

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 sellers/buyers 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 image shows a screenshot of a web editor for an 'About Us' page. The page content includes a title 'About Us', two paragraphs of text, a section heading 'Integrity you can rely on', a 'Contact us' button, and a 'Features' section with three items. Callouts point to various editing options:

- Click to edit title (max 90 characters)**: Points to the 'About Us' title.
- Click to edit text (unlimited text)**: Points to the first paragraph of text.
- OPTIONAL: Click to add a new image (you can have one image per section)**: Points to a 'Click to add image' button in a text editor window.
- Click to complete section.**: Points to a 'Done' button in the text editor window.
- Click to add a new section (up to a max of 5 sections)**: Points to a 'Click here to add a new paragraph' button.
- 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.**: Points to an image in the 'Features' section.
- OPTIONAL: Click to add/amend title. Link clicks through to other tabs in your Microsite.**: Points to a 'Read more...' link in the 'Features' section.

The 'Features' section contains three items:

- Dedication around the clock**: Accompanied by a clock image and a 'Read more...' link.
- A friendly and experienced team**: Accompanied by a group photo of four people and a 'Read more...' link.
- See our customers' testimonials**: Accompanied by a megaphone image and a 'Read more...' link.