

Creating a show stopping property ad

Compete with High Street agencies by mastering the three pillars of UK property portals: High-impact photography, strategic floorplans, and "hook" descriptions.

To ensure your DIY listing doesn't look "amateur" next to other listings, focus on these critical areas:

1. The "Hero" Shot

Your lead photograph is your most important marketing asset. On Rightmove and Zoopla, you have less than two seconds to catch a buyer's eye as they scroll.

- **The Rule:** Use a 'wide-angle' mode if using a smart phone (but avoid "fish-eye" distortion).
- **The Timing:** Shoot exterior shots during the "Golden Hour" (just after sunrise or before sunset) or on a bright, overcast day to avoid harsh shadows.
- **The Composition:** Shoot from a low angle (roughly hip height) to make rooms appear more spacious and grand.

2. The Essential Floorplan

Research consistently shows that listings without floorplans are skipped by over 50% of serious buyers.

- **Include Measurements:** Always include metric and imperial measurements.
- **Show Orientation:** Include a North arrow. In the UK, a "south-facing garden" is a premium search term; don't make buyers guess.
- **Indicate Storage:** Buyers look for "hidden" value like built-in wardrobes, utility rooms, and loft access.

3. Writing the "Hook" Description

Avoid the "Estate Agent Cliche" (e.g., "We are delighted to offer..."). Instead, use the **AIDA** model:

- **Attention:** Start with a punchy headline that highlights a unique selling point (e.g., "*Stunning Victorian Terrace with 60ft South-Facing Garden*").
- **Interest:** Mention the lifestyle—proximity to specific parks, top-rated schools, or "quiet cul-de-sac" locations.
- **Desire:** Detail the high-spec finishes, such as quartz worktops or underfloor heating.
- **Action:** End with a clear instruction on how to book a viewing through your online agent portal.

4. The "De-Clutter and De-Personalise" Rule

Portals sell a lifestyle, not just bricks and mortar.

- **Clear the decks:** Remove all items from kitchen counters except a single high-end appliance (like a coffee machine).
- **Neutralise:** While you love your family photos, buyers need to imagine *their* photos on the walls.
- **The Hotel Standard:** Make beds with crisp, neutral linen and add "pops" of color through cushions or fresh flowers.

5. Virtual Tours & Video

In the modern UK market, a 360-degree tour or a simple walkthrough video can significantly increase your "quality score" on portals, often pushing your ad higher in the search results. Use your smartphone on a gimbal to create a smooth, one-minute walkthrough of the property's flow.