

Guide

How We Build Your Listing



Part of

**SHELDON
BOSLEY**
KNIGHT

LAND AND
PROPERTY
PROFESSIONALS

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Introduction.

It's important for our listings to drive results as quickly as possible, so we spent a lot of time conducting research into listings that drive sales.

By analysing Rightmove data, studying online behaviour on platforms like Amazon, and reviewing the success of the properties we've sold, we created a listing structure that works.

One of our key values is keeping things simple and this guide will walk you through how we list a property step by step - in a way that helps us sell houses as quickly as possible.

Research.

From our research, we've learned that people quickly scroll up and down through properties advertised on Rightmove. Capturing their attention with professional photos is essential.

Once they click into a listing, they browse through the photos, review the floor plan, and then scan the property description.

It's the combination of photos, the floor plan, and, of course, the price that ultimately determines whether someone books a viewing.



Tools to Write the Listing.

Property Information Questionnaire

To create your listing, we'll use the Property Information Questionnaire that you fill out. This helps us gather all the important details for your listing and for viewings.

Property Report

We'll also include an interactive property report with your listing. This report gives in-depth information about your property, as well as helpful details about the local area.

You can check out an example of a report when we share our listings with you at the end.

Photos.

We always start with an eye-catching photo of your property's exterior when we list it for sale. Over time, if the property hasn't sold, we'll switch up the main photo to keep things fresh.

Why? People scroll through properties quickly, especially on their phones. If the first photo doesn't stand out, they might move on. It's just like Netflix—they change their show images to grab attention. We do the same to make sure your property gets noticed.

If you have a photo you'd like as the main image, just let us know—we can update it on your property's performance update day.

And don't forget to check out our guide, "8 Tips to Prepare for Photos," for helpful advice!

Floorplan.

We prioritise keeping floorplans as straightforward as possible, presenting only the essential details such as the floor layout and approximate measurements to help users easily visualise the space.

Property floorplans are crucial because they enable potential buyers to understand the layout of a property. This includes the size and location of rooms, the flow of movement between spaces, and how different areas connect.

Floorplans provide a clear perspective on how the space might function.

Summary.

The summary is crucial as it's often the next thing users check after photos. It's important to utilise this space efficiently rather than writing long sentences.

Here are a few key guidelines we follow:

Keep it concise and engaging: The summary's purpose is to encourage users to explore your property details further.

Avoid duplication: Repeating information already visible on the search results page, such as the number of bedrooms or property type, wastes valuable space.

Optimise for mobile: Since the summary doesn't appear on mobile, we duplicate its content into the "Key Features" section of the listing for increased visibility.

Key Features.

We utilise the 10 "key features" bullet points to quickly communicate the essential details. This approach was developed by Rightmove, recognising that most people tend to scan a listing rather than read it thoroughly.

As noted, we strategically duplicate the key points from the summary here, as the summary is not displayed on mobile devices.



Location & Room Measurements.

Location:

This is where we direct users to the in-depth interactive report. They will have access to detailed information on local schools and their ratings, a satellite view to explore the surrounding areas, local and major transport connections, and much more.

Room measurement:

We keep this straightforward and state the following: Room dimensions and the total floor area are provided in our floor plan.

This is where we share the most frequently asked questions when people book viewings. We keep it simple and readable, presenting the information in a question-and-answer format. This way, even if the user is scanning, they can easily read the Q&A.

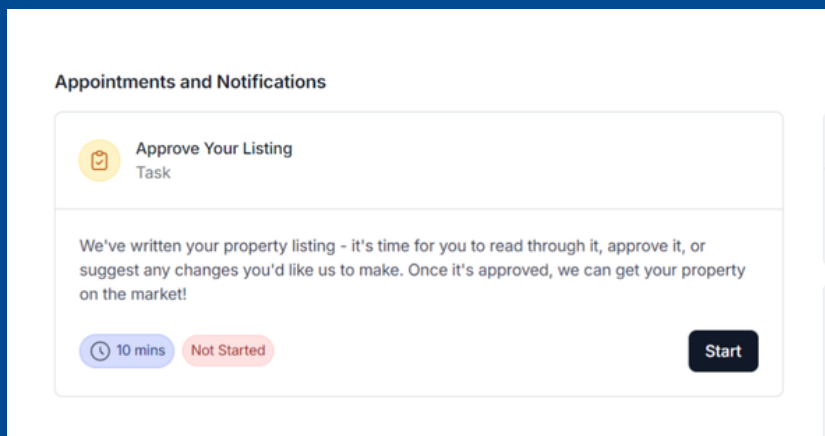
Disclaimer.

We provide five key pieces of information in this disclaimer. Please review them after completing this guide. It's essential that we safeguard ourselves and you regarding room measurements and property details, so we kindly ask potential buyers to **verify all information with their solicitor during the conveyancing process.**



Listing Approval.

Once we have created the listing, we will send you an email and a message in your portal. From there, you can request any changes or approve the listing. This streamlined process ensures we can progress quickly without unnecessary delays.



Proactive Once Live.

Once a property is live, we make adjustments during our fortnightly updates as required. We rotate photos and encourage homeowners to share any suggestions they may have regarding strategies they'd like us to implement. Being proactive is essential.

For more details on our proactive approach, refer to [A Guide to Property Performance](#) to learn about the specific actions we take once a property is listed.

A significant part of our success in getting properties sold is due to our commitment to keeping listings straightforward and informative.

Important Note.

We understand that many homeowners may prefer listings that describe every room in detail and use a variety of words to showcase the property. If that's what you're looking for, Sheldon Bosley Knight might not be the right estate agent for you. Unfortunately, we are unable to create such detailed listings.

To avoid any surprises once the photos are taken or costs are incurred, please feel free to share any suggestions or ask us questions during the valuation process.

It's important to us that we remain transparent and set clear expectations from the very beginning.

Final message from the founder.

The guide outlines the best practices for creating property listings that truly capture attention on platforms like Rightmove.

Professional photos, concise summaries, and clear floorplans help your listing stand out and convert interest into viewings.

Listings are optimised for both web and mobile users, with key features and local information easily accessible.

Once live, listings are proactively managed with regular updates to ensure they remain fresh and engaging. Transparency and simplicity are central to our approach.

[See Our Listings](#)

Got any ideas how we can improve this guide or process? Please share them -
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MIKE AND THE
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