Create the Ultimate
Commercial Property Listing

Contents

Price and Price Qualifier

Price and Price Qualifier

You can add a price qualifier to give more information about the price. This appears next to the price on the search results page and property details pages.

Example: From £7,500.

Avoid adding POA (price on application) as this can deter a consumer from clicking onto your listing.

Top tip:

Priced listings get +12%* more leads than POA listings

*Source: Based on email leads from 01-04-24 to 31-03-25, which showed the total lead volume increased by an additional 12% when a price was included in a property listing. This was measured daily, using our internal leads database.
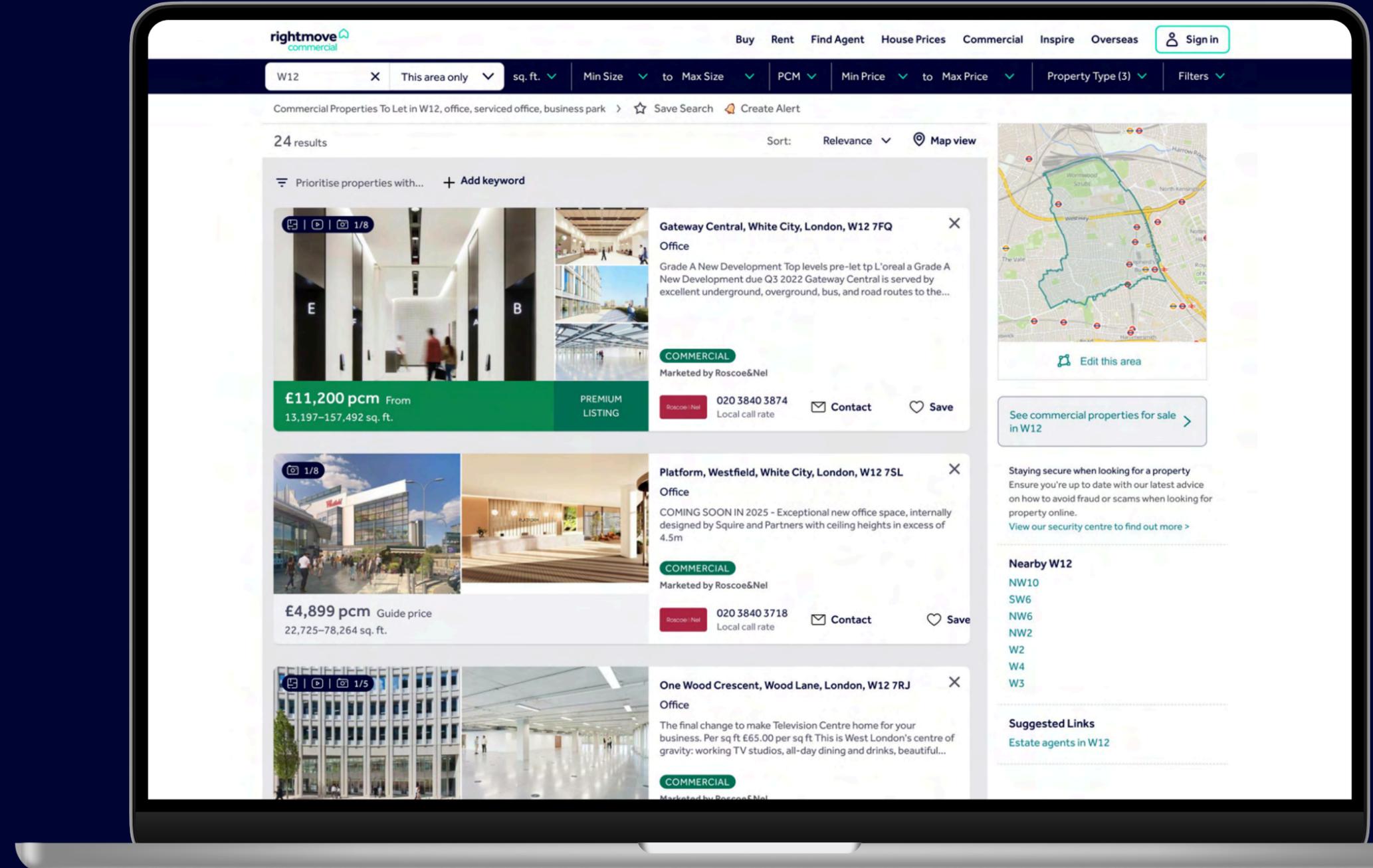
Pick a sector

Pick a sector

Enter the **Current use** of the building and **Other relevant uses.**

Example: If your listing is a restaurant, set that as the 'current use'. If it could also be used for retail or an office, then you should select those property types as 'Other relevant uses'.

This appears on the search results page and property details pages.

> **Top tip:**
>
> Make sure you add all the other relevant uses (up to 10) for your property. This will mean it appears in more searches, helping the right consumer find your listing.
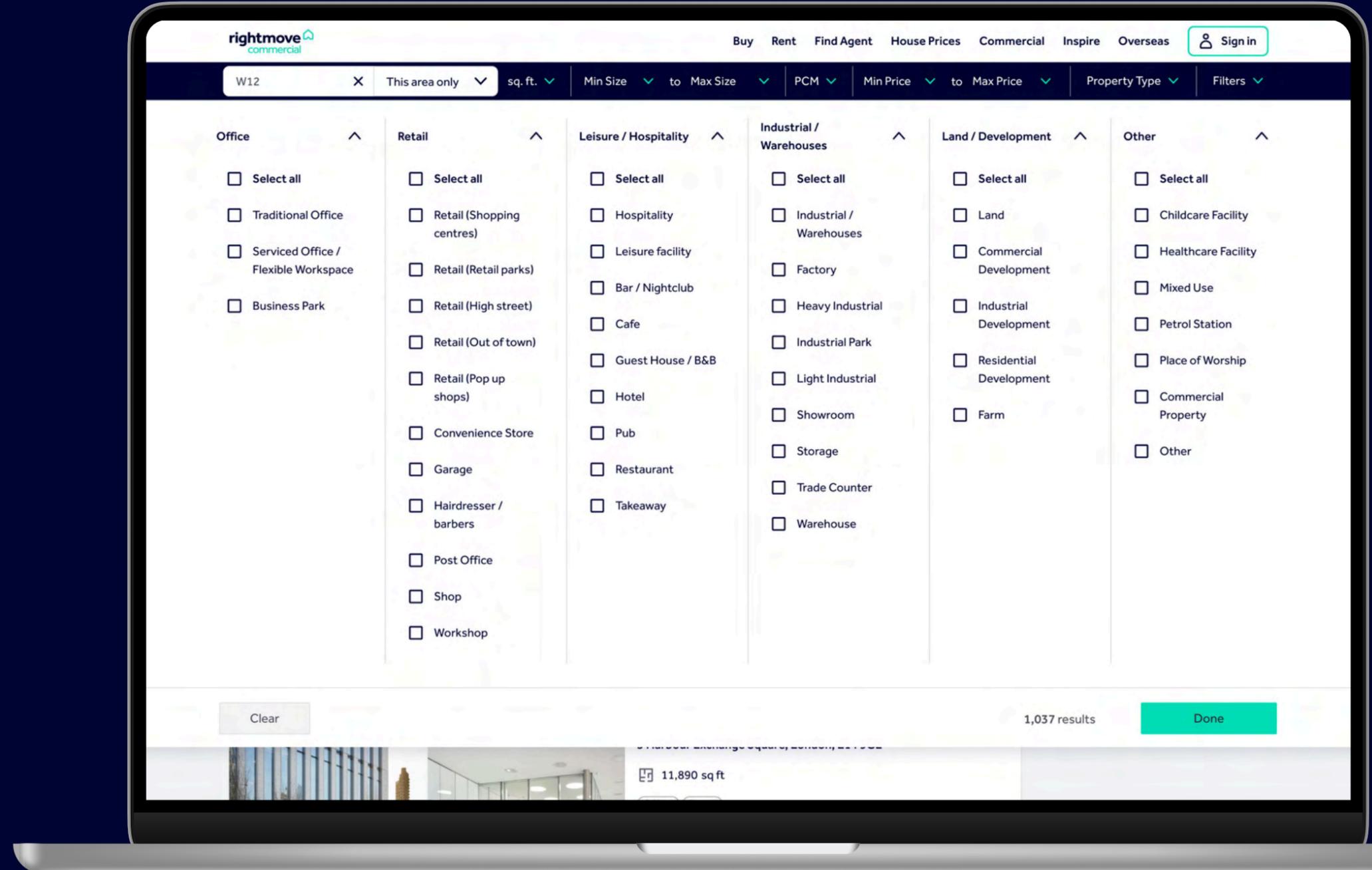
Key facts

Key facts about the property

Make sure to include the following data, as it appears at the top of the property details page on both desktop and mobile screens.

1. Size or size range (if multiple units/floors)

2. Lease length (Rent channel) or Tenure type (Sales channel)
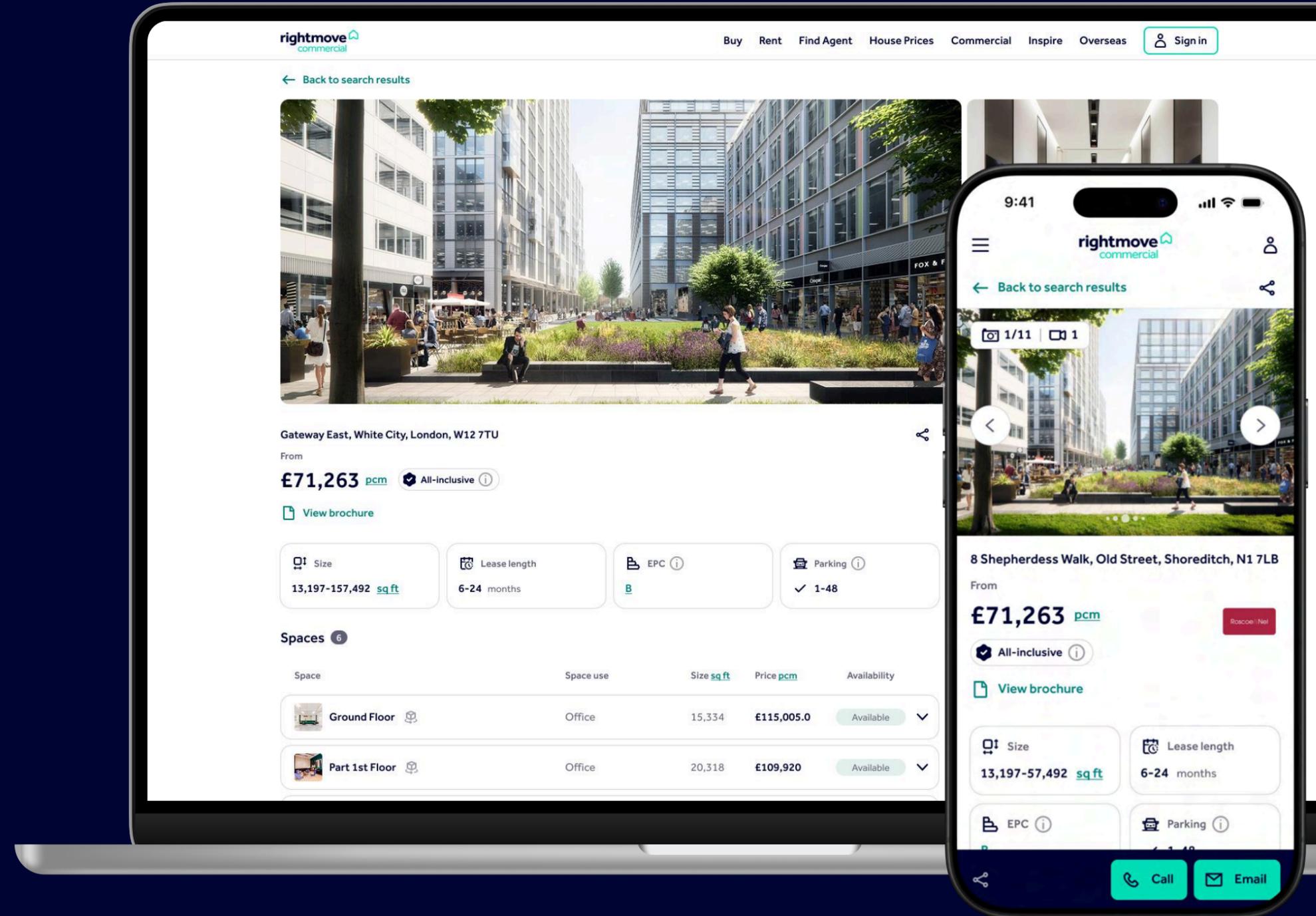
3. EPC rating - e.g. B

4. Number of parking spaces available (if applicable)

5. All inclusive rent (if applicable, Rent channel)

Top tip:

These will also be part of new filters, so make sure your target audience can find your listings by these criteria

New data points

Add new data to power your listings

Our new property details pages include lots more commercial-specific data. Make your listing stand out by adding this data and getting even more exposure and engagement with our audience.

1. Desks

2. Service charge

3. Business rates

4. Grade of space

5. Condition

... and many more

Brochures

Brochures

Listings with brochures get 30%* more leads.

Brochures are a great place to add more information about your property.

Also, they provide an additional prompt for consumers to send a lead when visiting the property details page. This means, listings with brochures get 30% more leads.

Brochures should be uploaded as a PDF.

Recommended format for best appearance

Landscape (16:9 aspect ratio, i.e. 1920x1080 px)

* Source: Based on brochure leads (19-09-24 to 3-04-25) which showed that the average total lead volume increased by over 30%. This was measured daily, using our internal leads database.

View brochure

Share your details with Roscoe&Nel Limited company:

Skip to brochure

First name

Last name

Email

Phone

+44 ∨

Continue to brochure

Please note that Rightmove will send the above details to Roscoe&Nel Limited only. By submitting this form, you confirm that you agree to our website terms of use, our privacy policy and understand how we store cookies on your device.

In partnership with the Eden Project, Canary Wharf Group's ambition is to be biodiversity in a dense urban environment, living and working in harmony wit in implementing this vision through the creation of a green spine through the

Read full description

Additional information

Leasehold: 125 years left

Energy Performance Certificate: B

Environmental data

Brochure

Brochure 1   Brochure 2

Gateway East, White City, London, W12 7TU

Open map   Street view

Floors/units

Floors/units

Add floors or units that are available within the same building. There will be a section showing this on the property details page.

To help consumers better understand your listing, you can also add information specific to that space, such as the price and size.

You can also add images and floorplans at a space level, just check your feed provider supports this.

Examples of properties that could benefit from this:

- An office block with multiple floors/spaces for lease
- An industrial building with multiple units
- A property with a restaurant or retail on the ground floor and offices above it
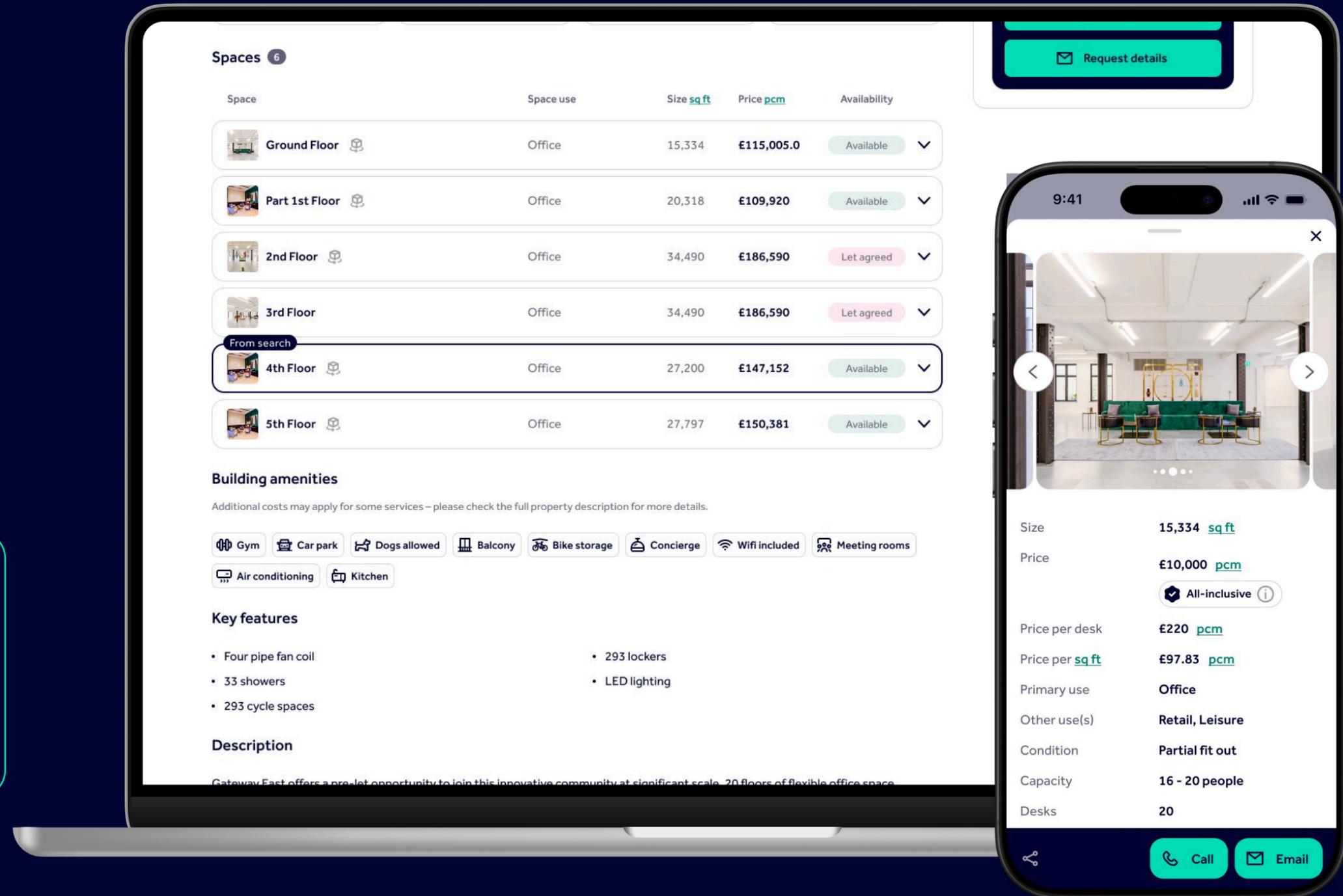
Summary description, property description, amenities and key features

Summary description

This will appear on the search results page. To make it stand out:

- Keep it short and simple

- Use simple sentences so it's easy to read

- Highlight 2-3 features that are the USPs of the property

- Consider what will appeal most to your target audience

- Try not to repeat information that already appears in search results like your company name, contact details, type of property and size

- Try to capture the audience's attention in less than 120 characters in your regular listing, or up to 300 characters in a Featured Property of Premium Listing

- There is a 300 character limit, including spaces
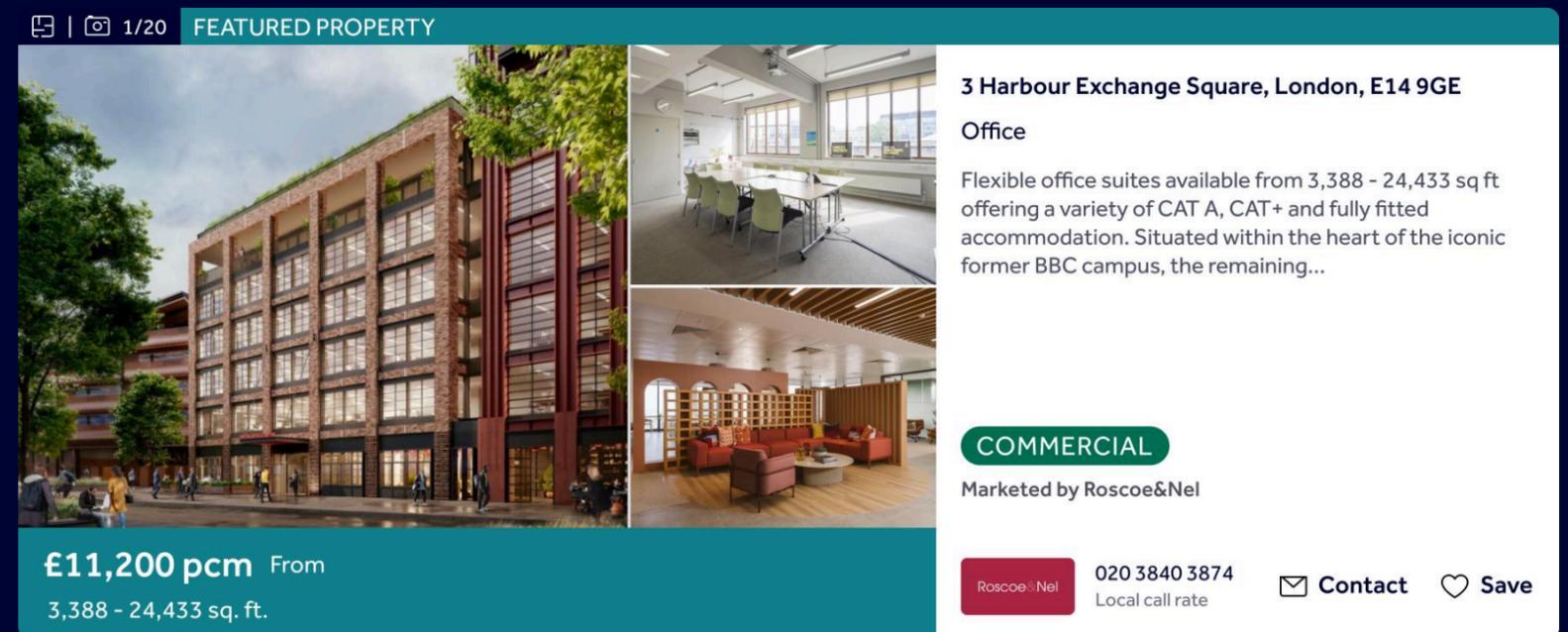
Property description

Try to include all the information your target audience needs to know about the property in the full description.

To make it stand out:

- Use bullet points and subheadings to organise information

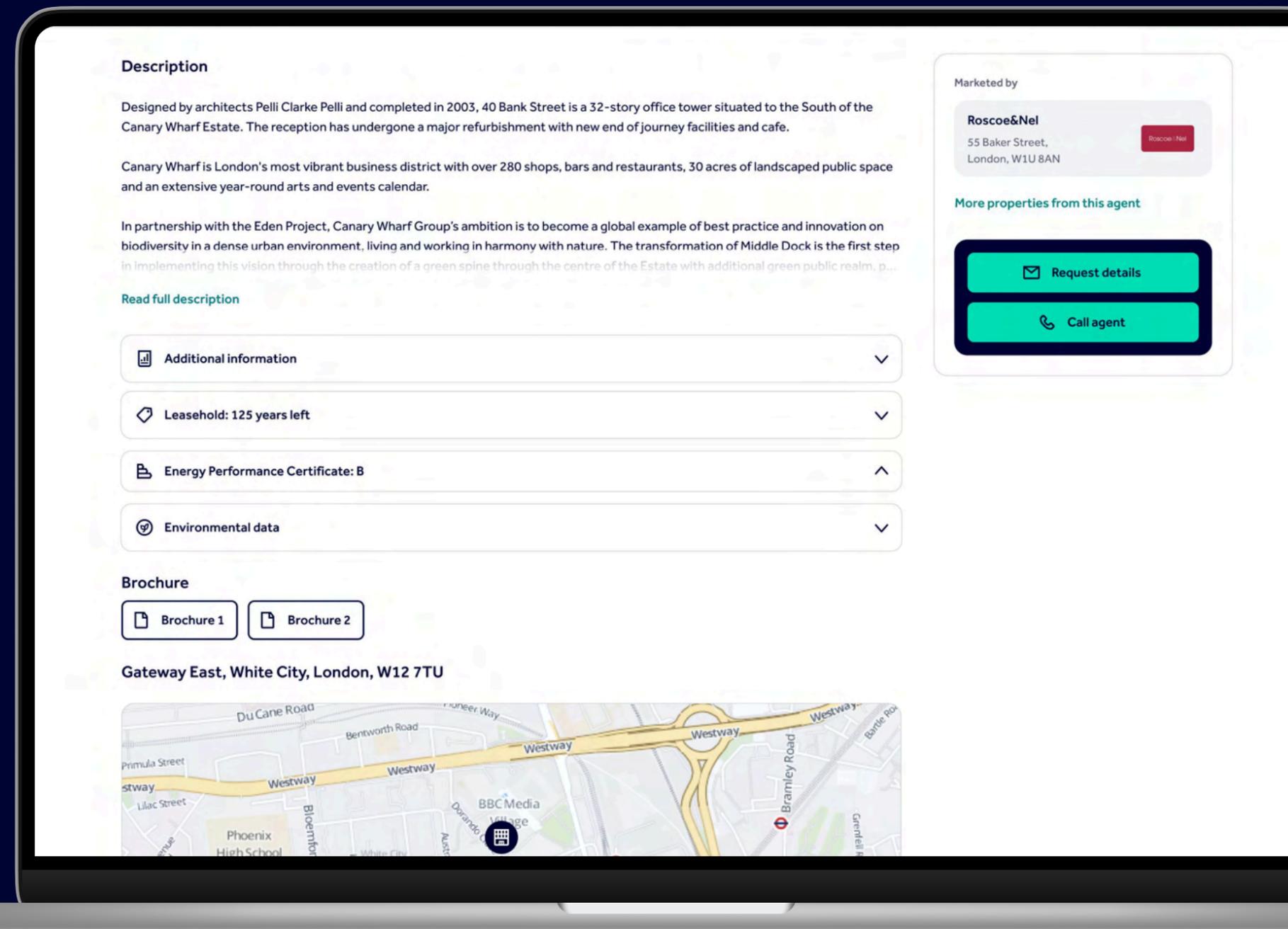- Use simple sentences and paragraphs

- Highlight key property features, the local area and amenities

- There is a 32,000 character limit, including spaces

Remember to include relevant words within the 'key features' and 'property description' section as these will appear within key word search results

Description

Designed by architects Pelli Clarke Pelli and completed in 2003, 40 Bank Street is a 32-story office tower situated to the South of the Canary Wharf Estate. The reception has undergone a major refurbishment with new end of journey facilities and cafe.

Canary Wharf is London's most vibrant business district with over 280 shops, bars and restaurants, 30 acres of landscaped public space and an extensive year-round arts and events calendar.

In partnership with the Eden Project, Canary Wharf Group's ambition is to become a global example of best practice and innovation in biodiversity in a dense urban environment, living and working in harmony with nature. The transformation of Middle Dock is the first step in implementing this vision through the creation of a green spine through the centre of the Estate with additional green public realm, p...

Read full description

- Additional information
- Leasehold: 125 years left
- Energy Performance Certificate: B
- Environmental data

Brochure
Brochure 1   Brochure 2

Gateway East, White City, London, W12 7TU

Marketed by
Roscoe&Nel
55 Baker Street,
London, W1U 8AN

More properties from this agent

Request details

Call agent

Amenities and key features

- Highlight your selling points by selecting all the amenities that apply to your listing

  > **Top tip:**
  >
  > Amenities are really prominent on the property details page, so add all the available amenities in your building to help it stand out

- Highlight the unique selling points of your property

- Enter information that would appeal to your target market

- Add up to 10 key features

Turn interest into a quality lead by including all the vital property information, up to 10 key features and amenities available at the property.
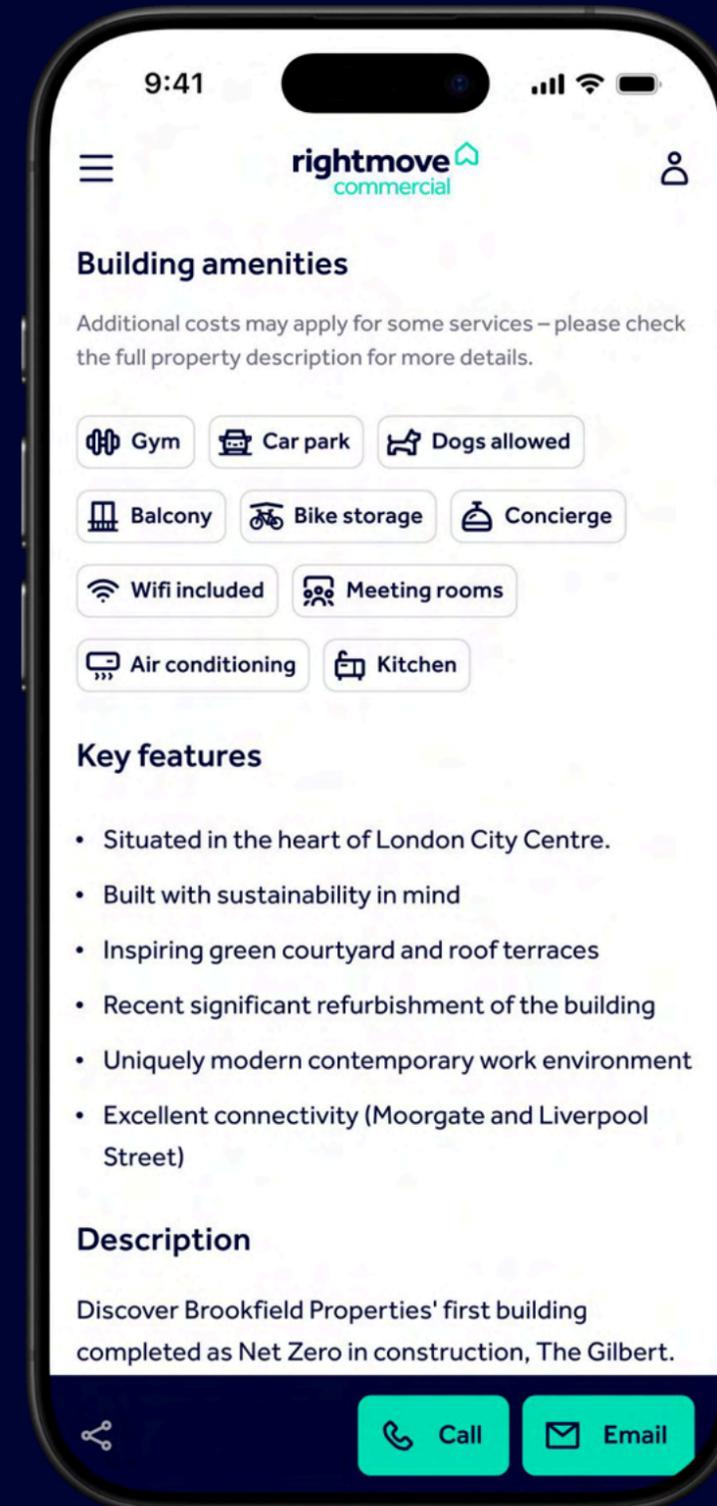
Environmental data

Showcase environmental credentials on the property details page

Environmental description

- Help consumers understand the efficiency of the property. Call out any features, such as solar panels or heat pumps.

BREEAM

- BREEAM stands for Building Research Establishment Environmental Assessment Method
- It's a way to rate and certify a building's environmental sustainability

Energy Performance Certificate (EPC)

- Energy performance certificate and graph
- Add as JPG, PNG, or PDF
- Recommended minimum width is 1024px
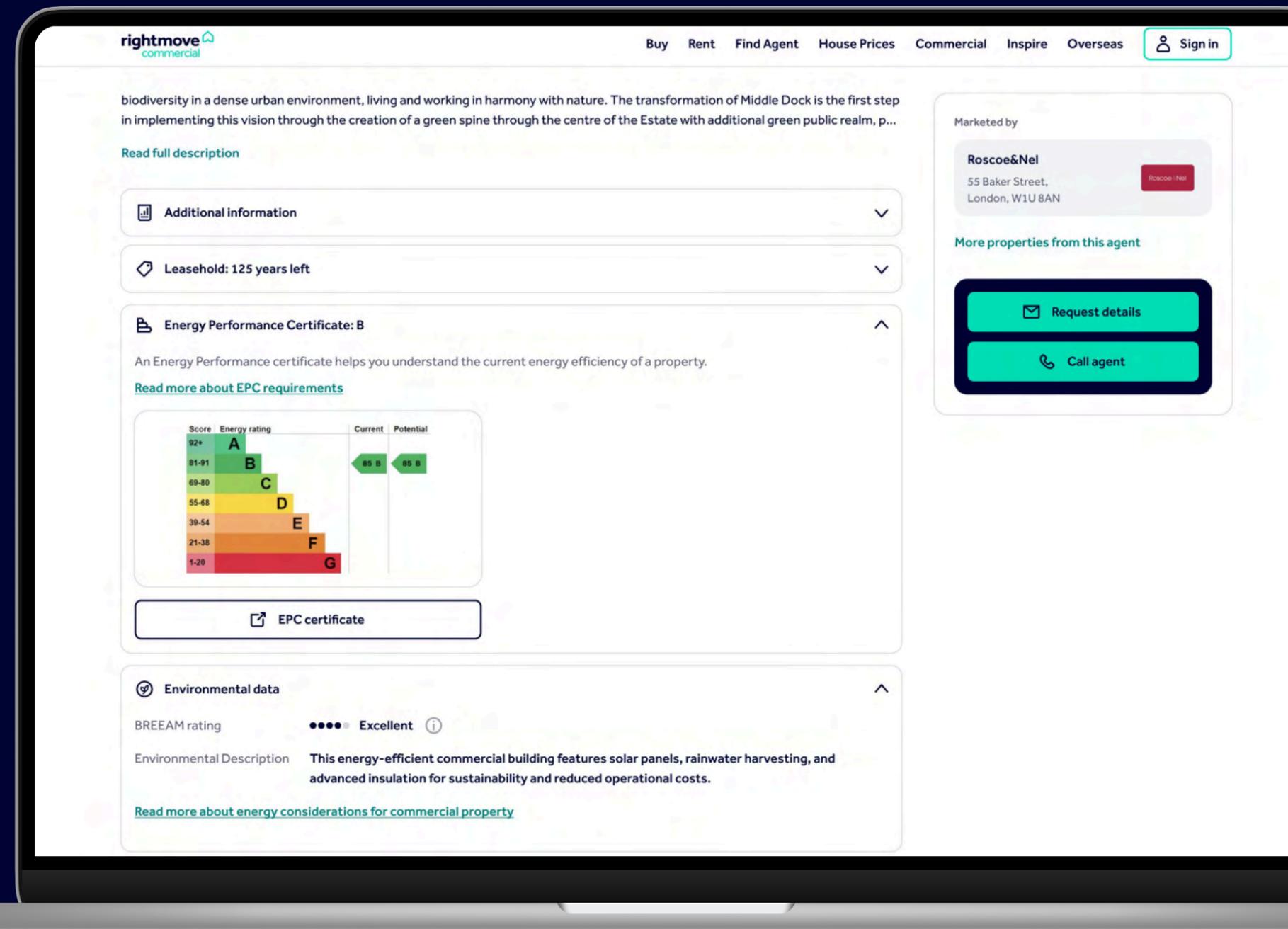
Photos, floorplans, videos and virtual tours

Photos

First impressions count. Make sure your listings have great quality photos for maximum impact with our in-market audience – in the search results, on property detail pages and in automated property alerts.

The magic number. We recommend adding at least 7 photos to your listing to entice more clicks.

Size it up. Only upload landscape photos that are at least 1024 x 683 pixels in size.

Professional presentation. Make sure the property is clean and tidy for the photos, so your audience can stay focused on what's important.

Best foot forward. Use your best photos first as only your first photo will show up in the property alerts. On the search results page the first two photos will be visible (desktop only), unless you have a Featured Property or a Premium Listing.

Top tip:

Mix up the first four photos in your listing to ensure a quick view of the property's best interior and exterior shots show up in the search results.
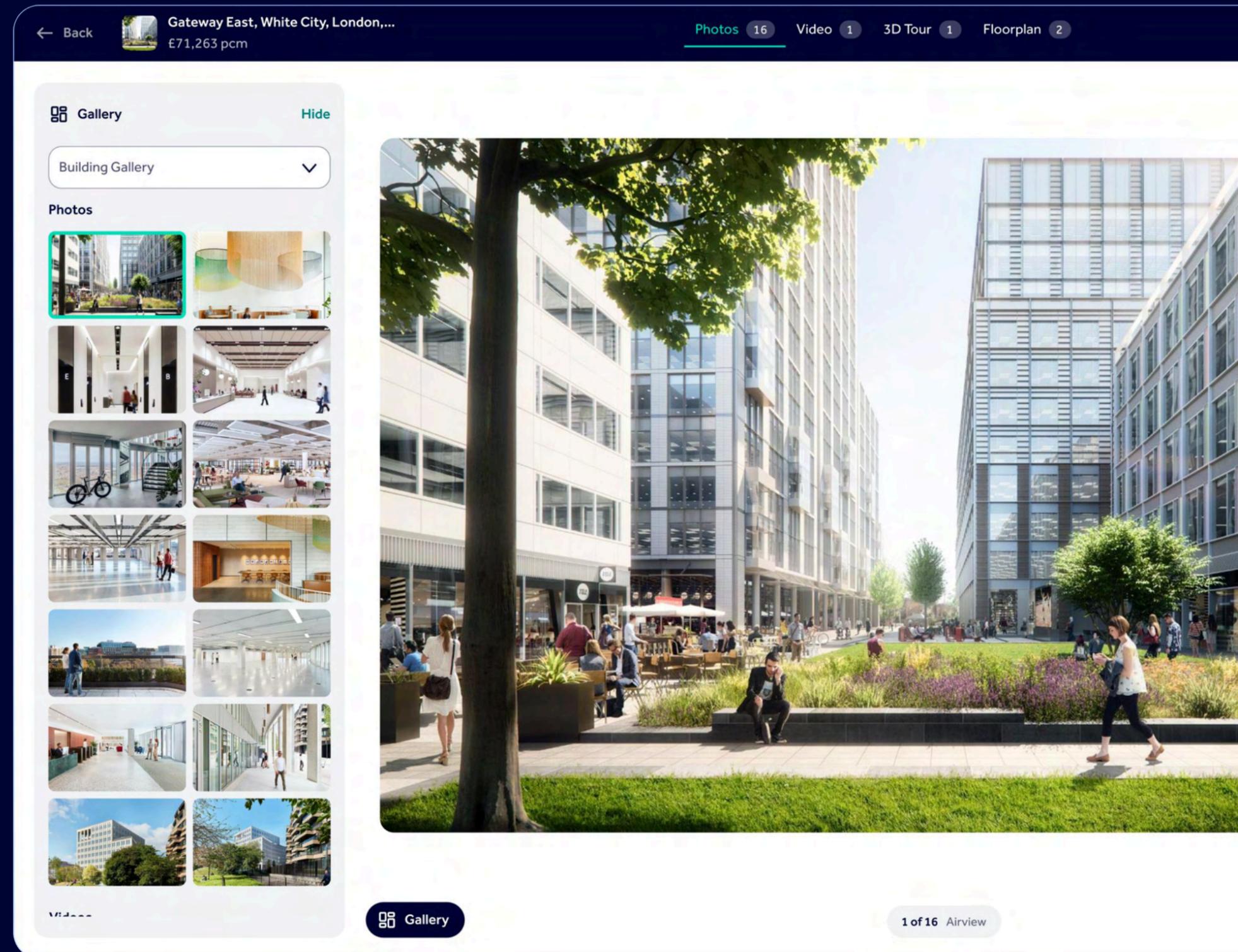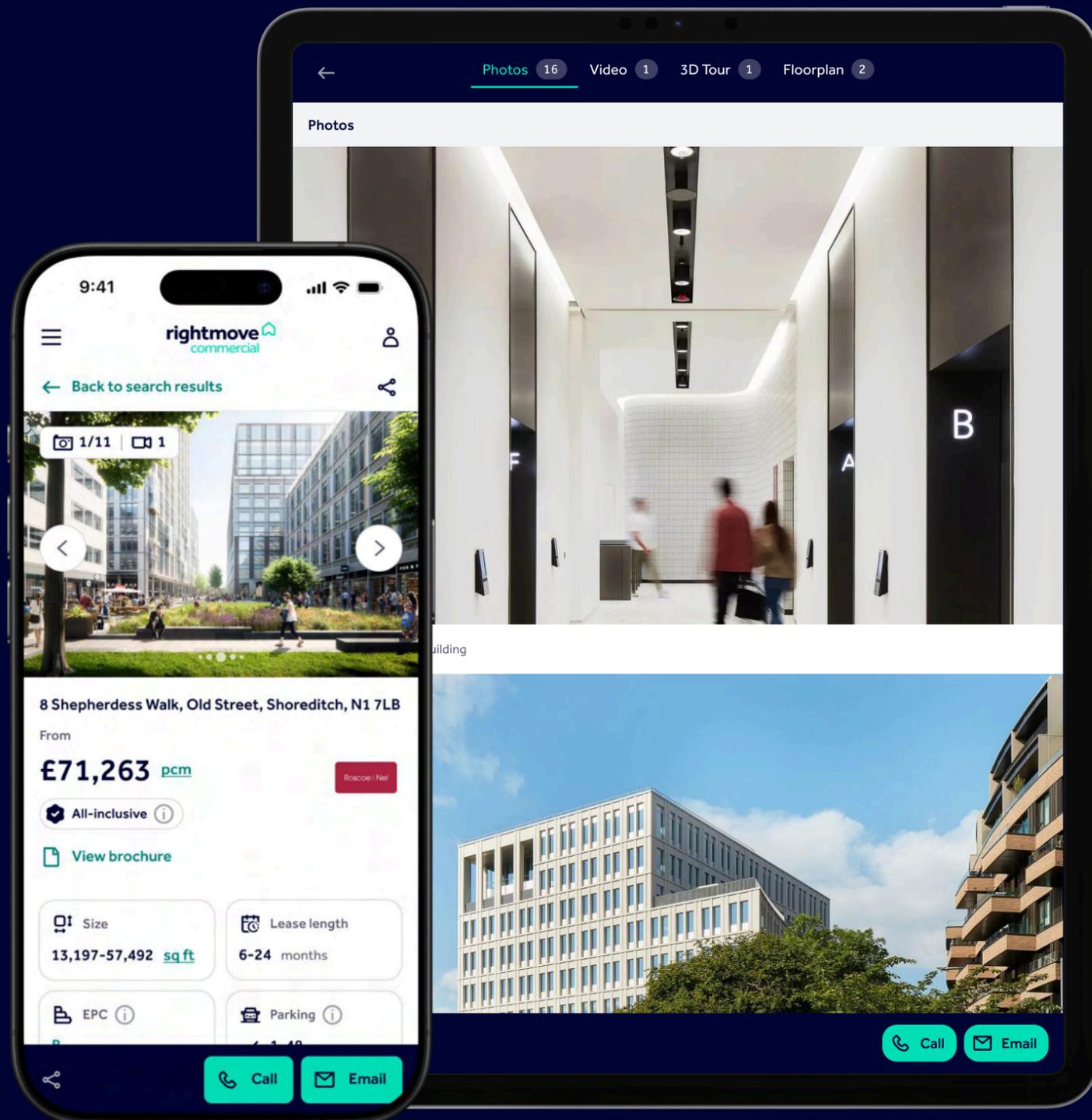
Image Quality

Here's a handy checklist to help keep your listings compliant with our Terms and Conditions and the Information Commissioner's Office (ICO):

Images must:

- **Be of the opportunity, including interior and exterior images** and not just the products or services that represent a business for sale.
- **Be watermark free** or include watermarks that are translucent with no more than 30% opacity.

Images must not:

- **Include contact details.** Images which contain contact details are automatically removed from Rightmove.
- **Contain any living person that can be identified.** That includes staff members, hired models or members of the public. In instances where this is unavoidable, please remove or blur out the individuals in your photos.

People generated by CGI or AI software can be used, but the listing must include actual images of the property where possible rather than only generated images.

For example, a listing of an office space should include images of what you'd expect to see on a viewing with no identifiable people in it, but an image with people generated by AI could be used to visualise what it could look like when in use.

Floorplans

Help prospective customers make an informed decision with high quality floorplans.
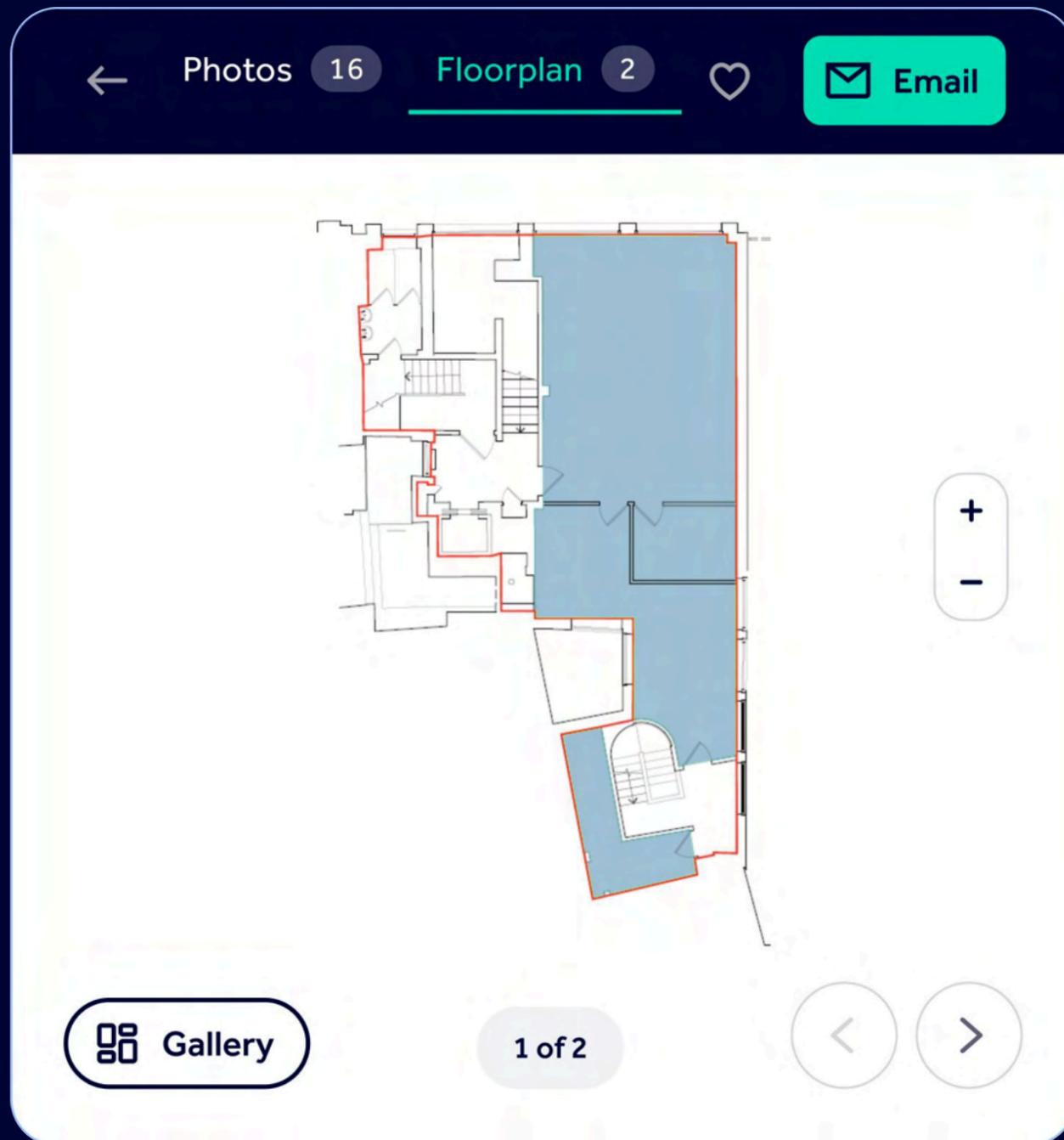
Listings with floorplans get +6% more leads.

They help prospective customers make an informed decision.

Always upload hi-res floorplans as JPG, PNG or PDF files. This will help ensure the details are legible when users zoom in.

To help your prospects visualise the space, always include the property's dimensions and the sizes of different rooms or areas.

Load your floorplans separately from your property images. If you upload a floorplan as an image, it won't appear in the designated spot on the listing, and your listing won't show that it includes a floorplan in the search results.

Top tip:

Upload a separate floorplan for every level.
This will allow customers to zoom in without things getting too blurry.

If PDF files are uploaded, only the first page of the floorplans is shown and turned into an image

Additional media

Videos and virtual tours can really bring a commercial property to life, encouraging engagement with your property listings.


Attract more clicks

When you add video content, a video icon will appear on your listing to attract more clicks.

Add additional media such as videos or virtual tours to bring your listing to life.

It's best to keep your videos short and to the point - ideally just a couple of minutes long.

Videos uploaded to your listings from Vimeo or YouTube links will play on screen next to your photos.

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

← Back   Photos 16   Video 1   Virtual tour 3   Floorplan

Gateway East, White City, London, W12 7TU
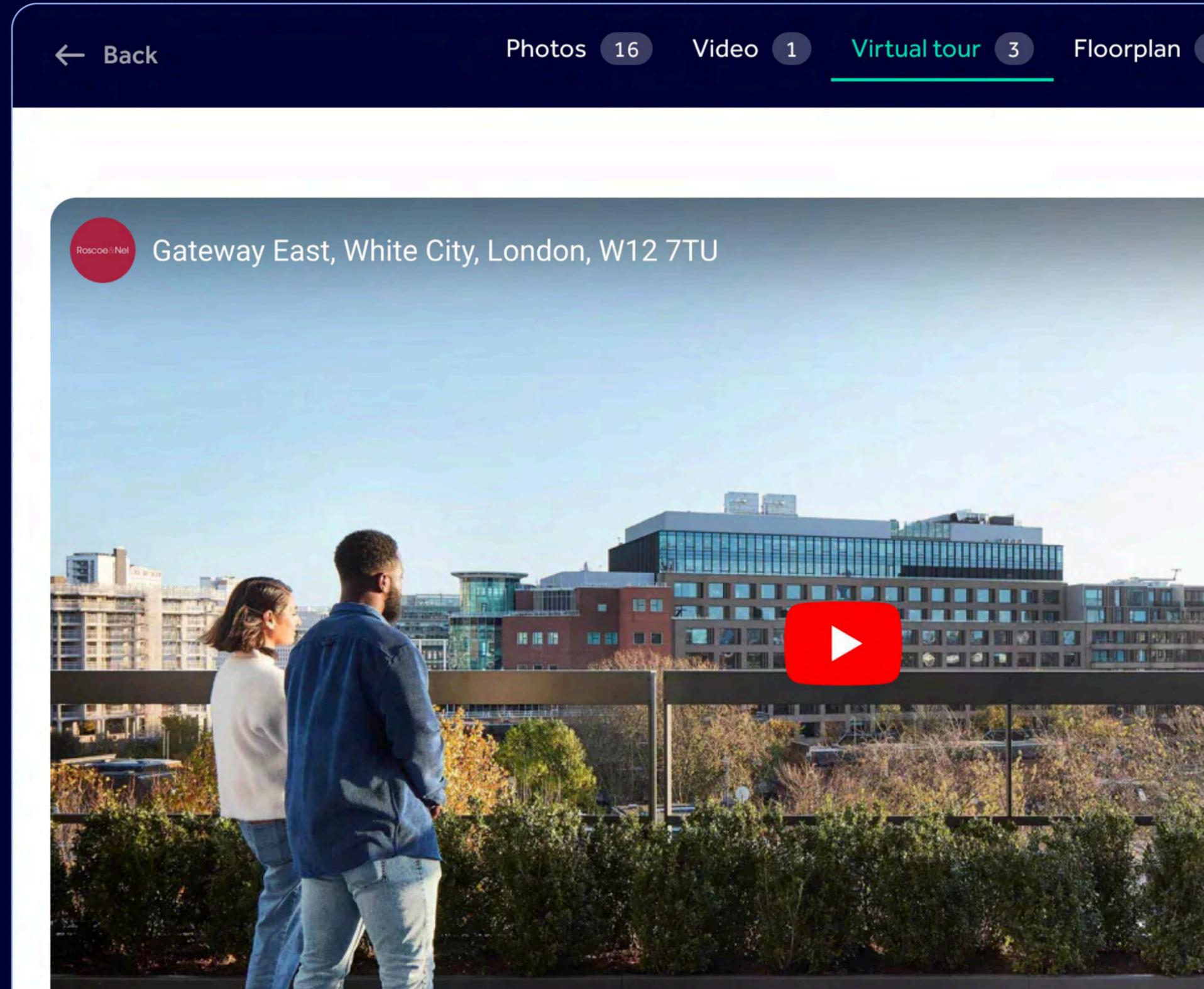
Brand marketing

Brand colours

1. What do I need to do?

Add your brand colour now to get maximum impact

2. Where will it be used?

Secure your spot to feature across our new products and pages

3. How do I do it?

Just go to Rightmove Plus and click on branch marketing

4. Unsure of the Hex Code?

Visit brandfetch.com to find out

Elevate your on-site branding ✕

Add a brand colour that complements your logo and watch your branding come to life across supported Rightmove products.
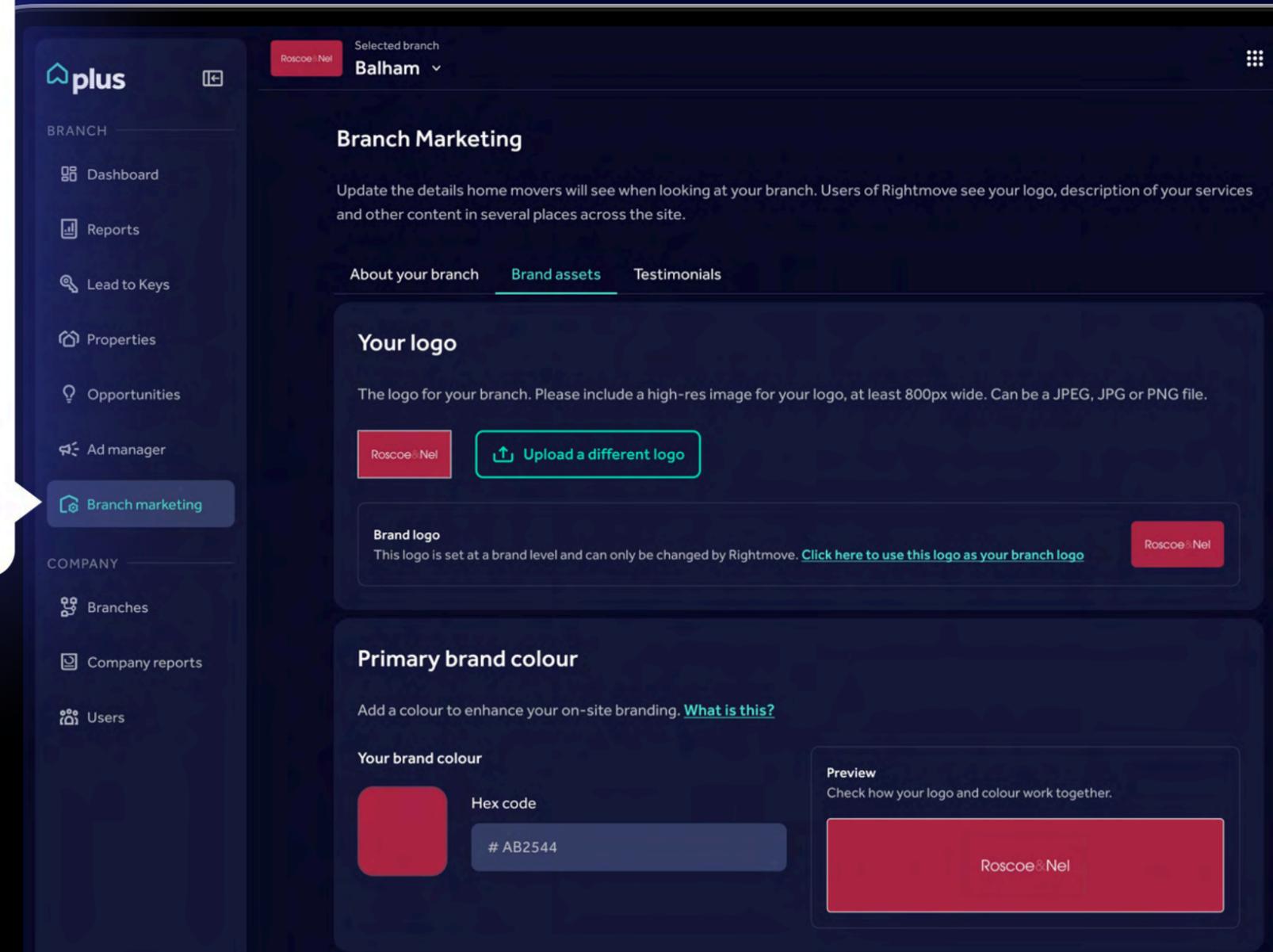
Primary brand colour

Add your primary brand colour to enhance your brand onsite.

Your brand colour (Hex code)

#AB2544

Got it

⌂ plus

Selected branch
Balham ⌄

BRANCH

▫ Dashboard

▣ Reports

⚲ Lead to Keys

⌂ Properties

♀ Opportunities

📣 Ad manager

🏠 Branch marketing

COMPANY

⧉ Branches

▤ Company reports

👥 Users

Branch Marketing

Update the details home movers will see when looking at your branch. Users of Rightmove see your logo, description of your services and other content in several places across the site.

About your branch   **Brand assets**   Testimonials

Your logo

The logo for your branch. Please include a high-res image for your logo, at least 800px wide. Can be a JPEG, JPG or PNG file.

Roscoe⦿Nel   ↥ Upload a different logo

Brand logo
This logo is set at a brand level and can only be changed by Rightmove. Click here to use this logo as your branch logo   Roscoe⦿Nel

Primary brand colour

Add a colour to enhance your on-site branding. What is this?

Your brand colour

Hex code

AB2544

Preview
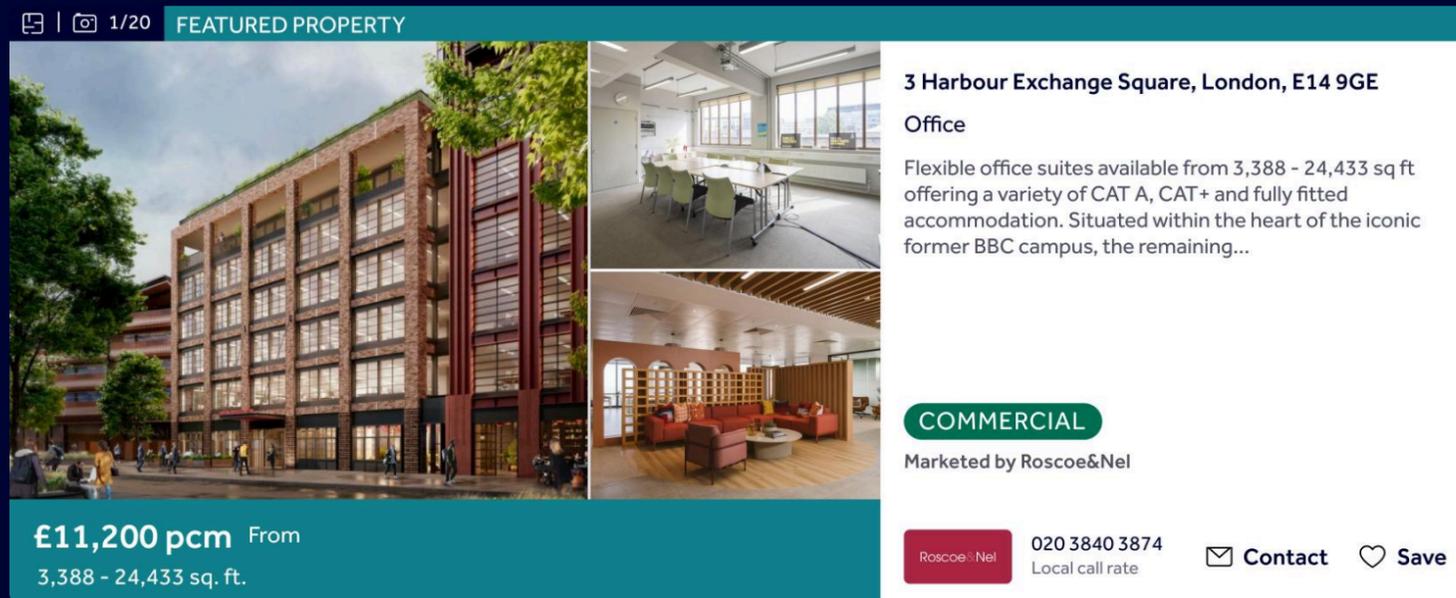Check how your logo and colour work together.

Roscoe⦿Nel

Featured Property and Premium Listings

Featured Property and Premium Listings

Featured Property listings and Premium Listings are a great way to give your stock a boost in a competitive marketplace.

Featured Property

Double your listing's exposure by turning it into a Featured Property.

- **More views.** As they automatically appear at the top of search results page. Your regular listing stays in the search results too, so your property appears twice.
- **A larger advert.** That's highlighted blue for maximum exposure on-site.
- **A large image.** Plus two additional images to showcase your stock.

Premium Listing

Stand out from the competition by turning your listing into a Premium Listing.

- **A larger advert.** Thats highlighted green to capture the audience attention.
- **One larger image.** And 3 smaller images to showcase your stock.
- **A range of sticker texts.** To highlight the property's key selling point.

Drive more business success with Featured Property

More exposure with

90%

**uplift in
Summary views**

More engagement with

40%

**uplift in
Details views**

More conversion with

30%

**uplift in
Leads**

What can and can't be listed on Rightmove

# What can and can't be listed on Rightmove

What can be listed:

- **Commercial premises:** Rightmove is a property portal, so you can sell commercial premises on our platform.

- **A business for sale alongside the premises:** If you are selling the business alongside the premises, you can still list on Rightmove.

What can't be listed:

- **A business without a fixed address:**
  You cannot advertise a business without a fixed address.

Commercial properties with residential accommodation:

- If your commercial property includes residential accommodation, your commercial listing **must be focused on the commercial real estate opportunity**.
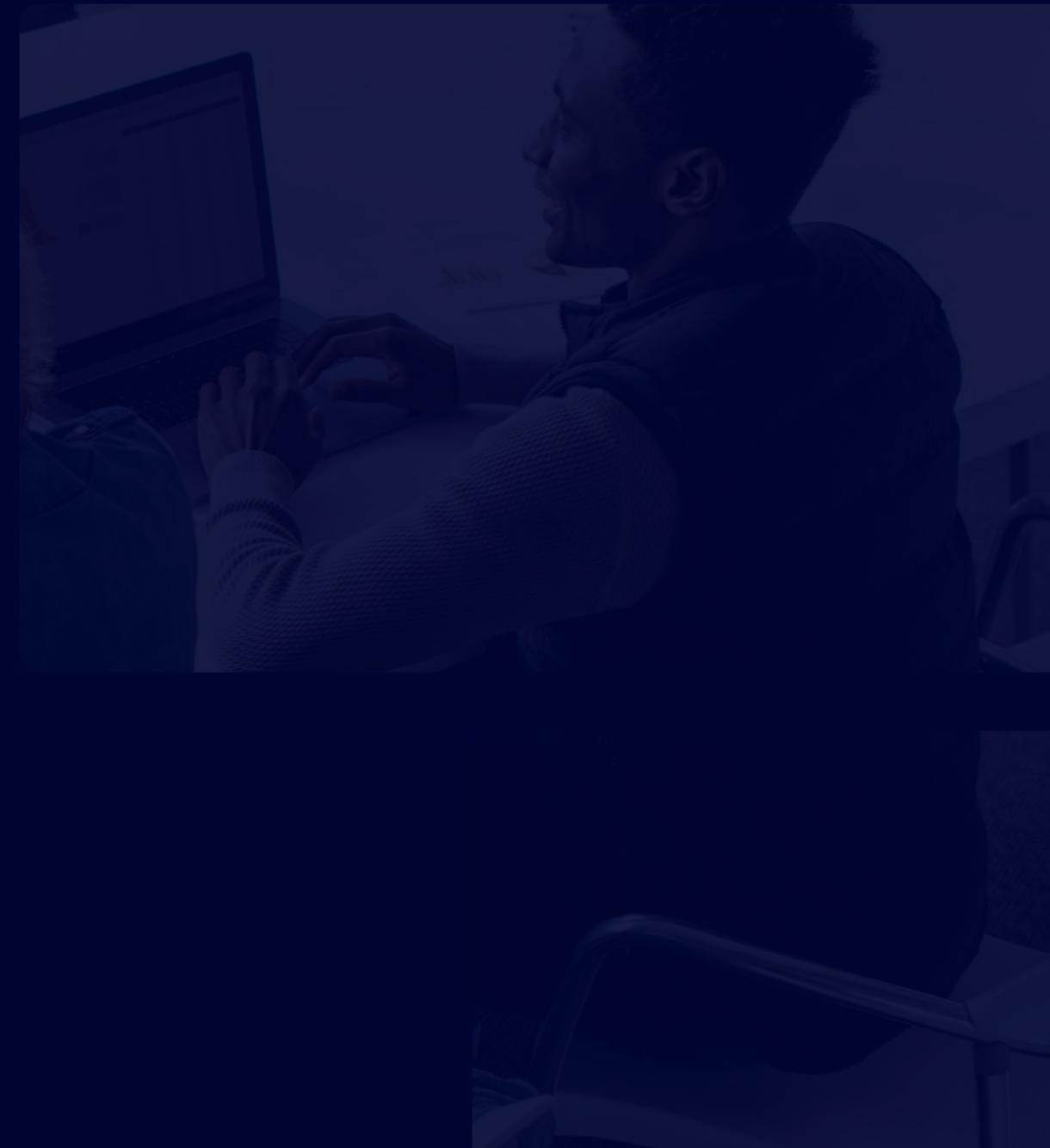
For any help and support with your listings and Rightmove Plus, call us on **01908 712 300** or email **customersupport@rightmove.co.uk**

rightmove
commercial