

About Us

What's this page used for: this is the tab that will be displayed by default when people land on your microsite. This space introduces your brand and services to potential customers.

What to include: think about what makes your agency stand out, for example; what do you excel in, what are your unique selling points (USPs) and key differentiators, how long have you been trading, what are your combined years of experience and expertise, what services do you offer, talk about the history of your company and a bit about yourselves as landlords/tenants want to know who they will be dealing with.

The first 500 characters that you display on this tab will also be shown on your branch listing on the Find Agent page, so make it enticing and include your USPs.

The screenshot shows a web editor interface for an 'About Us' page. It features several sections and editing tools:

- Tab title:** A field at the top left with a callout: "Click to edit title (max 90 characters)".
- Section 1:** Titled "Who we are". It contains text: "For thirty years, Johnston & Rankin have been proud to serve the area as lettings specialists. The secret to our success? We think it's that we refuse to settle for anything less than the highest standards of customer service." and an image of keys. Callouts include: "Click to edit text (unlimited text)" pointing to the text, and "OPTIONAL: Click to add a new image (you can have one image per section)" pointing to the image.
- Section 2:** Titled "An agent who listens". It contains text: "Many of us are landlords ourselves, and we know only too well the frustrations of working with an unresponsive agent. That's why Johnston & Rankin will regularly report on the status of your property, periodically check for issues with existing tenancies and respond to all service queries within 24 hours."
- Section 3:** A template section with callouts: "Click to add a section heading", "Click to add text", and "Click to add image".
- Buttons:** "Cancel" and "Done" buttons at the bottom of the section editor. Callout: "Click to complete section." pointing to "Done".
- Section 4:** A dashed box with the text "Click to add new section". Callout: "Click to add a new section (up to a max of 5 sections)".
- Contact us:** A button labeled "Contact us".
- Features:** A section with three items, each with an image and text:
 - Image of a clock. Text: "Get 24/7 protection with our management service". Callout: "Click to upload an image or photo (ratio 2:1, 143 (w) x 71 (h) pixels). This will browse to your folders on your desktop to upload the image." pointing to the image.
 - Image of a woman on a phone. Text: "Friendly and experienced staff".
 - Image of a megaphone. Text: "See our customers' testimonials".Each item has a "Read more..." link.

OPTIONAL: Click to add/amend title. Link clicks through to other tabs in your Microsite.