

How To Advertise your property to attract more interest

1 Property Photographs



Why should you upload photographs to your property advertisement?

The most active Mutual Exchange applicants use the Homechoice website to search for matches daily. They view hundreds of property advertisements every month. Uploading photographs to your property advertisement makes your property more memorable, inviting, and attractive as the information other applicants need to make a decision is readily available to them. Photographs will help your property stand out in a list of other properties of the same type by showcasing your property's individual flair and unique features. They also make it easier for other applicants to imagine themselves and their belongings in your space.

What should you do for your photographs?

- ✓ Use the first photograph to showcase your property's best feature to grab the attention of other applicants.
- ✓ Change your first photograph regularly to increase your chances of grabbing another applicant's interest.
- ✓ Upload at least five photographs of your property to give other applicants a good idea of the layout, size, and features of your property.
- ✓ If possible, use 0.5x lens on your camera to capture as much of the room as possible in a single photograph.
- ✓ Use the best lighting – open the curtains/blinds, turn on your lights, and take your photographs on a clear, bright day.
- ✓ Declutter but don't depersonalise – clear surfaces and clean the areas.
- ✓ Make sure doors, cupboards, and toilet seats are closed on your photographs.
- ✓ Crop any screenshotted images to remove unnecessary borders or website/application details.

What should you not do for your photographs?

- ✗ Do not use filters, emojis or other stickers on your photographs.
- ✗ Do not feature identifying or personal details in your photographs e.g. property numbers or car registration plates.
- ✗ Do not feature any people, pets, or visible wall-mounted photographs.

2 Property Description

- Keep your property description a couple of sentences long and feature focused to encourage other applicants to want to view your property and keep their attention.
- Do not duplicate any information that is featured elsewhere in the property advertisement to avoid losing interest e.g. floor level or lift access.
- Answer all optional questions to provide as much information in as little words as possible, including rent, heating type, and parking.
- Use the features that may interest you in another property to advertise your property, for example, if your property is pets allowed or has an additional reception room.
- Think about the features that the Mutual Exchange application form may not ask you about, for example, age restrictions or disabled adaptations.
- Note any recent home improvements, such as new flooring or a refitted kitchen.
- Highlight any amenities in the local area including transport links, schools, parks, and shops.
- Use capital letters sparingly to make key features stand out and grab attention.
- Proof-read your property description and check for any spelling mistakes.

2 Examples



“3 bedroomed house with 2 car driveway and fenced back garden. New media wall fitted in living room. Bathroom upstairs and additional WC downstairs. Local shops, schools and library within walking distance. Access to bus services for Stockport and surrounding areas.”



“ADAPTED SHOWER ROOM. Charging area for mobility scooters on ground floor. Communal laundry room. Recently decorated throughout using a neutral colour scheme. Laminate flooring in living room, hallway and kitchen. Carpeted bedroom.”



“PETS ALLOWED. New build 1 bedroomed flat with own front door access. 2 additional storage rooms and loft. Own private balcony. Bus stop across the road going to Stockport town centre. Walking distance from Edgeley train station and high street.”