A Guide to Property Administration – New Homes

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1) What is rightmove admin?

If you are not already aware, rightmove admin is a new area within rightmove plus specifically dedicated to property and product administration. This is the first step in a complete upgrade of rightmove plus.

2) What can I find in rightmove admin?

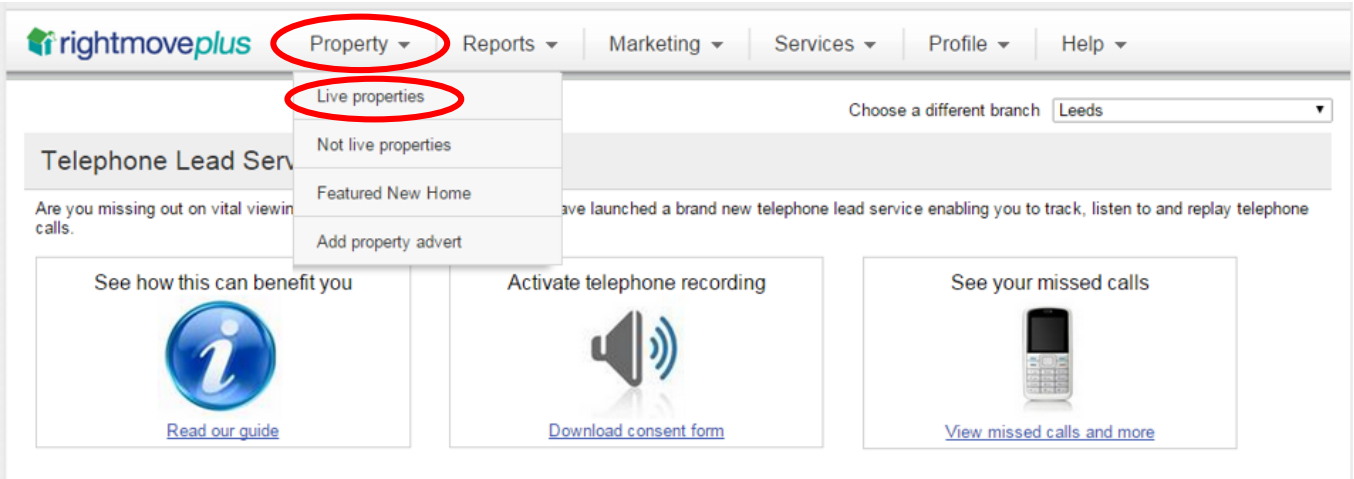
You will find improved versions of:

- Your property list *(with a cleaner layout and added features)*
- Property uploading/editing functionality *(including a new media uploader)*
- Spotlight & Featured New Home administration *(simplified)*

3) How do I access rightmove admin?

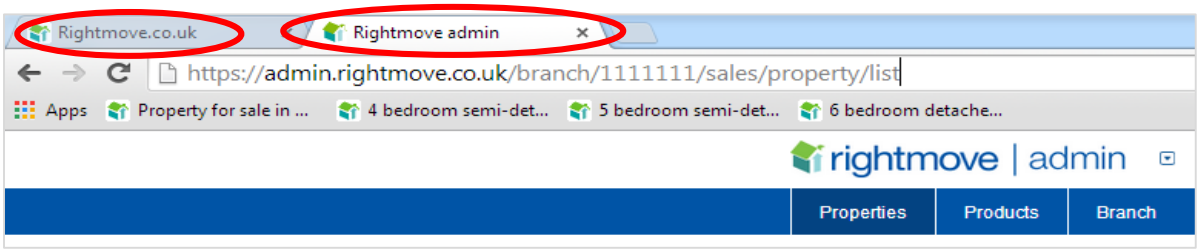
If you are not already located in rightmove admin:

a) Log into rightmove plus as normal
b) Click on the **Property** tab
c) Select **Live Properties** from the drop down menu
d) You should be directed to the appropriate section within rightmove admin



4) Where can I find my existing reports?

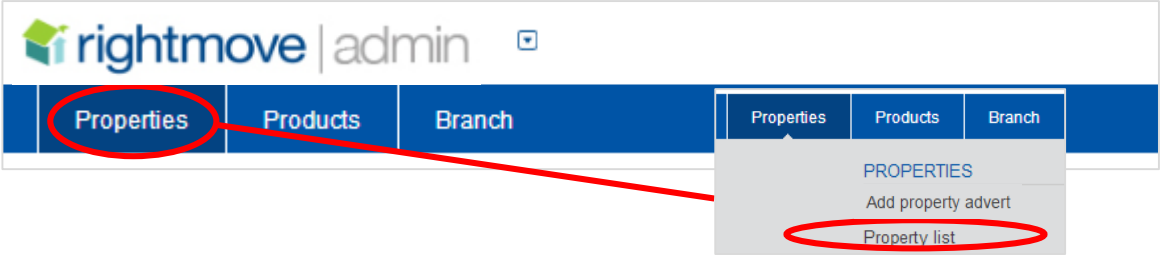
rightmove plus continues to operate alongside rightmove admin in a separate internet window where you will find the existing reporting suite including the Best Price Guide, Property Performance Report and the two lead reports.



The property list

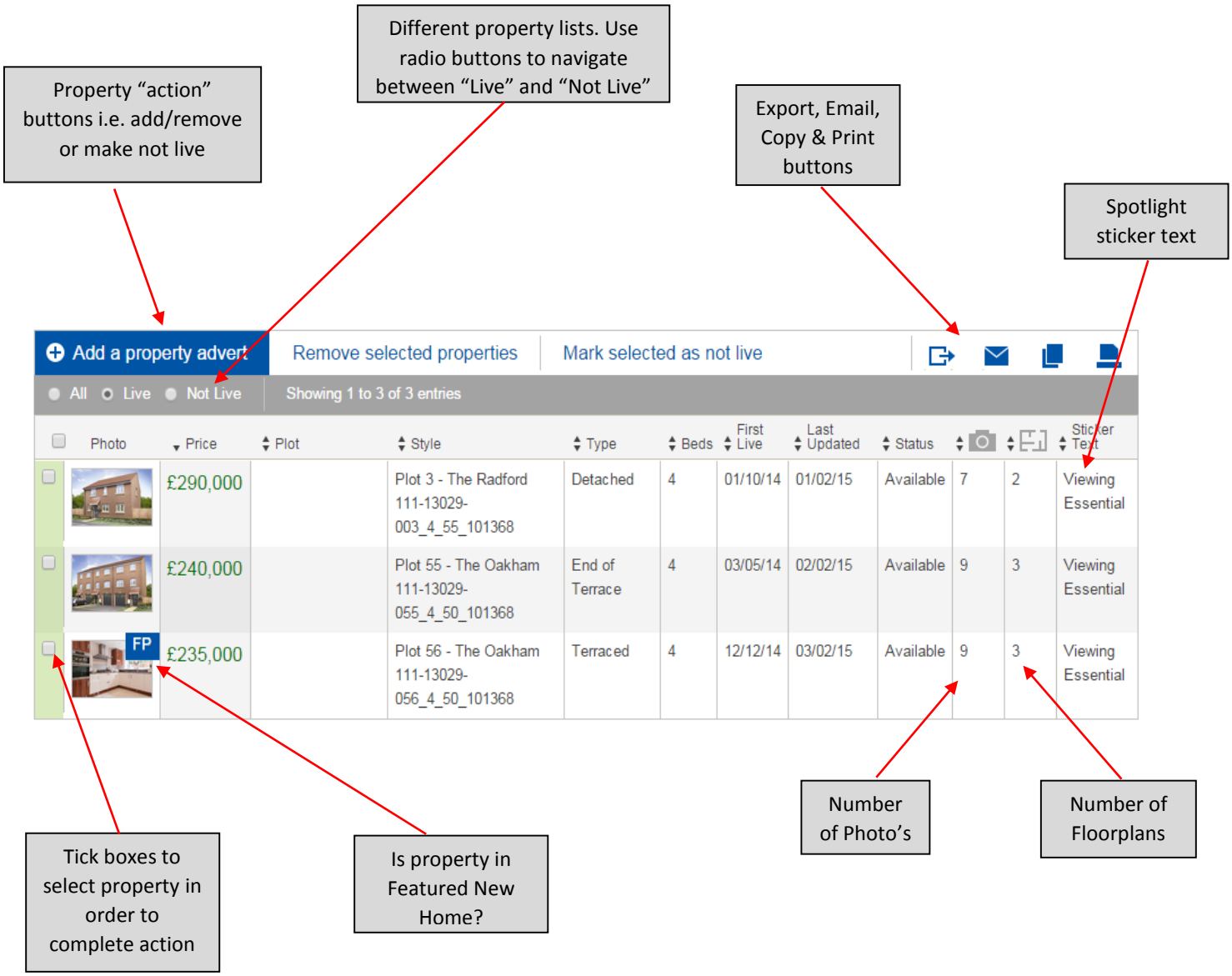
If you are already located in rightmove admin but not in the property list, please click on the properties tab and select property list.

If you are not located in rightmove admin, please see page 2 as to how to access it.



The property list is the place where you go to see all of your properties in one place and can add/edit property adverts from.

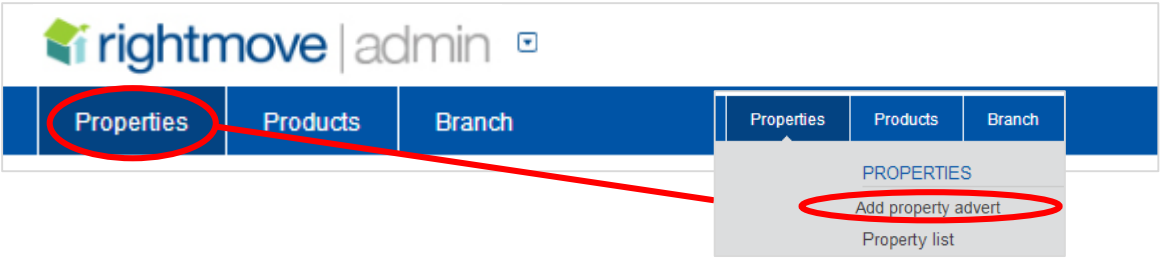
Once you are in your property list, what does it all mean?



Adding a new property advert

1) You can now add a new property advert in two ways:

a) Click on the "Properties" button and select "Add property advert" from the property list drop down



b) By selecting the "Add a property advert" button from above the property list

3) You will now be taken through to the start of the add property advert functionality

Summary Advert

Summary Advert | Brochure | Media

1. Enter the plot reference

Reference:*

Display Address:
Golden Arrow Way, Brockworth, Gloucester, GL3, GL3 4ED

* Indicate fields that must be completed to make the property live

Enter a unique reference

2. Enter basic property information

Plot number:

Style:

Price:*

Price qualifier:
None

Bedrooms:*

Property type:*
Select a property type

* Indicate fields that must be completed to make the property live

Plot Number

Style information

Select a price qualifier if appropriate

Price, beds and Property Type

3. Enter summary description* Top Tips

Make your property advert stand out and encourage users to click through to your full property listing.

0 / 300 characters used

* Indicate fields that must be completed to make the property live

Save and continue

Enter summary description

You have a maximum of 300 characters

Click save and continue to move onto the next page

Brochure

Summary Advert | Brochure | Media

1. Enter additional property details

Top Tips

Approximate internal area:
sq. ft.

Number of floors:
Entrance located on:

Bathrooms: Reception rooms:

Heating:
Enter tags e.g. Gas, Central, Eco-friendly

Parking:
Enter tags e.g. Driveway, Off street, Permit

Outside space:
Enter tags e.g. Front Garden

Accessibility:
Enter tags e.g. Lift access, Wide doorways

Tenure:
Please select

Year built:

Government schemes: NewBuy MI New Home Help to Buy

Enter property "Tags". These "tags" help your property appear in specific filter searches on Rightmove e.g. Parking & Gardens

Select tenure. Users like this information

Tick any applicable Government schemes

2. Enter key features

Highlight the unique selling points of your property and enter information that would appeal to your target market.

Add multiple key features

Add more

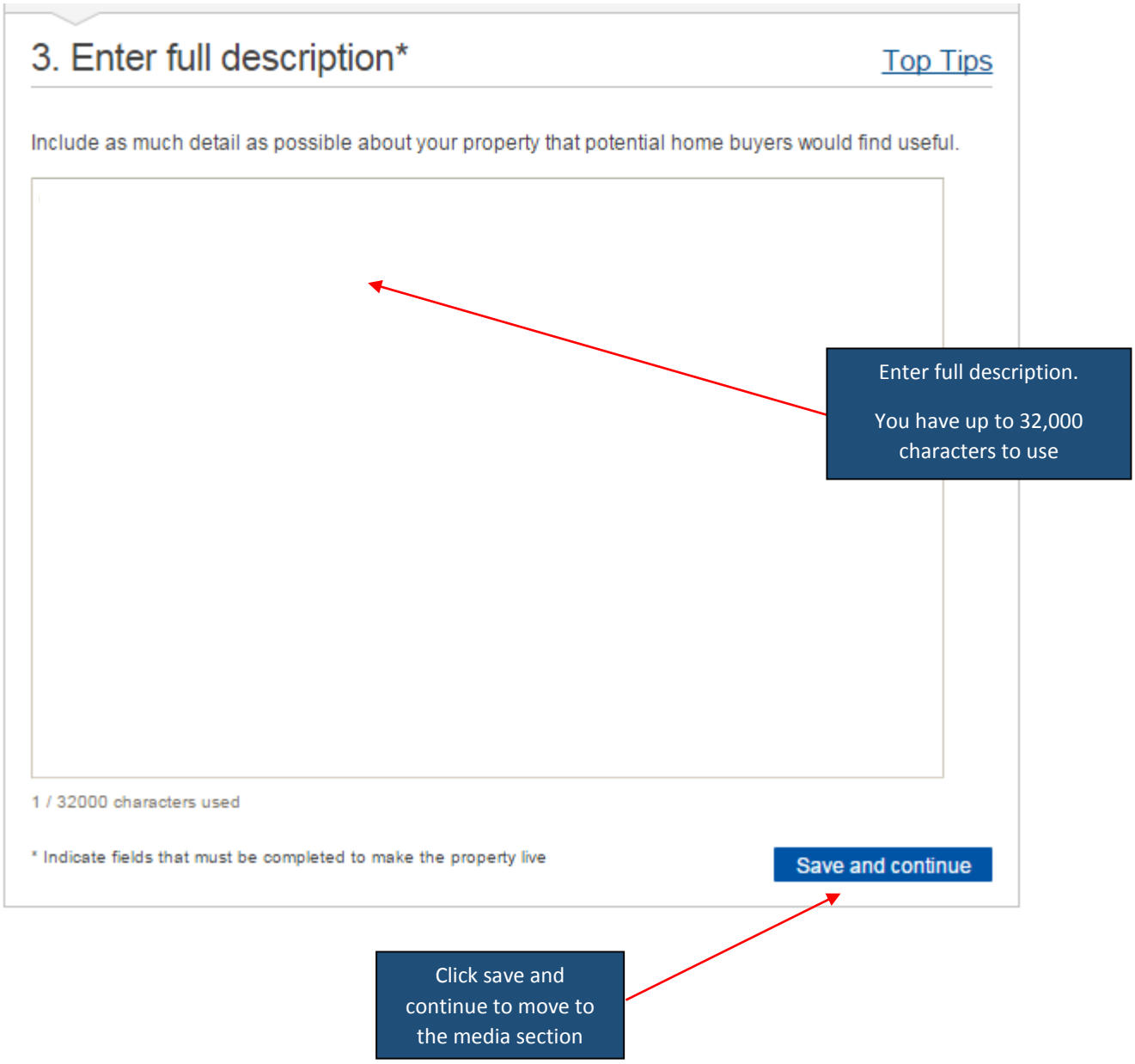
Enter Key Features.

You can either doing this by entering them individually in each box or by using the multiple key features box which allows you to add more than one at a time

You can have a maximum of 10 key features.

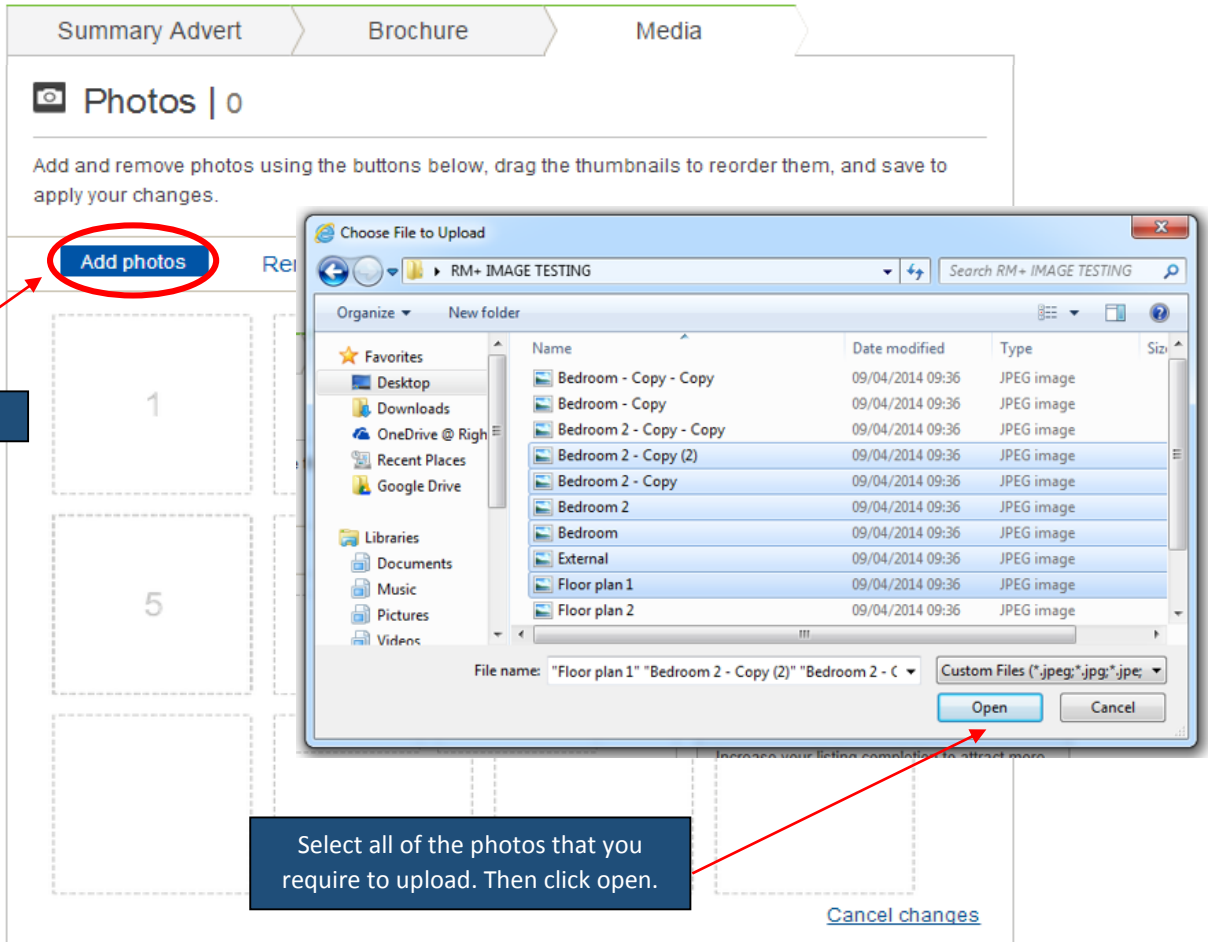
If you are entering key features box by box and you need more boxes, click here

Brochure continued……



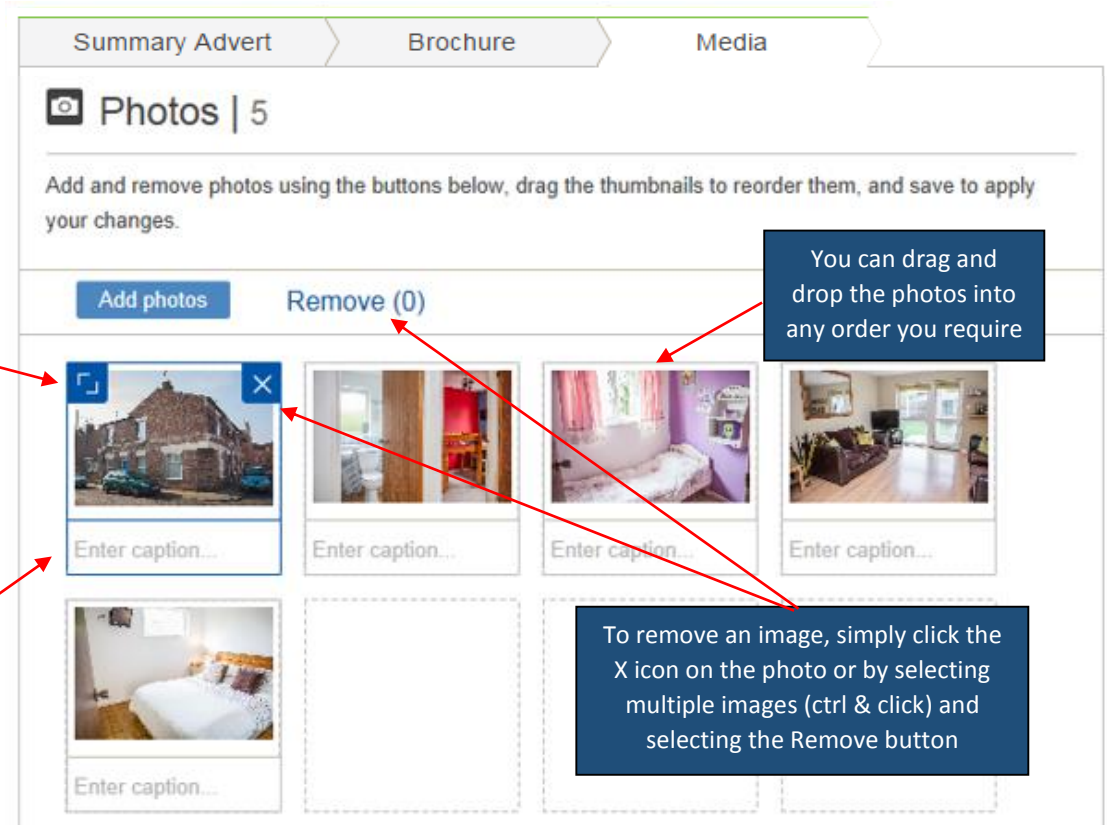
Adding a new property – media

Photos



Click "Add photos"

Select all of the photos that you require to upload. Then click open.



Click to see a larger version of the image

You can drag and drop the photos into any order you require

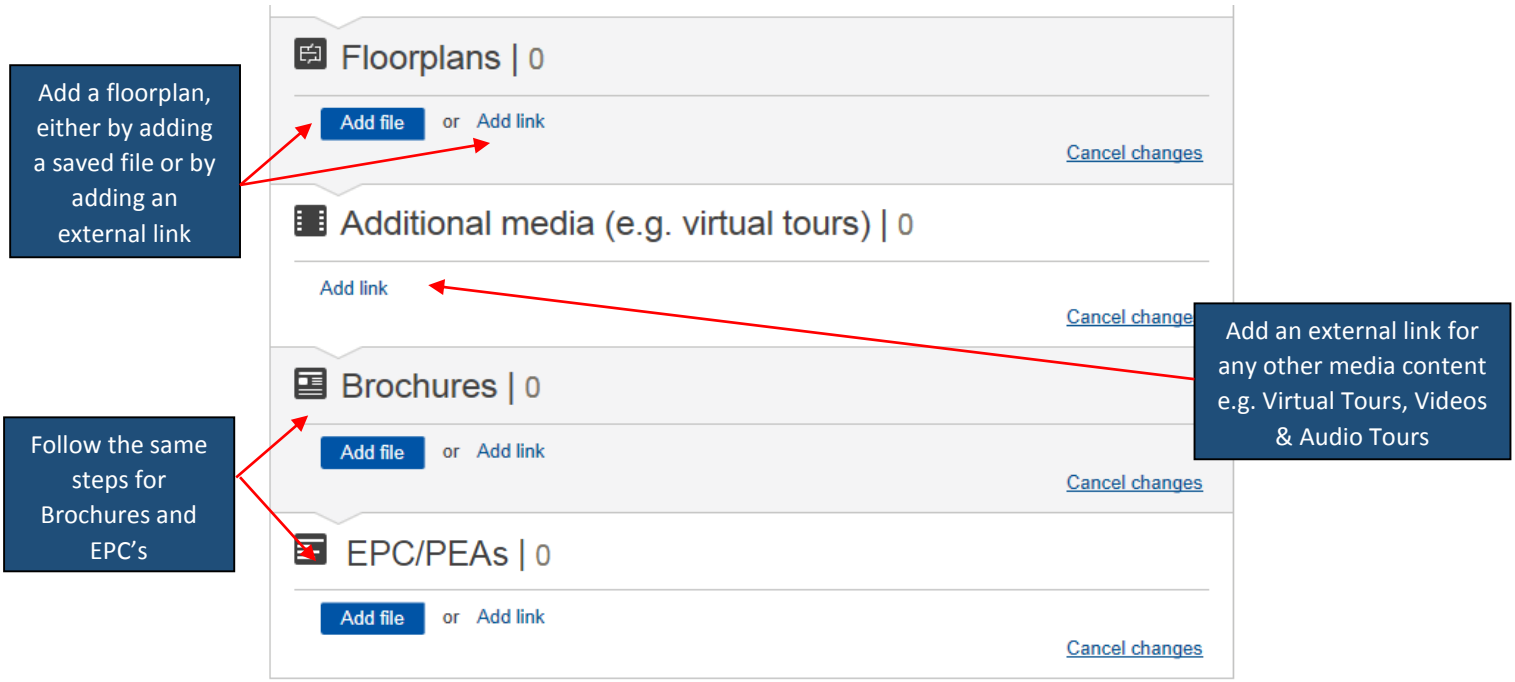
Enter image captions

To remove an image, simply click the X icon on the photo or by selecting multiple images (ctrl & click) and selecting the Remove button

To cancel changes, click here

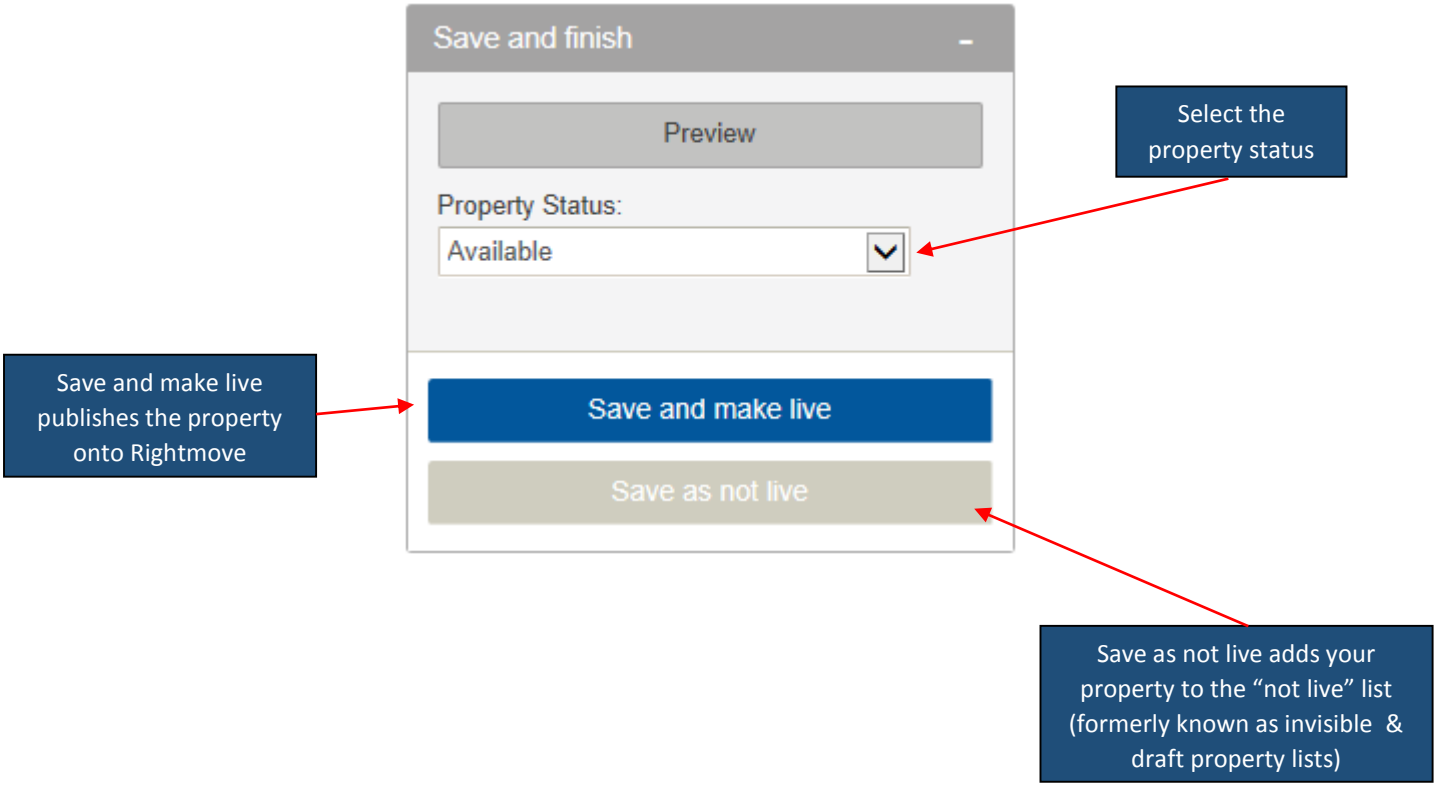
Adding a new property – other media

Other Media



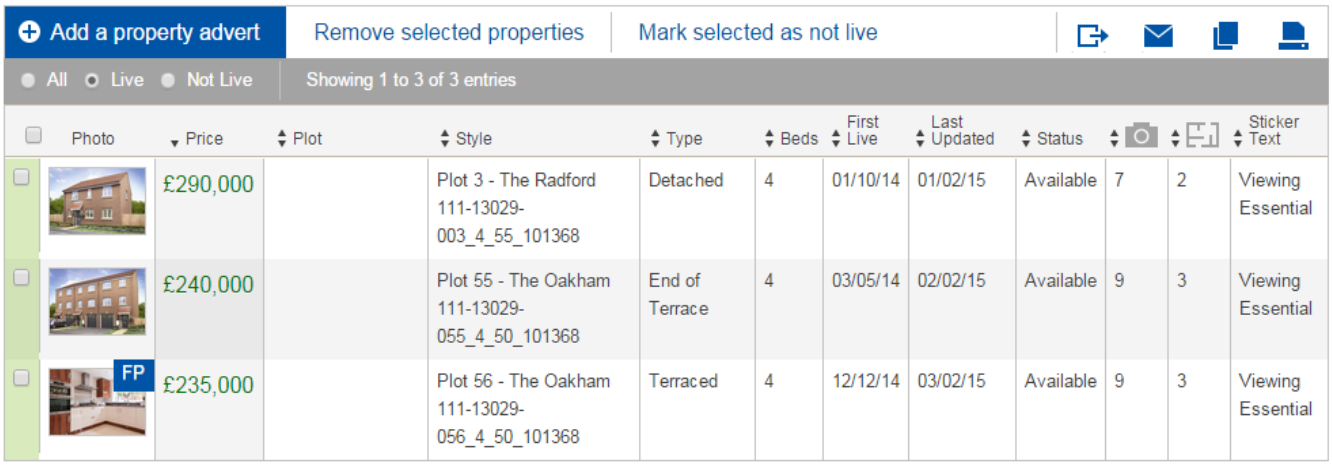
Previewing & Saving

Once you have finished uploading your media, you can preview the property by clicking on the Preview button on the right hand side of the page



Editing an existing property

1) Simply click on the property listing that you would like to edit and you will be taken into the property details.



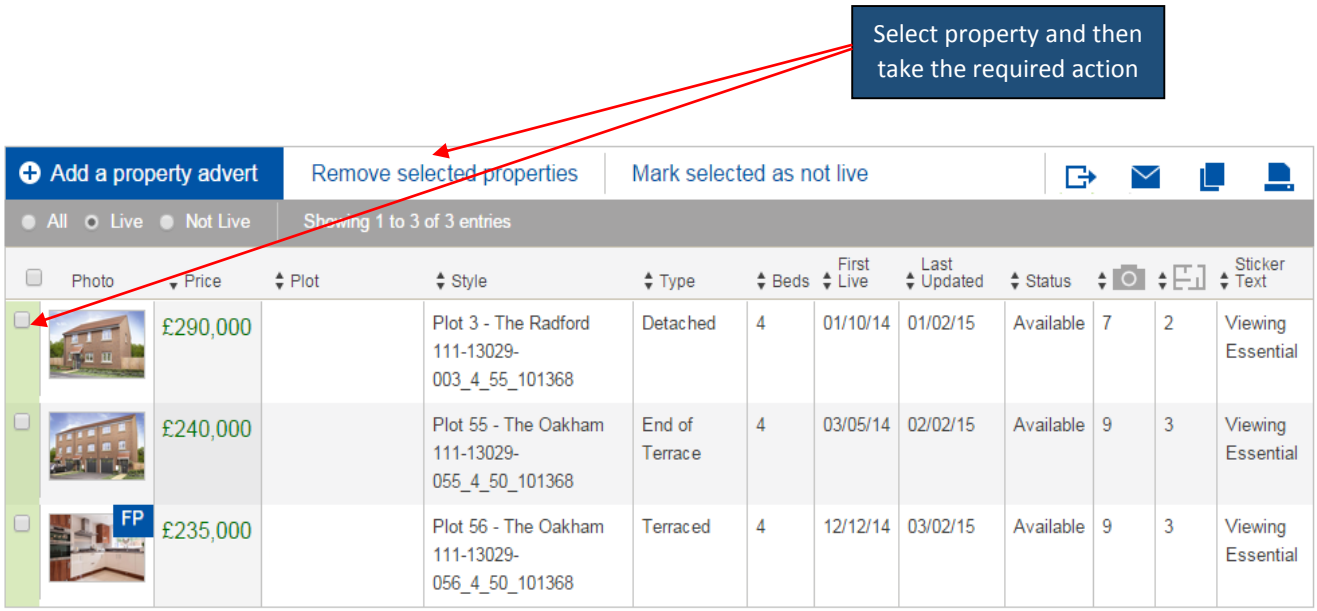
2) Depending on the nature of the editing task, follow the various steps on ***pages 5 to 9***.

"Removing" an existing property or making it "Not Live"

1) Simply click on tick box next to the property (or properties) you would like to remove or make "not live" and select the appropriate button

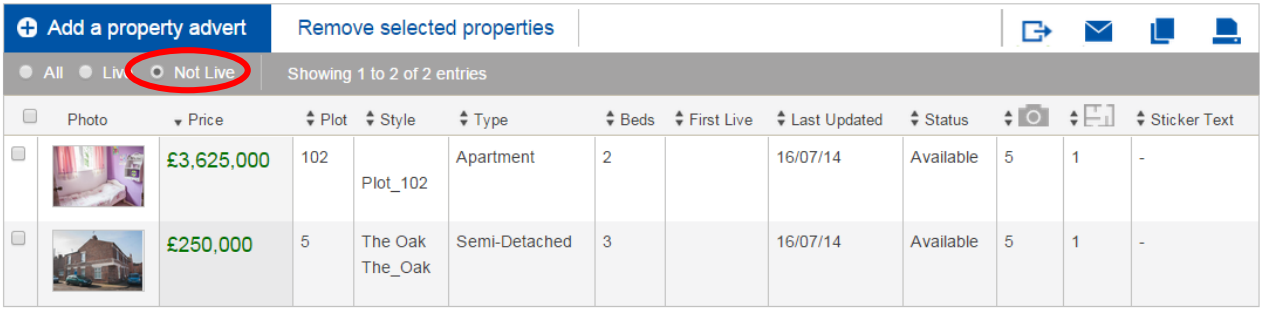
Marking a property as "Not Live" places the property in the "Not Live" list

Removing it completely removes it from Rightmove and it cannot be recovered.



Making a “Not Live” property advert, “Live”

1) You need to be within the “Not Live” property list



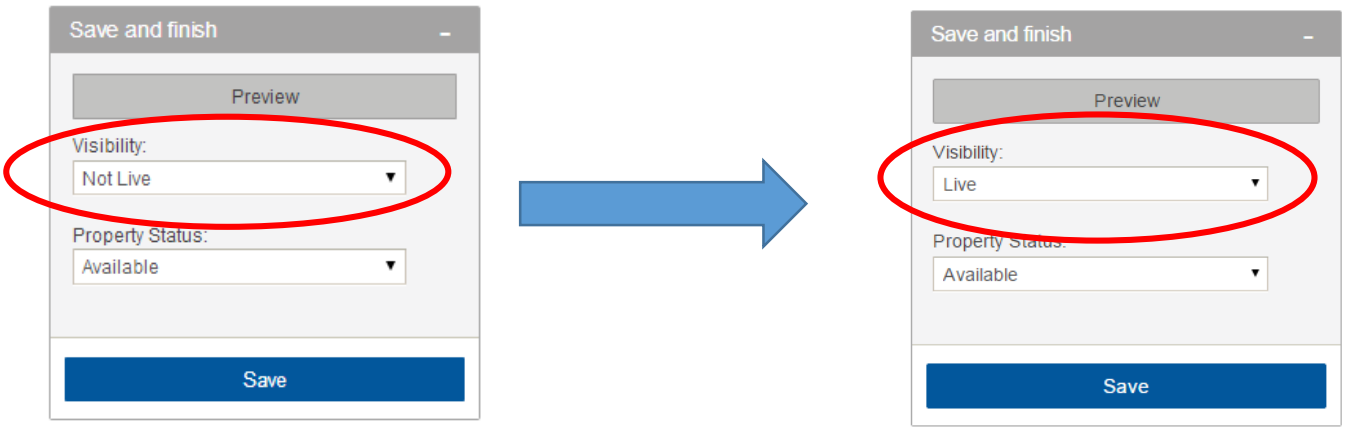
2) Click on the property you would like to make live. You will be taken into the edit property screen

(Please note, you have to do this on an individual property basis i.e. you cannot make more than one property live at a time)

3) Make any amendments to the property details that you need to by following the instructions on pages 5-9.

4) To change the visibility, simply click on the drop down box and select one of the three options:

- Not Live keeps it as such
- Live publishes it onto Rightmove
- Removed – removes the property completely from rightmove admin



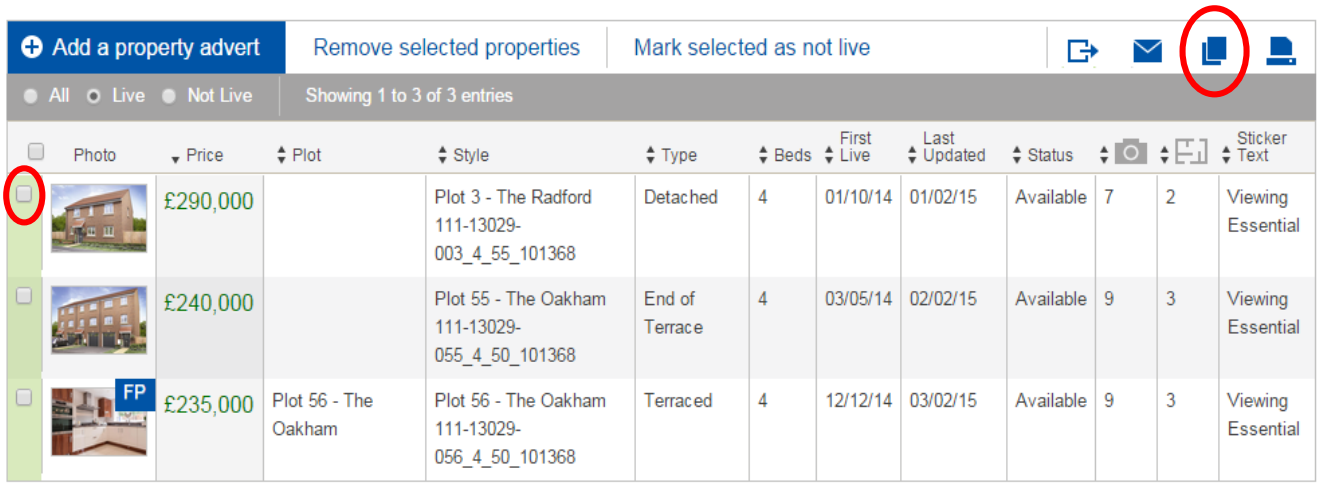
5) Once you have chosen your visibility status, click **Save**

Copying an existing property

The copy feature is great if you have multiple plots that are the same style. It enables you to take an existing property advert that has been created and simply copy it, to make a new listing.

1) Select the property that you would like to copy and tick the tick box next to the main image.

2) Then click on the "copy" icon.

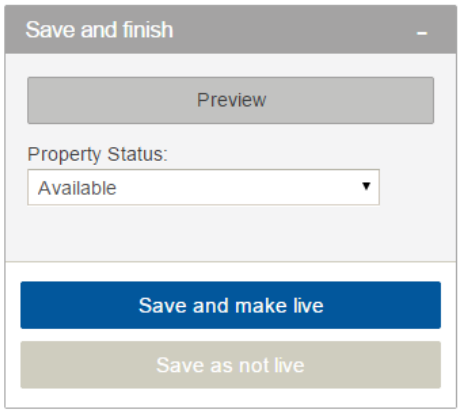


3) You will then be taken into the "Summary Advert" details of the edit property flow.

4) You are required to enter a new unique property reference in th reference box provided.

5) If you need to make any further amendments to the property advert, please follow the instructions located on pages 5-9

6) If you are happy with the existing details and simply want to make that property live there and then, you can do so by clicking on the "save and make live" button located on the right hand side of the page



7) You will be taken back to your live property list where you should see the property you have just copied in that list.

8) Repeat the above steps as many times as you require.

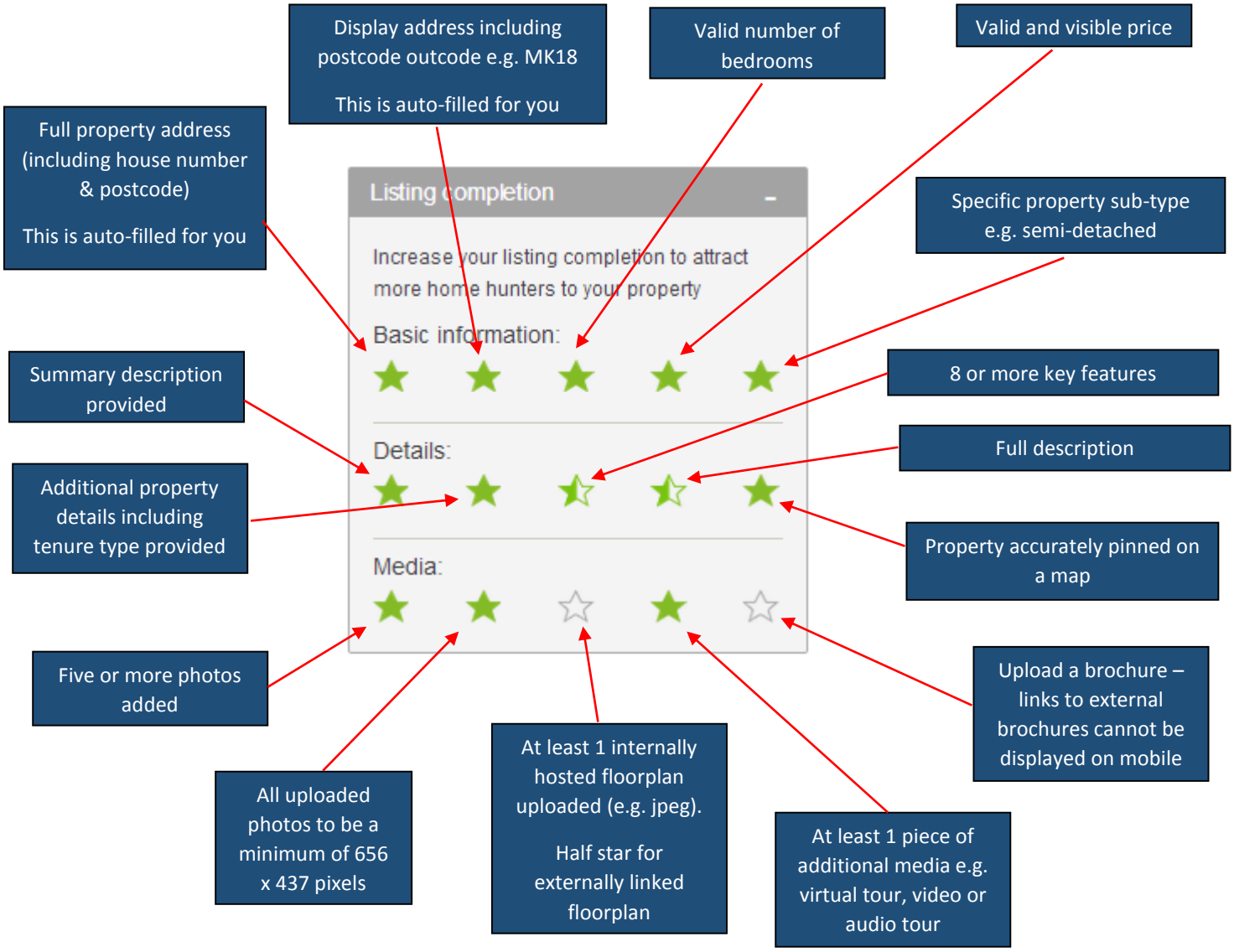
Listing completion is a feature within rightmove admin designed to help you ensure that the key property details have been added to your listings.

This is designed as a guide to assist you. It is not a definitive guide to successful property listings, as there are many other factors that also contribute to a successful property listing alongside these.

It uses a simple star system.

- ☆ No star = criteria has not been met at all
- ★½ Half Star = criteria has been partially met
- ★ Full Star = criteria has been fully met

As you input the property data, the stars will change in real time to indicate whether you have met the individual criteria.

Please note: You do not have to have a full star for each criteria in order to make a property live. This is for guidelines only.

What do the stars mean?