

The Rightmove Test

WILL YOUR HOME PASS OUR 40 POINT TEST?



Prepared by

MICHELLE GALLAGHER
DIRECTOR SOCIAL MEDIA



The purpose of your Rightmove listing

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

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.

		<p>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.</p> <p>SOLD STC Added on 17/08/2018 by JD Gallagher Estate Agents , L</p>
<p>£200,000</p>		<p> 01524 930042 Local call rate </p>
		<p>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</p> <p>SOLD STC Reduced on 11/08/2018 by JD Gallagher Estate Agents , L</p>
<p>£200,000</p>		<p> 01524 930042 Local call rate </p>

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.

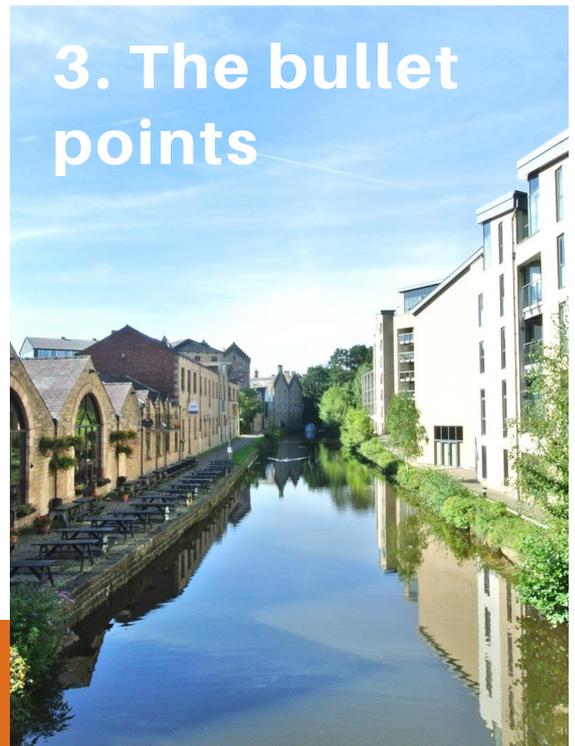
This is easier to do if you are priced under £300,000 as the prices bands are in groups of £10,000.

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.

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!



Highlight your key features

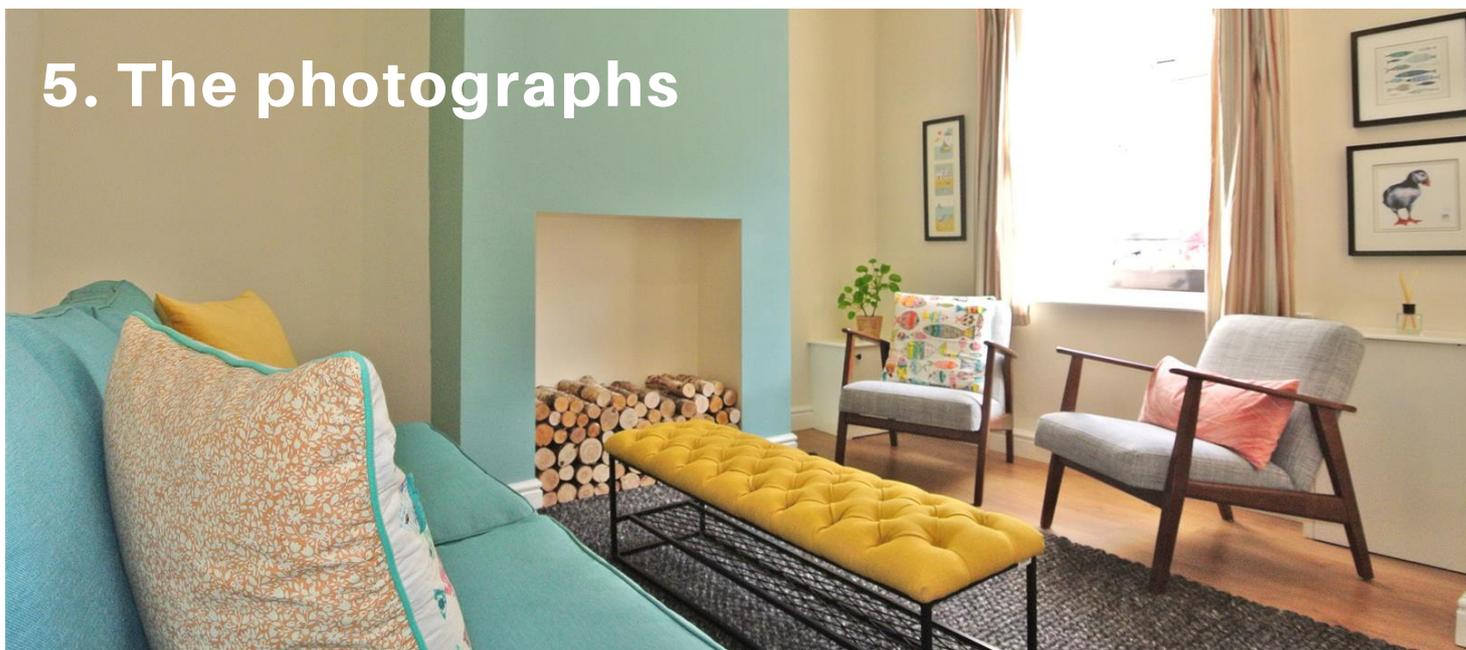


Is your home dressed for sale?

How does your home look? Are your photo's 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 your self honestly, knocking off 1 point for each failed area.

5. The photographs



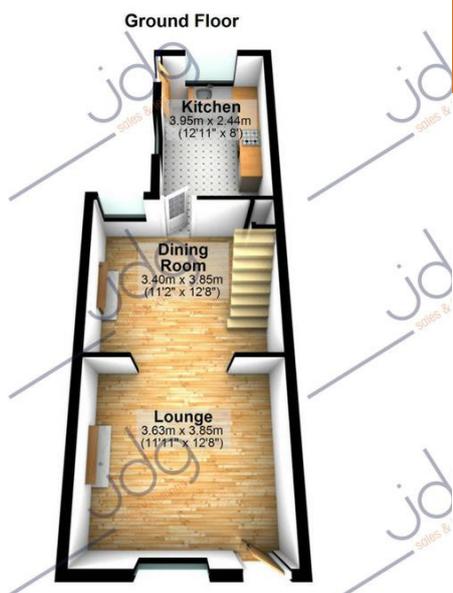
Do your photos really show off your home?

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!

This 2D/3D plan is only intended as a guide to the layout of the property, and is not designed to be a scale drawing. Measurements shown on plan will not match the real property. Plan produced using PlanIt software.

6. A floorplan



7. Your description

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.

Underselling v Overselling

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!

Becky scored just 19. She got full points for both staging her home and there was a link to the brochure. However the photos were poor, the headline was weak and there were no bullet points at all. We also helped her to improve her wording so it was more enticing. 3 weeks later she had agreed on a sale and is now looking forward to her move back North!

Can we help you? If you are unsure about how to score your own Rightmove listing, why not send me your Rightmove link to take a look at.

I'm Michelle Gallagher and at JDG we are to help.

You can email me at michelle@jdg.co.uk or call me on 01524 843322.