

The Rightmove Test

WILL YOUR HOME PASS OUR 40 POINT TEST?



The purpose of your Rightmove listing

The purpose of your Rightmove listing is not to sell your house but to sell viewings. Nobody actually buys a home direct from Rightmove. For example - you don't add it to your online basket and pay for it at a virtual checkout!

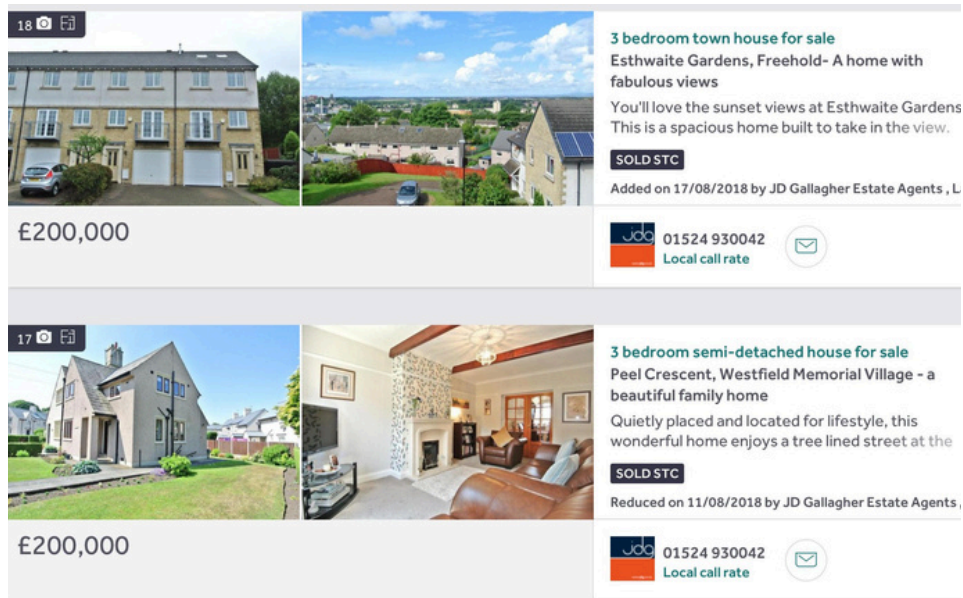
It's all about making sure house hunters click on your listing and ultimately book a viewing. There are 8 key points you need to make sure you have correct, in order to get the best possible response.

Up until now, estate agents in the know have tried to keep this secret. However, the secret is now out.

I want you to rate each of the following points of your Rightmove listing out of 5. You will finish with a score that is marked out of 40.

We've given you a sample idea of how to score under each section.

"The purpose of your Rightmove listing is not to sell your house but to sell viewings"



3 bedroom town house for sale
Esthwaite Gardens, Freehold- A home with fabulous views
You'll love the sunset views at Esthwaite Gardens. This is a spacious home built to take in the view.
SOLD STC
Added on 17/08/2018 by JD Gallagher Estate Agents , L

£200,000

01524 930042
Local call rate

3 bedroom semi-detached house for sale
Peel Crescent, Westfield Memorial Village - a beautiful family home
Quietly placed and located for lifestyle, this wonderful home enjoys a tree lined street at the
SOLD STC
Reduced on 11/08/2018 by JD Gallagher Estate Agents , L

£200,000

01524 930042
Local call rate

1. A strong headline



"Welcome to Moorside Cottage, a beautiful historic Grade II listed home. Set in stunning grounds, you'll lose yourself in this spacious family house. This Cottage is believed to be the oldest home in the Lune Valley."

Make sure your summary words stand out

Your headline is what buyers will first read about your home. It is on the summary page of Rightmove. How does yours read?

If it is missing, score 0. If the agent mentions their own name score a maximum of 3. If it reads like it could be any similar home again score just 3. If it stands out and makes you want to click, score 5!



2. The Pricing Strategy

How is your home priced?

No 99p's, please. Rightmove likes round numbers. Look at the Rightmove Price banding and price yourself where possible at the top of a bracket whenever possible.

This is easier to do if you are priced under £300,000 as the prices bands are in groups of £10,000.

Score 5, if you have marketed with nice round numbers AND appear on Page 1 of your Rightmove search. Score 3 if you are on Page 2.

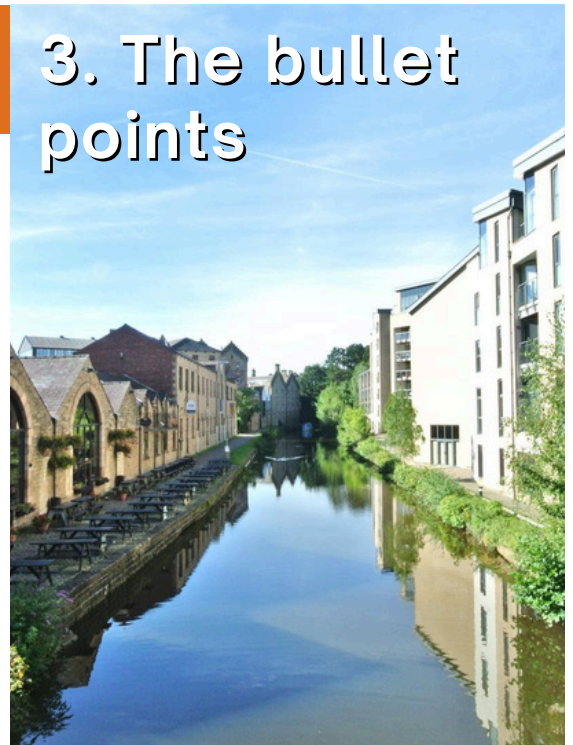
Highlight your key features

Bullet points should be used to highlight the key features of your home.

Do yours do this? Are they interesting?

If you have none, score 0. If they focus on the basics such as double glazing and gas central heating score just 2. If they highlight the best bits - score a full 5!

3. The bullet points



4. The property staging



Is your home dressed for sale?

How does your home look? Are your photos clutter-free? Are the beds dressed and bathroom free of everyday toiletries? Have you taken the magnets off the fridge and are the dustbins out of sight?

If so, score yourself a 5! If not, rate yourself honestly, knocking off 1 point for each failed area.

5. The photographs



Do your photos really show off your home?

How do your photos look? Are they bright and clear? Are they straight? Was the sky blue on photo day? Do they show off the room?

You don't need professional photos however they do need to be of a high quality.

If you think your photos are perfect score yourself a 5.

Floorplans are essential

This is very simple. You either have a floor plan or you don't. It might be 2D, it could be 3D. It might be colour. It could be black and white. That's a personal preference.

Knock 1 point off if there are no measurements or if it is so small, it is hard to read!

6. A floorplan



This 3D floor plan is only intended as a guide to the layout of the property, and is not designed to be used as a legal document. Measurements shown on this plan will not match the real property. Plan produced using PlanMaker.



Underselling v Overselling

How easily does your description read?

Avoid using cliches and long sentences. There also needs to be a flow which takes you through the home. The brochure will highlight your home's best bits. Just be careful though not to oversell, this can be just as bad as underselling!

If the description is too minimal give yourself a low score. If it's too lengthy, that can also be a problem. Score yourself out of 5.

7. Your description

8. A link to your full brochure



Does your home have a property brochure?

Is there a link to your property brochure? There either is or there isn't.

It's either full points or no points!




How did you score?

If you have scored a full 40 points and your home is sensibly priced, you should be getting viewings and expecting an offer soon. If you have scored 30 or more, you just need to make a few little tweaks. If you have scored under 20, your property listing needs help!

If you would like some help with improving your score give us a call or get in touch on the details below.



 66 Market Street
Lancaster
LA1 1HP

 michelle@jdg.co.uk

 01524 843322

 www.jdg.co.uk