

The Ultimate Rightmove Listing

Here's our little guide to making a big impression on the UK's number one property website.



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Our guide to the Ultimate listing on Rightmove

Images

Having great images is essential when making an impression on home hunters. Show off the stand out features of a home with big, bright, eye catching photos.

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5 bedroom semi-detached house for sale £495,000
Percy Road, Hampton, TW12

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Top tips:

- 1 Listings with 5-9 nice images perform the best. Having variety gives buyers and tenants a real feel for the property.
- 2 The ideal size for an image on Rightmove is 1024px wide x 683px high.
- 3 Internal images seem to get most views so if there's a fabulous kitchen then lead with that image.



Summary text

Clever agents really know how to make the most of their summary text. Agents who get the best out of those 300 characters seen in the search results entice more home hunters to their listings.

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5 bedroom semi-detached house for sale
Percy Road, Hampton, TW12

With the added benefit of a one double bedroom SELF CONTAINED DETACHED ANNEX, no chain and offering 2786 SQ FT of accommodation (inc. garage and annex), this property is a substantial FIVE BEDROOM house located only a... ctd...

Added on 12/10/2016 by Johnson & Rankin, London, Surrey & Sussex

£495,000

PREMIUM LISTING

Johnson & Rankin 01737 234567 Local call rate Email agent

Top tips:

- 1 Don't just duplicate text from the property details page, e.g. how many bedrooms the property has. It'll mean you're missing out on focusing on the property's key assets.
- 2 Try and paint a picture of what's around the property such as parks, schools and transport links.
- 3 Make that first paragraph 'punchy' and short to catch the eye of buyers and tenants.



Key features

When a home mover knows what they are looking for it's the key features that can help them build a shortlist. It's a great place to show what makes this property stand out.

Description
Floorplan
Map & Street View
School Checker
Market Info

Key features

- Additional Detached Self Contained Annex
- Close to Hampton Train Station
- Three Reception Rooms
- 2786 sq ft
- West Facing Garden
- No Chain

Full description

Tenure: Freehold

With the added benefit of a one double bedroom SELF CONTAINED DETACHED ANNEX, no chain and offering 2786 SQ FT of accommodation (inc. garage and annex), this property is a substantial FIVE BEDROOM house located only a 6 minute walk (0.3 mile) from HAMPTON TRAIN STATION. Further benefits include large kitchen/breakfast room leading out to WEST FACING GARDEN, garage, three reception rooms and THREE BATHROOMS (two en-suite).

Listing History

Added on Rightmove:
12 October 2016

[Enlarge this map](#)

Nearest stations

- Hampton (0.3 mi)
- Fulwell (1.4 mi)
- Kempton Park (1.5 mi)

Top tips:

- 1 Ask yourself "what makes this home really stand out"?
- 2 List descriptive features such as walk in wardrobes, studies, utility rooms and en-suites.
- 3 Don't just write about the property itself. Use the surrounding area to your advantage.



Floorplans

Quite simply, home movers want floorplans. 59% of buyers said a floorplan is essential when looking for a new property.¹

Description
Floorplan
Map & Street View
School Checker
Market Info

Floorplan

Approximate Gross Internal Area = 201.3 sq m / 2167 sq ft
(Excluding Lawn Area)
Garage = 15.9 sq m / 171 sq ft
Annexe = 41.6 sq m / 448 sq ft
Total = 258.8 sq m / 2786 sq ft

Reduced headroom below 1.5m / 5'0"

Second Floor: Bedroom 6.27 x 5.21 (207 x 171), Kitchen 2.29 x 1.85 (75 x 62), Sitting Room 4.39 x 3.58 (145 x 119), Bedroom 4.39 x 3.58 (145 x 119).

Annexe: (Not Shown in Actual Location / Orientation)

Ground Floor: Family Room 4.90 x 2.85 (161 x 95), Kitchen 3.68 x 3.01 (121 x 110), Dining Room 3.72 x 3.71 (122 x 122), Bedroom 5.64 x 2.69 (185 x 88), Bathroom 2.45 x 2.45 (80 x 80), Garage 15.9 x 171.

Top tips:

- 1 Load floorplans separately to your property images. If you do this they won't appear in the floorplan tab.
- 2 State room dimensions to help buyers visualise the space.
- 3 900px x 900px is the optimum size.



For more tips and advice visit:

hub.rightmove.co.uk

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