

Checklist: a successful ad

Title

Pay special attention to the title of your ad. It will appear in the hit list, the detailed view of the ad and the search profile. Its purpose is to attract searchers to look at the ad.

- Highlight the property's special features
- Use a suitable header to generate interest in the ad
- Do not repeat the standard details (number of rooms, type of property etc.) in the header: these details are shown in the hit list in any case

Address

- Give the address accurately and in full (for site map or aerial photo search)
- Check address for typing errors

Standard details / prices

- Essential information
 - ad title
 - address
 - description of property
 - e-mail address
- Important: state exact price (this is a key deciding factor)
- A general rule: give as many details as possible so searchers can clearly visualise the property
- Do not put in any information about the contact person's holiday absence

Writing the ad description

- Make sure the description can be read easily and quickly
- Avoid abbreviations and foreign words
- Put the most important information first
- Avoid repetition
- Recommended order of description:
 - room layout (separate shower/WC, bath/WC etc.)
 - room sizes (in m²)
 - kitchen and bathroom equipment (dishwasher, ceramic hob etc.)
 - all floor coverings (laminated, parquet flooring, carpets etc.)
 - any special features (fireplace, patio etc.)
 - surrounding area (play area, lakeside etc.)
- In the case of a rental property, state whether the rental includes a parking space or garage, or give details of additional charges for parking if available

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Photos

- Photos make ads more eye-catching
- Make sure photos are good quality (max. 8 MB or 800x800 pixels)
- Recommended order of photos:
 - Initial large photo in ad: select an exterior view that gives a good feel for the property (the initial photo is shown in the hit list)
 - Avoid using the floor plan as the initial photo if possible
- Additional photos: interior views (kitchen, living room, bathroom etc.)
Take exterior photos when the weather is good
- Tidy the living area before taking photos, and remove any valuable objects
- If using scanned images, scan photos as true color or colour photos
- JPEG, GIF or PNG file format
- Beware: don't make it easy for thieves - make sure that the photos do not show any valuable objects, expensive cars etc.

Floor plans

- Select grey scale when scanning floor plans
- Note: floor plans must be clear and easy to see on the Internet

Additional information, distances

- Give details of any special features of the property under Additional Information (e.g. lift, pets allowed, child-friendly etc.)
- Information about distances is important for searchers, so give as much detail as possible

Documentation and videos

Your ad can also include

- documentation such as a building specification, sales documentation or floor plans, in the form of doc or pdf files
- and/or a video (formats allowed: mpeg/mpg/mov/avi/rpm/wmv/mp4/flv)
- Videos can be uploaded via YouTube (max. 15 minutes)