

# Staying ahead of the competition

## Why should I compare my property?

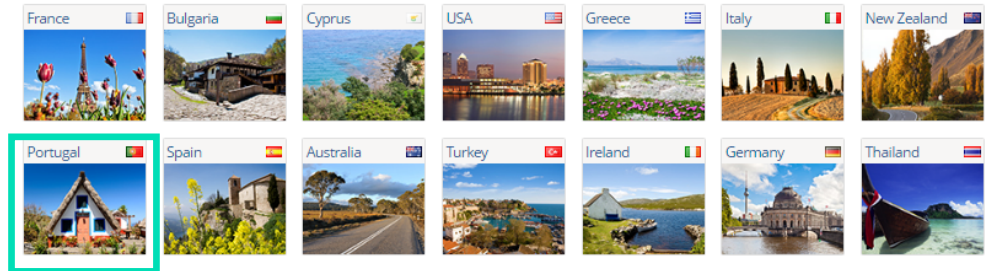
Finding your property on Rightmove and comparing it to others which are advertised will help you understand the current market. It will also give you an insight into your competitors including those properties within the same area as yours.

## How to start a property comparison

- Go to [www.rightmove.co.uk/overseas](http://www.rightmove.co.uk/overseas)
- Click on the country in which your property is located
- Type in the region / town and select similar criteria as your property then click "Find Properties"
- All available properties will appear on the next page. You will need to go through each page until you locate your property

### Overseas Property For Sale

[Buying overseas safely](#)



### Search for property in Portugal (23,889 properties)



Type a place name or click the map to begin your search.

Search in:	Silver Coast (Costa de Prata)
Property type:	Houses
Currency:	Euro
Price from:	600,000
Price to:	650,000
Min bedrooms:	3
Max bedrooms:	3
Added to site:	Anytime
Sort by:	Highest price

Include Sold STC...

Find Properties

Once you can see your property advert, you can then start by comparing its appearance with others. Important points to consider are:

- Does the summary description have enough information to make it stand out?
- Are there enough images compared to other adverts?
- Are you using the same “extra features” compared to others (such as Floorplans and Virtual Tours)?
- Does your main image stand out as much as theirs?
- Is the property price similar?

## Looking at the example




This has plenty of eye catching key words which are capitalized within the summary description.

This advert has more images than the surrounding properties, however, it is not making use of the extra features (Virtual Tours) and Floorplans).

Comparing the main images, it shows the property better than the advert above. However the advert below is bright and shows a clear blue sky with a swimming pool to help attract more attention.

## Outcome



Remove a small selection of images, add a Virtual Tour of the property as well as a Floorplan and ensure all products within the package are being used. Given the price of the property, this advert is entitled to a Premium Display which means it will display 3 images instead of 1 to help it stand out more.



**€649,000**


3 bedroom villa for sale  
[Nazaré, Estremadura](#)

Modern Villa House with an astunishing view for Atlantic Ovean and Nazaré Village, luxuou finishing materials, pool with infinite end, and ready to move.It is The Dream House that you looking for.

81  

[More details, 81 photos and virtual tour](#) | [Save property](#) | [Contact agent](#)

Marketed by Fipax, Lda, Nazare. Call: 03339 872204 [Local call rate](#)





**€625,000**


3 bedroom house for sale  
[Silver Coast \(Costa de Prata\)](#)

**PRIVATE SELLER**

This UNIQUE property is located on the Silver Coast of Portugal in Bom Sucesso. This area is home to Europe's finest GOLF RESORTS and championship courses. This LUXURIOUS villa is located on a 1,600 m2 private parcel and boasts magnificent VIEWS on the NATURAL LAGOON and the Atlantic Coast


44  

[More details, 44 photos and brochure](#) | [Save property](#) | [Contact agent](#)





**€600,000**

3 bedroom town house for sale  
[Silver Coast \(Costa de Prata\)](#)



Villa A: Located just minutes from sandy beaches, Silver Coast Residence is a DEVELOPMENT of 15, LUXURY properties with BREATHTAKING views over the Atlantic Ocean. REF. ATLRA

10  

[More details, 10 photos, floorplan, brochure and virtual tour](#) | [Save property](#) | [Contact agent](#)

Marketed by Atlas Property Portugal, Serra d'El Rei. Call: 03339 396313 [Local call rate](#)

We hope you have found this guide helpful however if you have any suggestions on how we can improve it or have any queries about your account please contact us at:

[private.seller@rightmove.co.uk](mailto:private.seller@rightmove.co.uk)