

Listings checklist

Fill in the blanks to get more enquiries

Commercial property seekers want quality information before they'll contact an agent. Use the checklist below to improve the quality of your listings and help boost engagement and enquiry.

The screenshot shows a real estate listing on a mobile app. At the top, there's a header for 'TCB Real Estate' with a 'SHARE' button. Below is a large photo of a modern office interior. A 'NEW' badge and a 'Floor' icon are visible. The listing details include: 'FOR SALE - Auction Thu 14 Sep', 'Lvl 24, 100 Lee Rd Melbourne, Vic, 3000', 'Offices • Retail', 'SALE PRICE \$2,500,000 Excl. GST', 'Land area 39.11ha (1.98 acres)', 'Floor area 10,120m²', 'Building Entire', 'Car spaces 52', 'Parking info Secured Parking', 'Tenure type Tenanted Investment', 'Municipality City of Melbourne', 'NABERS 5', and 'Auction - Thu 14 Sep 2:30 pm'. A description follows, highlighting the property's location in the CBD and its features. At the bottom, there are agency contacts for TCB Real Estate, including Alex Smith and John Oliver, and TK Real Estate, including Bill James. Each contact has a 'Call' and 'Email' button. A 'SAVE' button is at the very bottom.

Professional photos

60% are unlikely to enquire about a property without photos¹

Property video

Especially important for interstate or overseas

Floorplan

31% are unlikely to enquire without a floorplan¹

Price

52% are unlikely to enquire without a price¹

Address

58% are unlikely to enquire if no address is listed¹

Property highlights

Impress potential buyers/tenants with the property's features, usage, amenities, floor area etc.

Additional details

These could include parking, land area, zoning, fitout, projected income etc.

Detailed copy

Use your sales skills in the property description to capture the imagination and reveal the potential in your property

Correct branding

Your listings are your professional portfolio – make sure your branding is clear and consistent

Agent photo

Put a face to your name, to avoid any grey space in the agent headshot, provide an image of 3:4 ratio, for example 75 x 100 pixels, to stop any cropping.

1. realcommercial.com.au consumer survey February 2015

For more information contact your Account Manager or call 1300 798 099