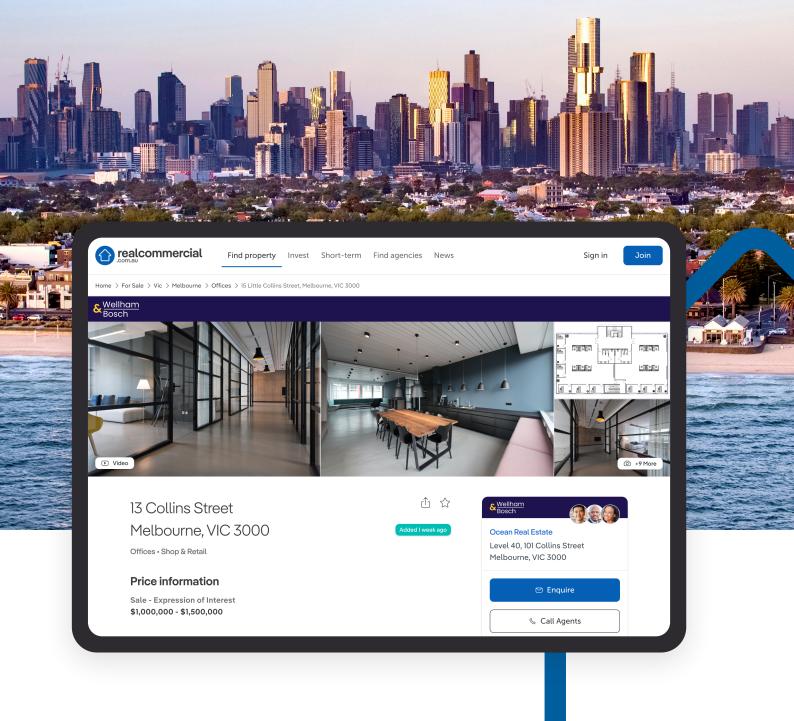
🕜 realcommercial.com.au



The perfect sale listing

Maximise your listing's potential on realcommercial.com.au to get a better result.

Creating a complete listing on realcommercial.com.au is one of the most powerful tools you have to boost enquiry. Our research shows that commercial property seekers expect access to accurate, quality information before contacting you.





First impressions matter

80% of property seekers typically ignore listings that don't contain pricing information, while 87% believe an out-of-date listing reflects poorly on the agent. Investors view a a lack of detail around lease terms and rental income as the biggest roadblock in their property search.¹

Key criteria to display on your listing



Minimum of four current photos



Detailed description (80 words minimum)



Full address



Floor/land area

Car spaces

Tip

Virtual tours and videos are an expectation for many customers with 89% expecting to see them on some, if not all listings on realcommercial.com.au.¹

Virtual tours help customers:

- Understand the layout of the space
- Get a feel for the size of the property
- Decide whether to request a physical inspection

Remember, the more detail you provide on your listing, the more likely potential buyers are to seriously consider the property.



Use the below guidelines to help perfect your listing and increase your chances of finding the right buyer, sooner.

Professional photos

Showcase the best features of your property with a minimum of four professional photos.

2 Floorplan

Sell your space.

3 Property video

Allow prospective buyers to inspect your property. Upload to YouTube as well for best results.

4 Full address

Showcase the location of the property. Having an address is important to property seekers.

5 Price

Don't skip this in hope it will generate more enquiry. A lack of price on the listing is one of the main causes of customer dissatisfcation.

6 Key proprty information

Floor/land size Impress prospective buyers with the size of your property. **Car spaces** Let property seekers know the additional benefit of your property.

7 High quality listing badge

Shown on listings that include all of the key criteria content.

8 Tenanted investment details

Highlight the key details of your tenanted investment (can only be added through Agent Admin).

9 Detailed copy

Use your sales skills in the property description to reveal the potential of your property.

10 Digital inspections

Greater prominence on your property video allows property seekers to inspect online.

Correct branding*

This is your professional portfolio. Make sure your brand is clear and consistent.

12 Agent photo*

Put a face to your name and include a photo of yourself.

For more information speak to your realcommercial.com.au representative.

