

Create the Ultimate Lettings Listing

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

81%

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

141%

more email leads per property than their competitors

39%

Let properties 39% faster than their competitors

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

Photos

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

Branches that include 5 or more photos on their lettings listings receive on average **12% more leads** and **let properties 1 day faster than those that don't**.

Source: Analysis of lettings 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

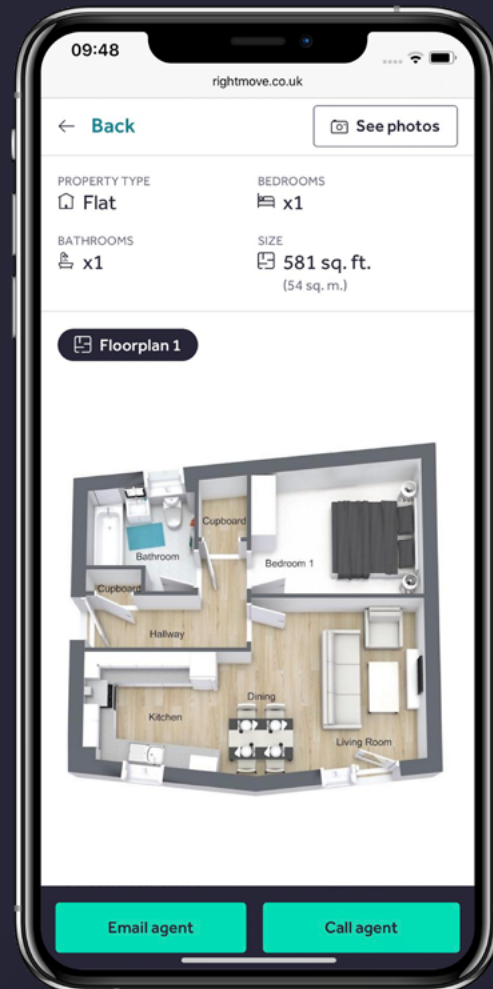
Upload photos 1024 W x 683 H pixels min

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 lettings listings receive on average **9% more leads** and let properties **1 day faster** than those that don't.



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

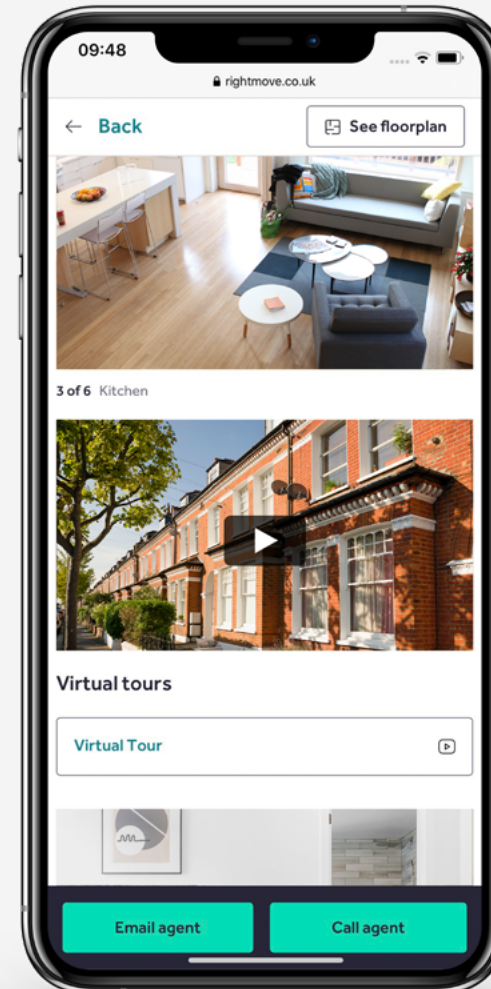
Ensure floorplans are between 600px – 2025px in size for best quality image results

65% of lettings listings don't include a floorplan so this is a big opportunity for you and your landlords to get ahead of the competition.

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

Videos

Lettings listings with videos receive on average **25% more views** and **43% more leads** than those without.

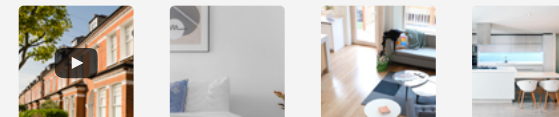


Videos and virtual tours appear in the fourth slot of the image carousel and full-screen gallery

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 lettings branches for the Best Estate Agent Guide 2021

Online Viewings

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

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

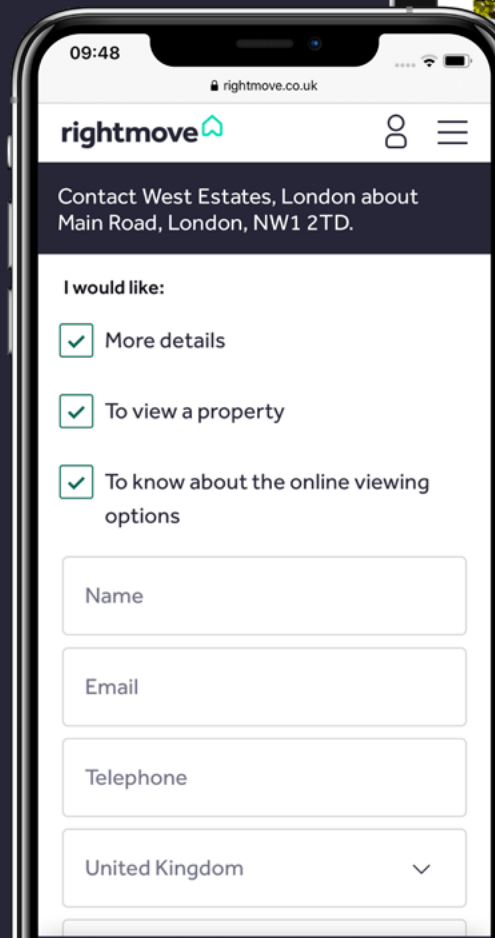
1. Show the Online Viewing label on your property listings

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.

Find out more



09:48 rightmove.co.uk

rightmove

Contact West Estates, London about Main Road, London, NW1 2TD.

I would like:

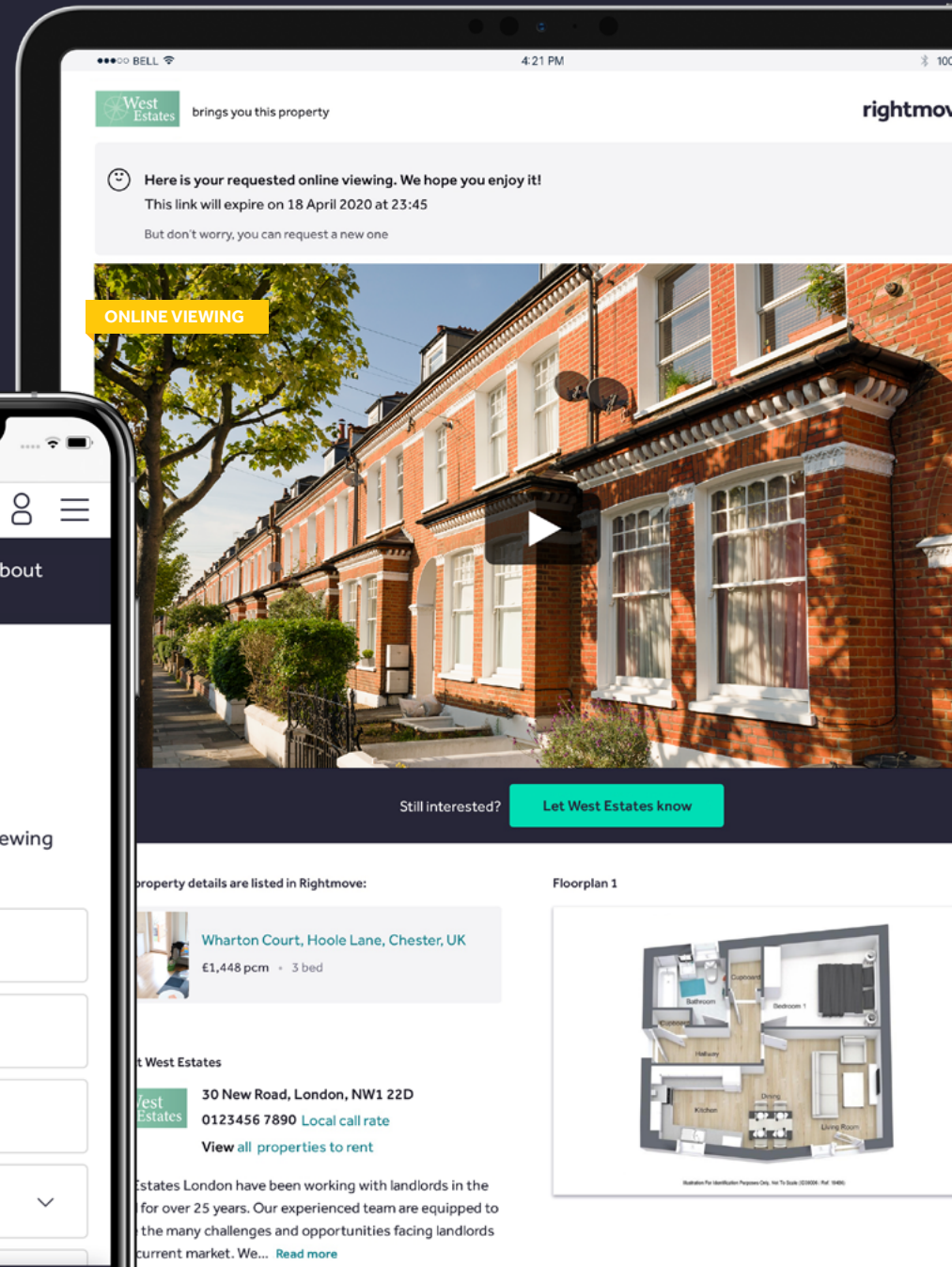
- ☒ More details
- ☒ To view a property
- ☒ To know about the online viewing options

Name

Email

Telephone

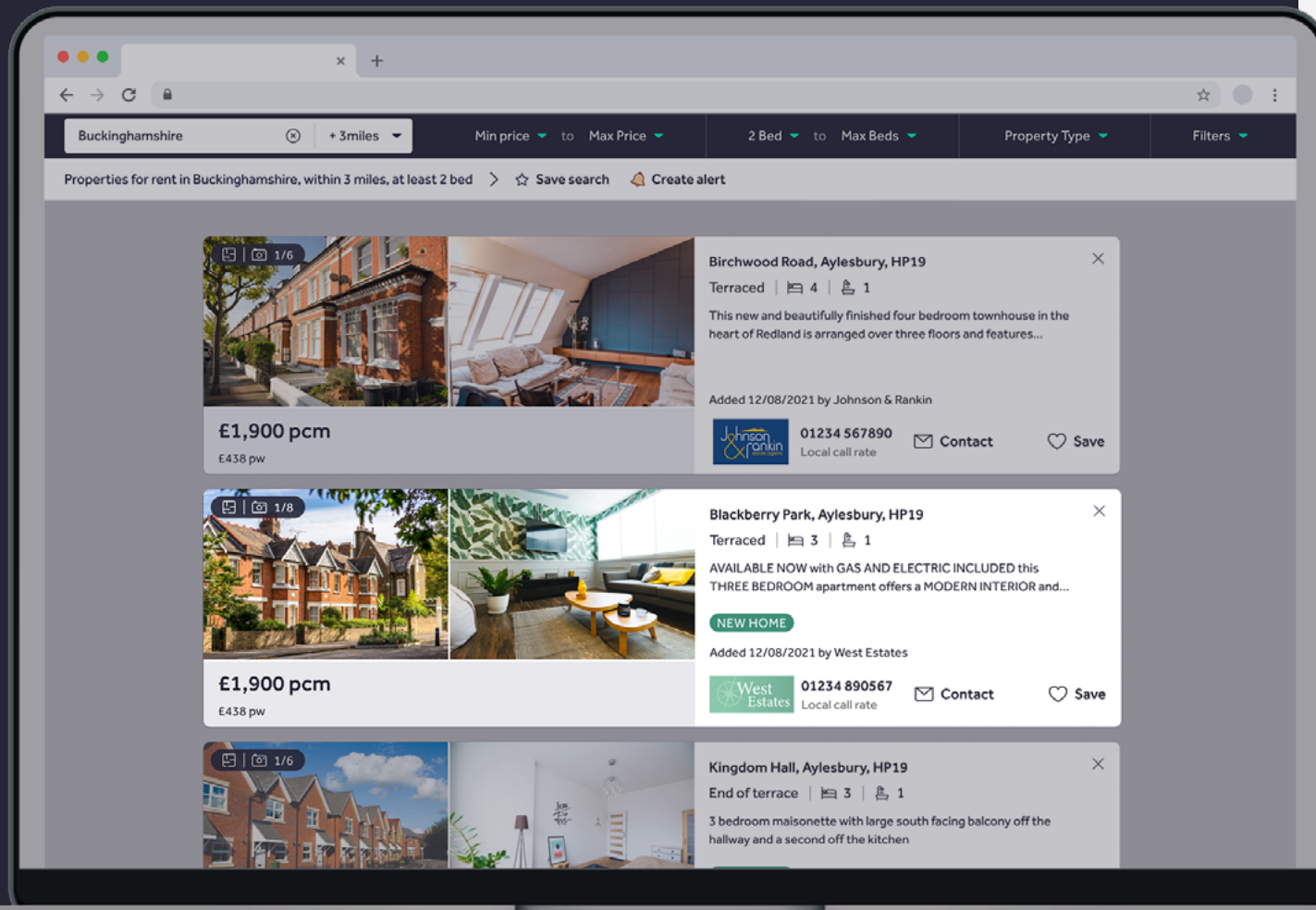
United Kingdom



Summary description

You only have 2 seconds to capture tenants and landlords attention on the search results page.

Your summary description can be up to 300 characters long, so it's important you 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 lettings information. This helps tenants understand if the property is right for them and saves you time answering questions later.

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**.

Available date

Deposit amount

Let type

Furnish type

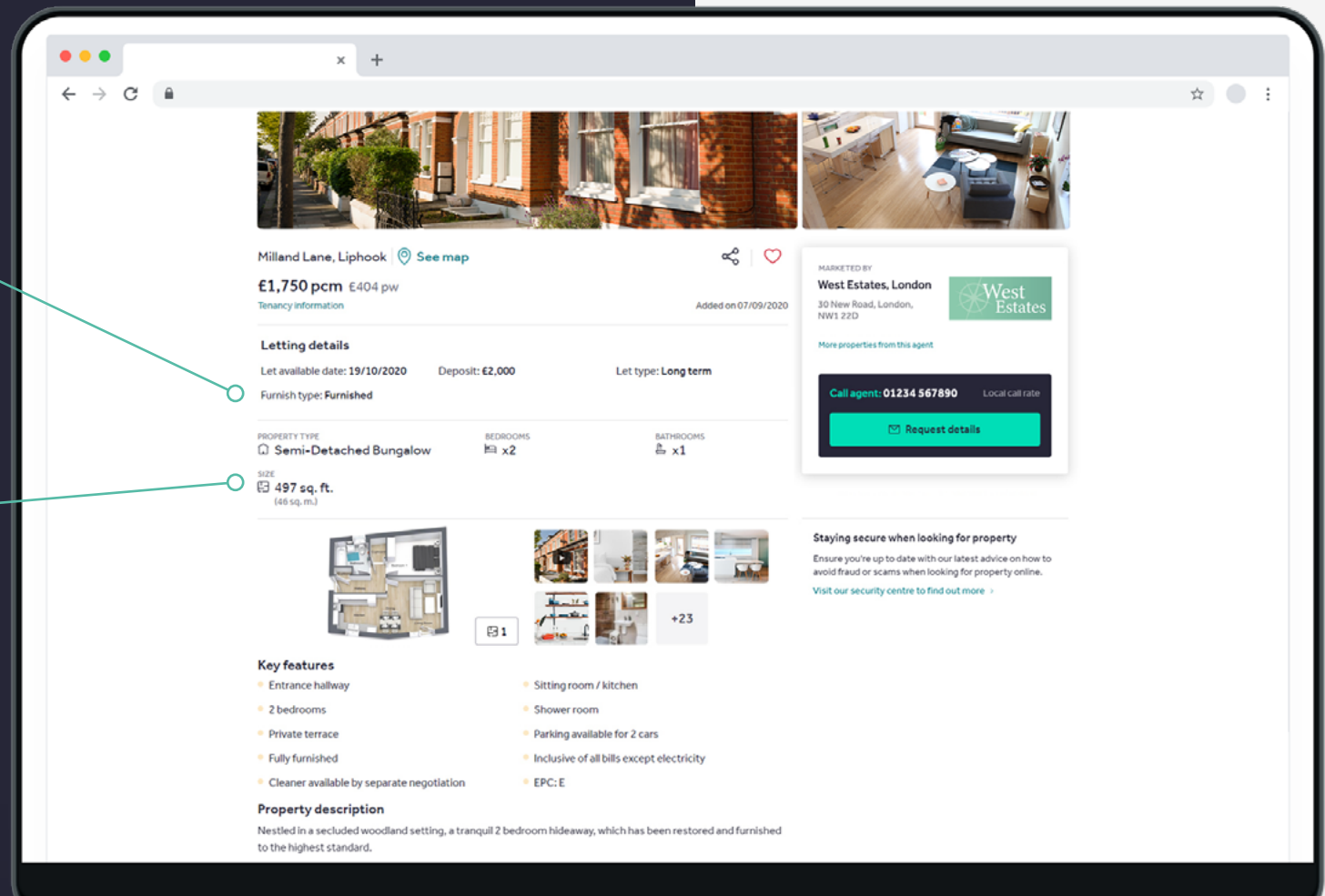
Property type

Number of bedrooms

Number of bathrooms

Total property dimensions

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



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 landlords.

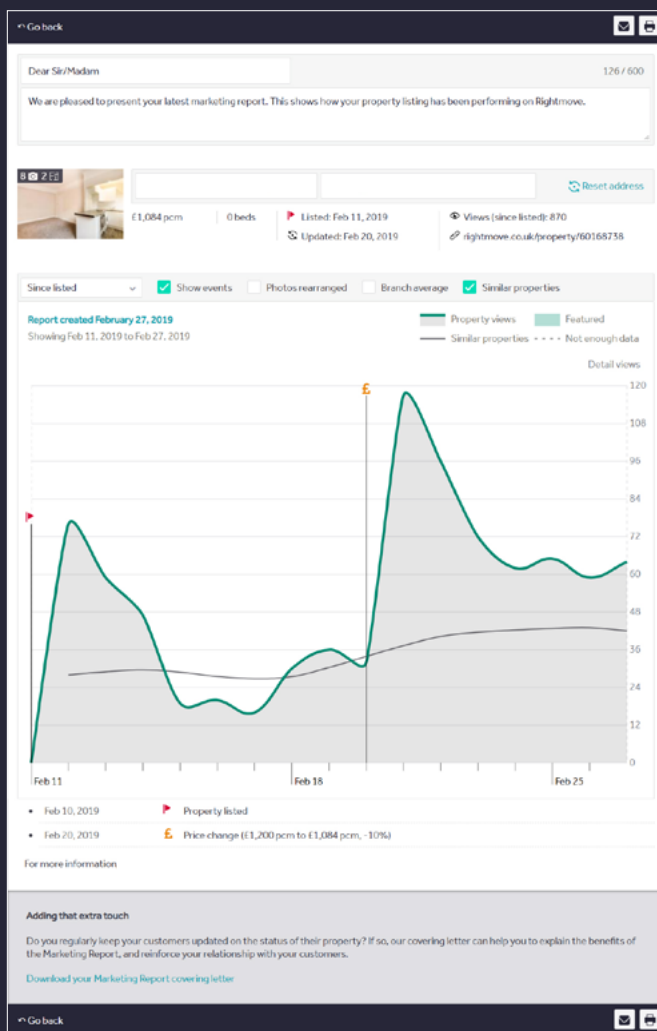
It plots the detail views a listing has had over time and shows how these compared to similar properties.



Want to find out more?

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

[Find out more](#)



Sell yourself

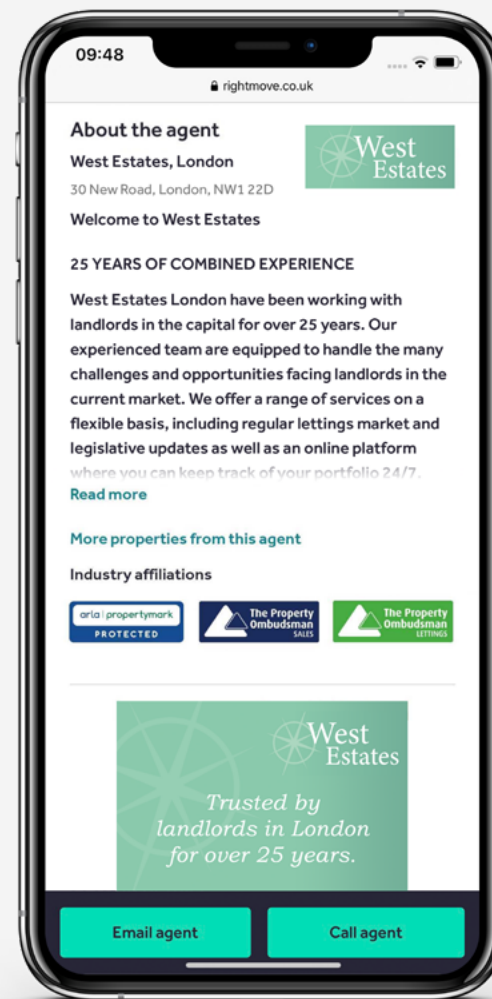
Use your agent description to show landlords why they should instruct you on their portfolio.

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 customersupport@rightmove.co.uk

Your Ultimate Listing Checklist

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

Photographs <input type="checkbox"/>	Summary Descriptions <input type="checkbox"/>
Floorplans <input type="checkbox"/>	Property Descriptions <input type="checkbox"/>
Videos <input type="checkbox"/>	Price <input type="checkbox"/>
Online Viewings <input type="checkbox"/>	Agent Descriptions <input type="checkbox"/>

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.



Visit hub.rightmove.co.uk and search 'Rightmove Plus' for more information about using the reports in Rightmove Plus

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