

# Spotlight property

The enhanced visual presentation of a Spotlight property is designed to generate extra views of your property full details pages.

## Features

A Spotlight property has the most prominent position at OnTheMarket, appearing as the first property in the search results.

The property will also appear in its natural search position and so receives double the exposure.

It has an eye catching and enhanced creative treatment when in its number one spotlight position.

This enhanced treatment also contains multiple images, ensuring property seekers see all the best features of the property in a single glance.



Average summary view uplift: **252%**

Average email lead uplift: **138%**

Average detail view uplift: **233%**

## How does it work?

- Simply buy a Spotlight property for your development and the specialist treatment will apply to one of your properties. It is valid for a full month and is renewed monthly for as long as the contract lasts.
- You can move the Spotlight treatment from property to property and can buy as many Spotlight properties per development as you like.
- If you do not apply it to a property, there is no need to worry, we will automatically apply it to one of your available properties and we will rotate the chosen property each day.
- We will only select properties that have been made live in the last 28 days to ensure your most relevant properties are promoted.