A guide to New Homes property admin
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What is Rightmove Admin?
Rightmove Admin lets you upload your properties to Rightmove and edit how they appear.

How to access Rightmove Admin
Logging into Rightmove Admin is easy. Just follow these instructions:

1. Get to Rightmove Plus by clicking on the link at the bottom of the Rightmove homepage.
2. Once you’ve logged into Rightmove Plus click on the "Property" tab.
3. Select "Live properties" from the drop down menu.
Your property list

From the top navigation bar, you can add a property and see a full list of all your properties in one place.

The property list is the place where all of your properties can be seen at a glance. Here’s what the icons mean:

- **Add a new property**
- **Switch between “Live” and “Not Live”**
- **The number of photos your listing has**
- **Export, email, create a copy of your listing, or print selected properties**
- **Select a property**
- **Flags that the listing is a Featured New Home**
- **Number of floorplans**
- **Spotlight label text**

Creating a copy of a property listing

Do you have a plot of very similar properties? To create a copy of the same advert, just tick the box on the left to select the property to copy, then click the "copy" icon in the top right of the property list.
Adding a new property

To add a new property, click on the “Properties” tab along the top navigation bar. Then click “Add property advert”.

a) To add a new property, click on the “Properties” tab along the top navigation bar. Then click “Add property advert”.

b) Or click on the “Add a property” button above the property list.
The first thing you'll need to do to create a property listing is to fill out some basic details. Here, you can enter things like the number of beds, price and assign a reference to your properties.

1. Enter the plot reference

Reference:

Display Address:
Yarrow Walk, Red Lodge, IP28

1. Enter basic property information

Plot number: [ ]
Price: [ ]
Price qualifier: [ ]
Bedrooms: [ ]
Property type: [ ]

2. Enter summary description

Make your property advert stand out and encourage users to click through to your full property listing.

3. Enter the plot reference

Reference:

Display Address:
Yarrow Walk, Red Lodge, IP28

Enter a reference number that's useful to you

Price, number of beds and property type

Enter a summary description. Try putting key words in capitals to help them stand out in your listing

Select a price qualifier. Some of these (like "Coming soon") will appear instead of a price on your listing. Others (like "Guide Price") will be added as wording underneath the price

Take a look at the summary advert for a 3 bedroom terraced house for sale at Camplesdon Road, South Bank, YORK. The advert is a good example of how to enter a summary description.

Once you've entered all of the required content, click on the "Save and continue" button.
Adding a new property advert - brochure

Next, add the key features of the property.

1. Enter additional property details

- **Property tags (like Driveway or Outside space)** help your property appear in specific searches

2. Enter key features

- **Add details about the tenure and year built**
- **Enter key features here, either individually or by using the “Add multiple key features” option**

Add even more key feature boxes
Adding a new property - more details

Here's your chance to enter a detailed description of the development.

3. Enter full description*

Include as much detail as possible about your property that potential buyers would find useful.

Enter a full description. (There's a 32,000 character limit).

You're able to add HTML coding here to make this really stand out.

Once you're done, click on the Save and continue button.

Adding photos, floorplans and brochures can be done from the Media tab.
Adding a new property - photos

To add your best photos to your property listings, click on the “edit” button on the media tab.

Top tip: the optimum size for Hi Res images is 1024x683 and for Lo Res is 660x440.

Then click the “Add photos” button. It’ll open up a window for you to add pictures from your computer.

Enter image captions

Removing a photo

It’s easy to remove a photo. All you need to do is hover your cursor over the photo you want to remove and click on the “X” in top right hand corner of the image.
Adding an new property - additional media

Under the photo section you’ll see where you can add additional floorplans, brochures and marketing material.

- **Add a floorplan**, either by adding a saved file or by adding an external link.
- **Link to videos** - you can embed them from YouTube or Vimeo.
- **Follow the same steps** for brochures and EPCs.

**Previewing and saving**

Once you’ve finished uploading your media, you can preview the property by clicking on the "Preview" button on the right hand side of the page.

- **Choose to make the property Live**
- **"Save" publishes the property onto Rightmove**
To get your listings noticed and give you the best chance to find a buyer quickly, there are a number of things that we recommend that you do.

Our listing star guide is designed with this in mind. It’s there to give you a guide on how to create the most successful listing, by using a start rating for each section of your listing.

Here’s what the different stars mean:

- Criteria for this feature has not been met
- Some of the criteria has been met
- All of the criteria for this feature has been met

As you input the property data, the stars will change in real time.

Please note: You do not need to have a full star on every feature to make a property live on Rightmove. This is for guidance only.
For more information on Rightmove Admin contact your Account Manager or call 01908 712 366