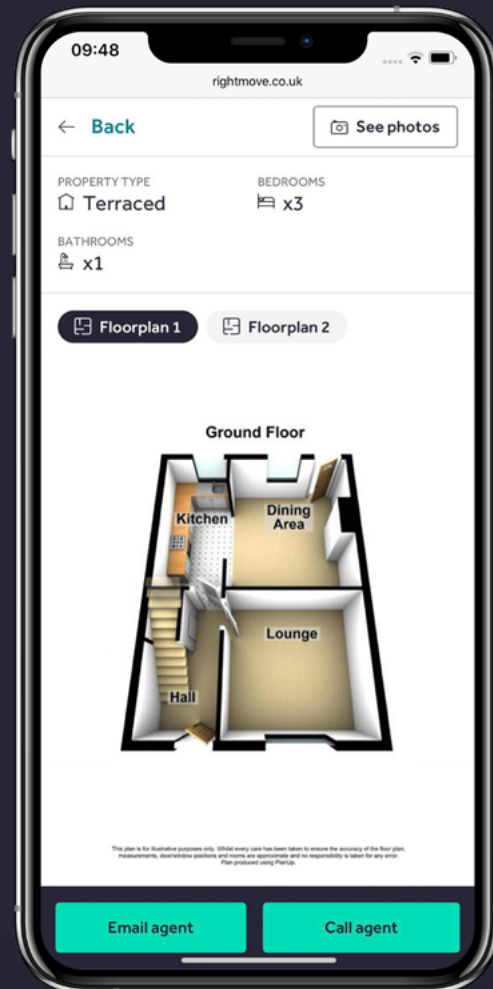
Upload photos 1024 W x 683 H pixels min

Over 70% of traffic to Rightmove is on a mobile device where only your first photo will be seen in the search results. Always do a quick Rightmove search on your phone to check if your property stands out.

Source: Google Analytics Jan - Dec 2021

Floorplans

Branches that include floorplans on their sales listings receive on average **12% more leads**.



Upload to the floorplans section so the floorplan icon shows in the property alert & search results

Include the dimensions for each room

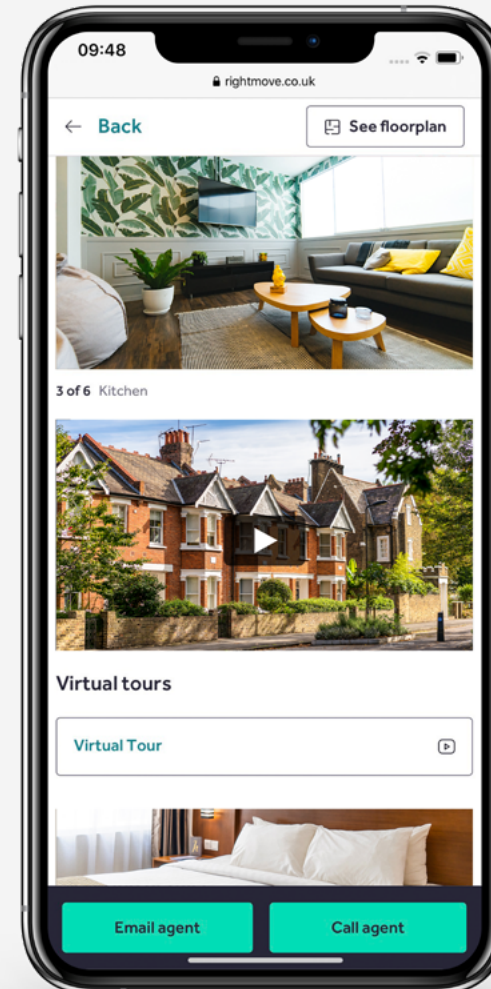
Create and load floorplans for each floor separately so they're easy to read

Ensure floorplans are between 600px – 2025px in size for best quality image results

Source: Analysis of sales branches for the Best Estate Agent Guide 2021

Videos

Sales listings with videos receive on average **8% more views** and **6% more leads** than those without.



Videos and virtual tours appear in the fourth slot of the image carousel and full-screen gallery

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

Other videos and virtual tours will appear as a link to your external content

Your videos will also appear in the first slot of the image thumbnails above your key features...



Source: Analysis of sales branches for the Best Estate Agent Guide 2021

Online Viewings

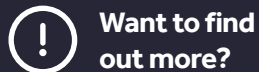
Reduce the number of physical viewings needed to sell a property, by offering buyers Online Viewings on Rightmove.

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



Want to find out more?

Check out the latest Online Viewing features and how to use them on the Rightmove Hub.

09:48
rightmove.co.uk

rightmove

Contact Roscoe and Nel, Bristol about Allison Road Brislington, Bristol.

I would like:

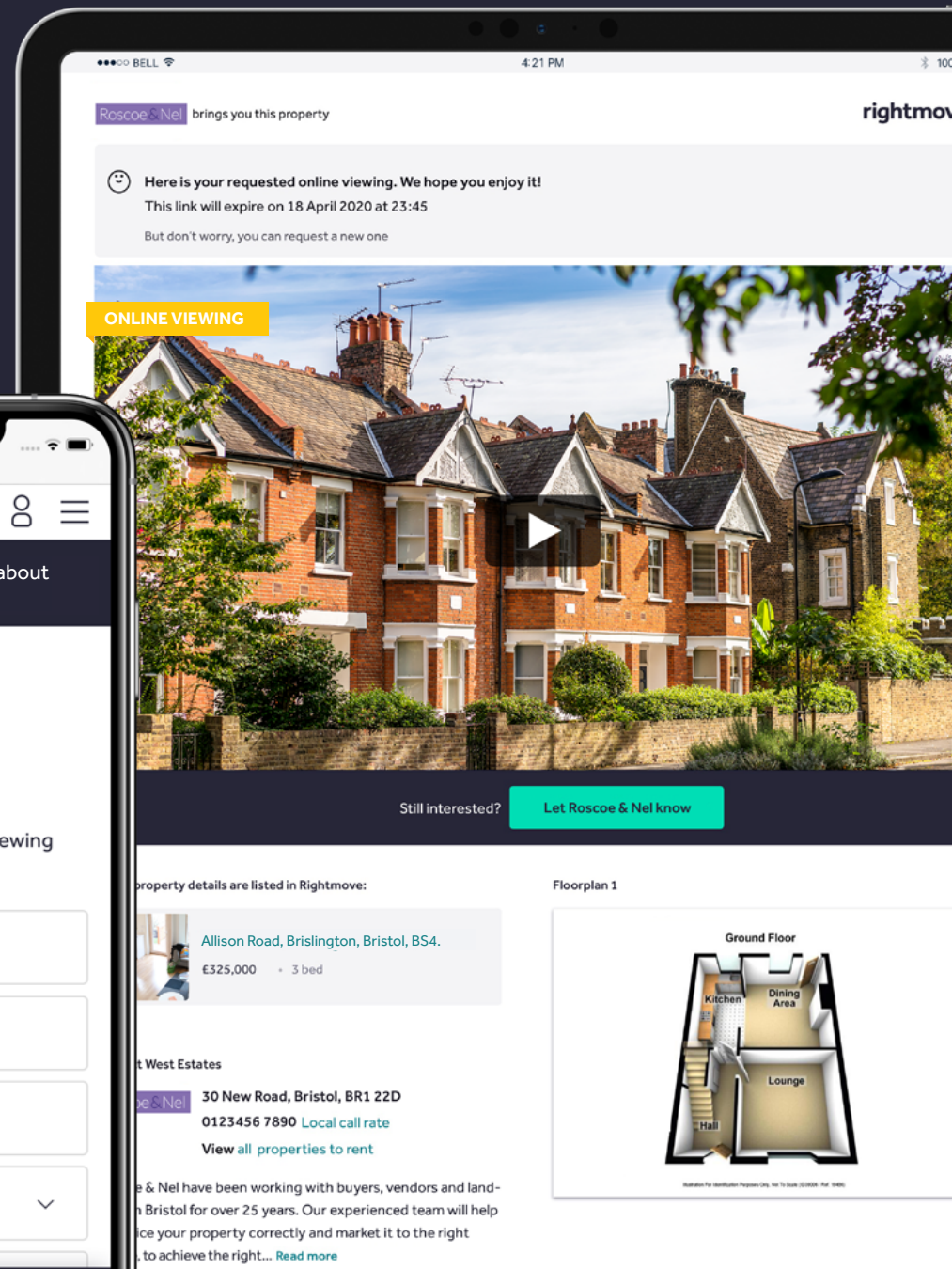
- ☒ More details
- ☒ To view a property
- ☒ To know about the online viewing options

Name

Email

Telephone

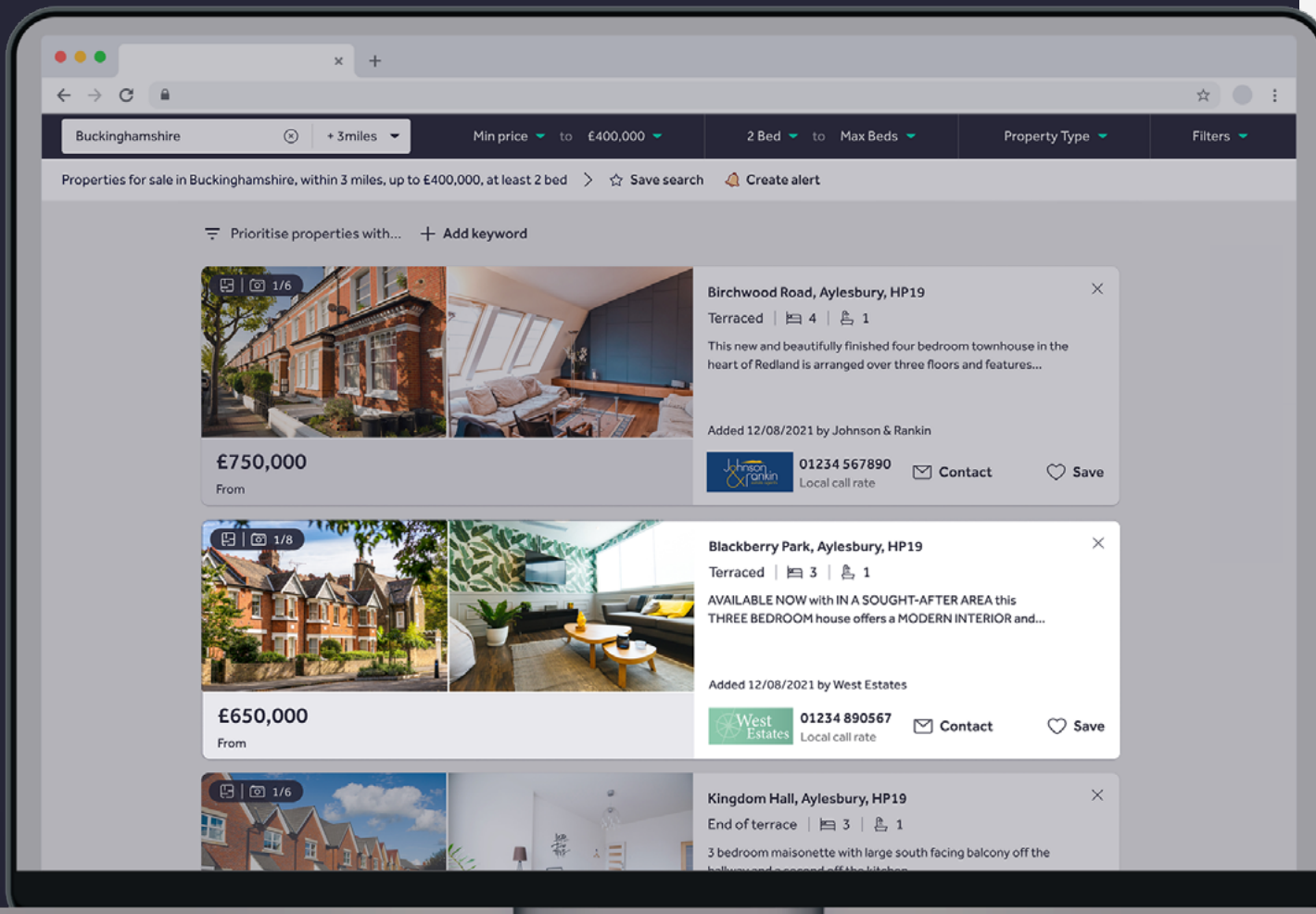
United Kingdom



Summary description

You only have 2 seconds to capture buyers and vendors attention on the search results page.

You only have a couple of sentences in your summary description, so make every word count.



Talk about unique or attractive features of the property

Capitalise a few keywords so they JUMP out from the rest

Avoid duplicating the location, property type and number of bedrooms

Property description

Convert detail views into quality leads by including all the vital property information, 10 key features and a comprehensive description.

All the details you input in your key features and property description will help your property appear top of the page in relevant **keyword sort searches**.

Property type

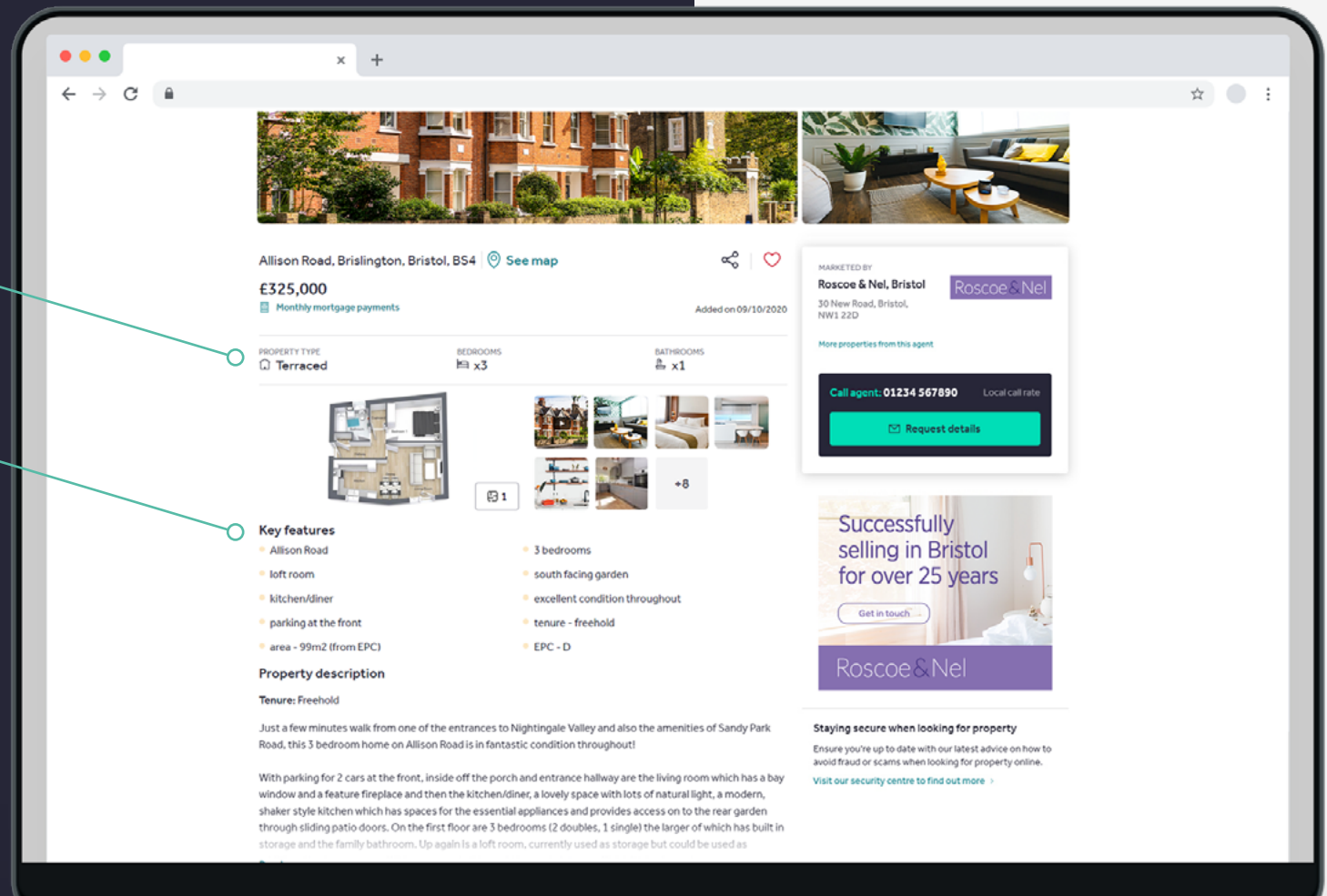
Number of bedrooms

Number of bathrooms

Total property dimensions

Use all 10 key features bullet points to show off key selling points quickly, so buyers can make their decision to contact you faster.

Include everything a buyer needs to know about the property in the full description. This is also where your EPC and brochure uploads will appear.

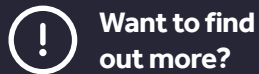


Price

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.

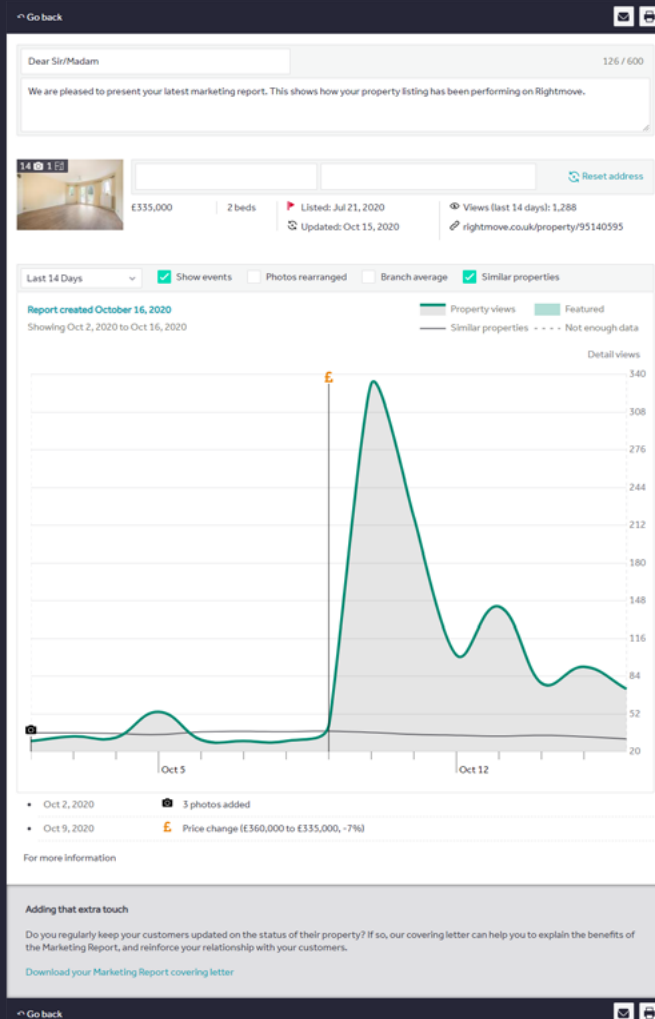
The Marketing Report in Rightmove Plus can help you have tricky price conversations with vendors.

It plots the detail views a listing has had over time and shows how these compared to similar properties.



Want to find out more?

Find out how to use the Marketing Report on the Rightmove Hub.



Sell yourself

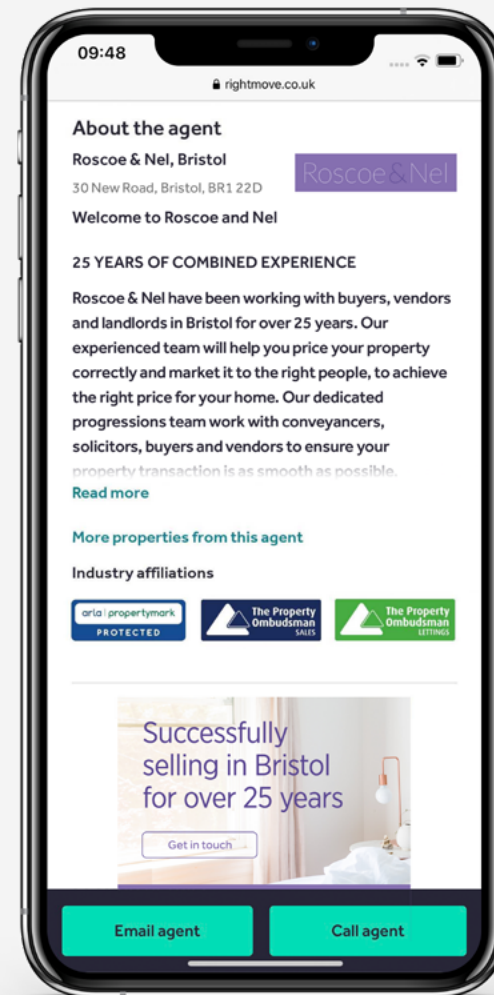
Use your "About the agent" section to show buyers and vendors why they should work with you.

Services you offer

Your awards

Experience

Testimonials



The agent description will automatically pull through the text shown on your microsite, if you have one, or your branch profile, if you don't.

It's worth reviewing your agent description quarterly to make sure everything is up to date.

If you have a microsite - login to Rightmove Plus then visit your microsite and click "edit" to update this yourself.

If you don't have a microsite - we can update this for you, email Customer.Support@rightmove.co.uk

Your Ultimate Listing Checklist

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

Photographs ☐	Summary Descriptions ☐
Floorplans ☐	Property Descriptions ☐
Videos ☐	Price ☐
Online Viewings ☐	Agent Descriptions ☐

Measure the impact! The Property Performance Report in Rightmove Plus helps you monitor your property listing's performance compared to similar stock and previous weeks.

You can quickly identify opportunities to improve your listings in the health column, which highlights the number of photos and floorplans on each listing and when it was last updated.

Find out how to use all the reports in Rightmove Plus on the Hub

Looking for more insights?

You'll find a wide range of industry related training and insights at your fingertips on the Rightmove Hub.



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