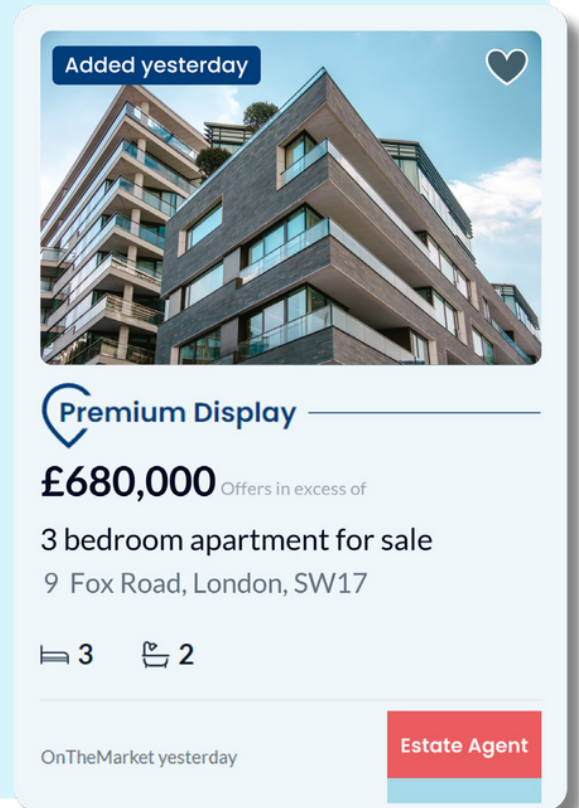


# Premium Display

Premium Display listings allow you to target one of the key unique selling points of a property which is designed to generate more views of the full details page.

## Features

- An eye-catching treatment that ensures properties stand-out among other listings. It can be a useful add-on when you are pitching to a vendor or landlord. These products offer your potential clients an enhanced promotional treatment.
- You can choose from 1 of 83 labels to emphasise the key selling point such as 'stunning views', 'town centre location', 'close to schools'.
- This enhanced treatment appears on desktop, mobile and tablets to give your clients' properties promotion across all devices.



The screenshot shows a real estate listing card. At the top left, a blue badge says "Added yesterday". At the top right is a heart icon. The main image is a modern apartment building. Below the image, the text "Premium Display" is written in a blue, stylized font. The price is listed as "£680,000" in bold, with "Offers in excess of" in smaller text to its right. Below the price, it says "3 bedroom apartment for sale" and "9 Fox Road, London, SW17". There are two icons: a house with the number "3" and a document with the number "2". At the bottom left, it says "OnTheMarket yesterday". At the bottom right, there is a red button that says "Estate Agent".

## How does it work?

- You can buy any number of Premium Display Credits for just £10 each month (minimum term three months e.g. two credits per month for a minimum of three months)
- You then choose which property you would like to apply the credit to and it will automatically receive the enhanced
- treatment - make sure you choose the best label for each property
- The treatment lasts until the property has sold or let, albeit subject to a maximum of 12 months duration for a sales
- property and three months duration for a lettings property
- Credits are added to your account in OnTheMarket Expert and you have two months to apply them to any of your properties