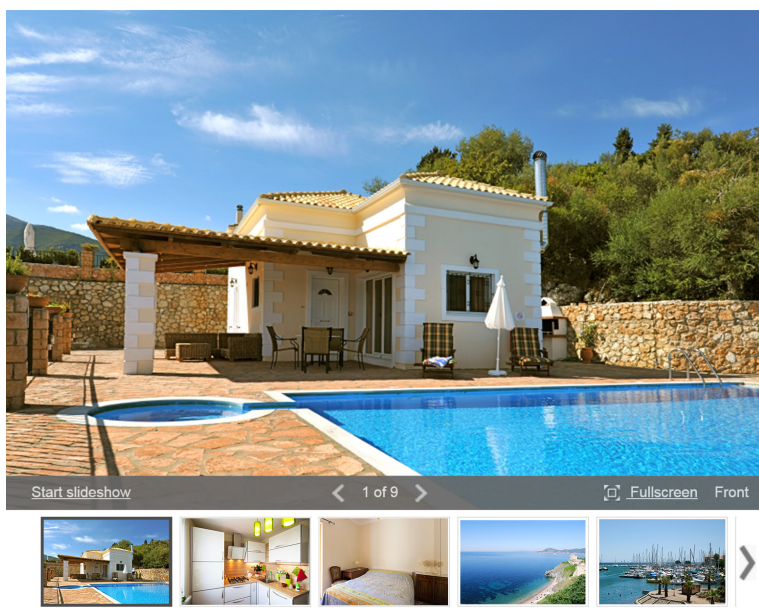


The Ultimate Listing

Your listings on Rightmove do much more than advertise your properties, they say a lot about your brand and your approach to selling.

With over a million home hunters visiting Rightmove Overseas each month*, it's never been more important to take care of your listings. Follow our quick guide to getting it right on the UK's favourite property website.**



Images

Most people will notice the main image first and only when they're attracted to this image, will they read the description. It's vital to make this image count - the best available exterior shot usually works well and be sure to include other eye catching images in your listing, like pools or picturesque views from the property.

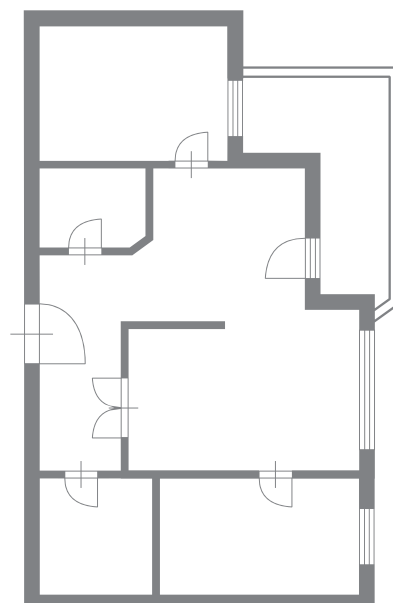
Get your listings from search list to short list!
Adverts displaying more than 7 images can generate twice as many leads than those displaying 1-3 images.

Floor plans

We asked buyers what encourages them to enquire about a property and discovered floor plans were the second most important factor behind the number of images.

37% of buyers said they wouldn't enquire about a property without a floor plan. Sellers understand how important they are so make sure you're the agent that has one on every property.

Want to avoid a common mistake?
Make sure you upload floor plans to the correct media tab on Rightmove, rather than placing them with the images of the property. Once uploaded to the floor plan tab home hunters can move between floors then zoom in and out of the image.



Semi-Detached house with sea-views in Calpe
Calpe, Alicante, Spain
More details and 12 photos | Save property | Contact agent
Marketed by Nardia Real Estate Agency, Alicante. Call: 03339 391551 Local call rate

€249,320* (€320,888)
4 bedroom penthouse for sale
Spain - Andalusia, Malaga, Marbella
UP TO 50% DISCOUNT-TRIPLEX APARTMENT WITH STUNNING SEA VIEWS The 89 apartments of this beautiful urbanisation form a typical andalusian complex. This urbanisation has a communal swimming pool, beautiful green areas, a children's play area and also benefits from the most stunning views. ...
More details and 10 photos | Save property | Contact agent
Marketed by iProperty, Spain. Call: 03339 397186 Local call rate

€249,290* (€320,850)
4 bedroom house for sale
San Joan D'alacant, Spain
Real Estate Oficial El property (FLAT) is located in the district of SAN JUAN DE ALICANTE municipality of San Juan de Alicante (Alicante).
More details and 6 photos | Save property | Contact agent
Marketed by Haya Real Estate, Madrid. Call: 03339 391057 Local call rate

€249,255* (€320,805)
Property for sale
Santa Ponsa, Balearic Islands, Spain

£248,941* (€320,400)
2 bedroom house for sale
Los Flamings, Malaga, Spain

There are three things that make this home ideal for those looking to make the move to Spain. Space, views and location. It has enough room to stay here long term, but is also ideal for turning into a holiday rental. It's fully furnished making it possible to move straight in and immerse yourself in the famous spanish culture.

More details and 8 photos | Save property | Contact agent

Marketed by Robinson Estates, Marbella. Call: 03339 876 543 Local call rate

€248,941* (€320,400)
1 bedroom apartment for sale
Los Flamings, Andalusia, Spain
Third Floor One Bedroom Apartment for sale at Hoya 19, Los Flamings, Marbella Property Highlights Newly-built, spacious one bedroom, two bathroom apartment Third floor apartment with spacious 64.77m² south facing balcony Storage room and parking included in the price Delive...
More details and 8 photos | Save property | Contact agent
Marketed by Select Resorts Properties, Dorset. Call: 03339 390816 Local call rate

€248,941* (€320,400)
1 bedroom apartment for sale
Andalusia, Estorpe
Penthouse for sale in Hoya 19 in Los Flamings, Benahavis. Located within the Los Flamings Golf Resort the complex has landscaped gardens, paddle tennis court, 2 outdoor swimming pools, a children's playground and golf driving range. Hoya 19 has 24 hour security. These 1 bedroom penthouse&...
More details and 10 photos | Save property | Contact agent
Marketed by Private Property, Benahavis. Call: 03339 397906 Local call rate

€248,941* (€320,400)
1 bedroom apartment for sale
Spain, Marbella - Costa del Sol, Benahavis, L FCD5771
1-bedrooms apartment with fully-fitted kitchen in one of the most prestigious golf developments in Benahavis.

Summary Text

You have on average 3 seconds to get the attention of a buyer as they look over search results on the website, so don't waste this vital space! If a potential buyer doesn't click into your advert they cannot make an enquiry on the property.

How do you make your text stand out?
Include the most attractive features of the property and information about the surrounding area and perhaps convenient transport links. If you could only say three sentences to a potential buyer about a property what would they be?
Work that out and put them here!

4 top tips

1

Each listing should have at least 7 images, with dimensions of at least 1024 x 683

3

Be consistent by making sure every listing has a great imagery, a floor plan, your logo and a good detailed description

2

An advert with photos, a floor plan, video & exact property location could generate up to 145% more views compared to a listing with just photos

4

Refresh your listings by rotating the main image and add something new to the summary text. Returning visitors to Rightmove may well view an advert initially overlooked

For more information about advertising on Rightmove contact your account manager or our customer service team on +44 (0)1908 712 205 or email overseas.support@rightmove.co.uk