

Premium Display

User guide



This guide is designed to help you with the implementation of Premium Display properties at OnTheMarket Expert.

To find out more about the Local agent, Property alert banners and Spotlight please email support@onthemarket.com or call 0808 120 2877. Our team will be more than happy to help.

Premium Display

Premium properties stand-out in the results with a highlighted background and the opportunity to set a sticker on the property, which emphasises one of the key selling points of the property. In mobile and list view, the listing is also shown with additional images.

List view

Recently added ♥






Premium Display

£215,000

3 bedroom terraced house for sale

Viscount Drive, Rhodes, Middleton, Manchester, M24

- 📍 Tenure: Leasehold
- 📍 CONTRACT READY
- 📍 PARKING
- 📍 GARDENS

🏠 3 📄 2



Marketed by Ryder & Dutton - Middleton

OnTheMarket < 7 days

0161 937 7287

 **Email agent**



Premium Display

£215,000

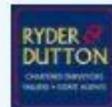
3 bedroom terraced house for sale

Viscount Drive, Rhodes, Middleton, Manchester, M24

3 2

Grid view

OnTheMarket < 7 days

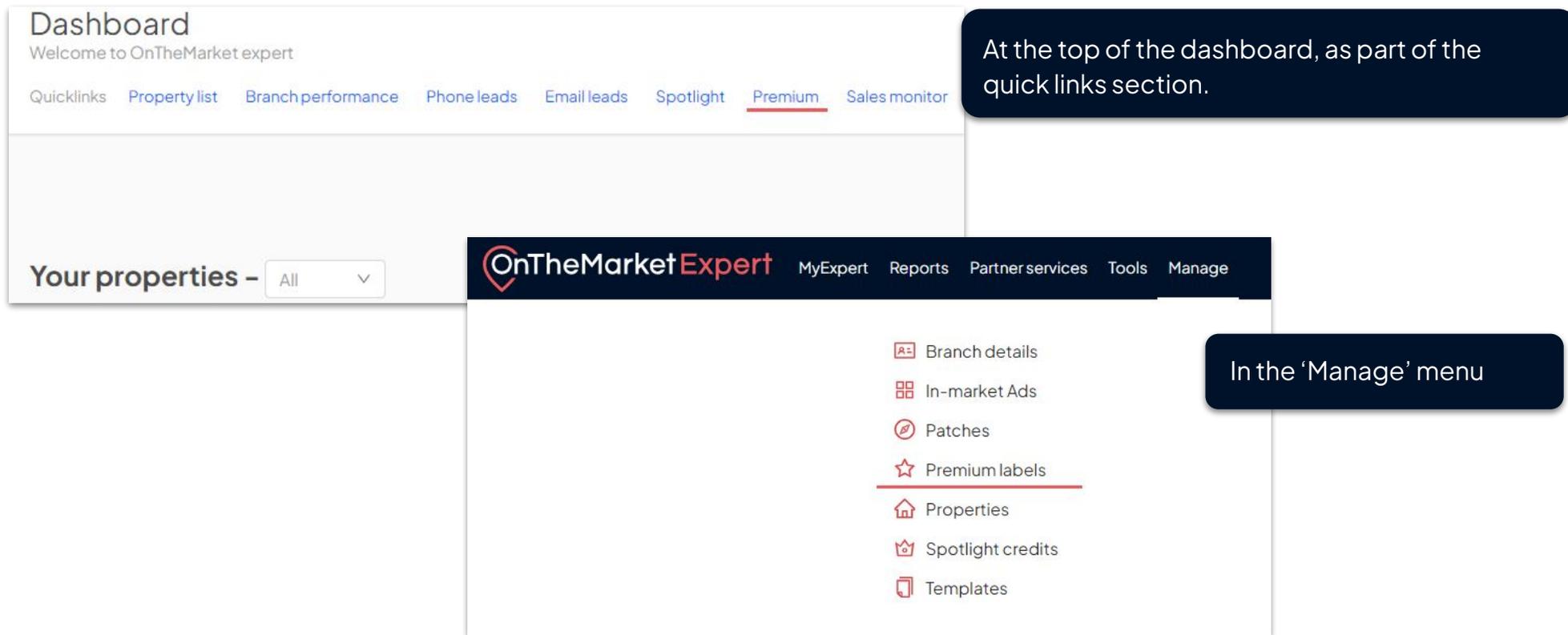


When you purchase a Premium Display credit, you are purchasing either a sales or lettings credit. A credit is applied to a single UK residential listing of the same type, where it will remain in place until the property has been sold or let. If the listing has not sold in 12 months or let in 3 months, the premium status will be automatically removed. New credits are applied monthly to your account and need to be used within 6 months.

Using the Premium Display administration screen, it is possible to set a listing as Premium Display, set the sticker you wish to apply and also see the credits you have available.

Accessing the Premium Display administration system

Log in to OnTheMarket Expert and view an individual branch/development. The administration system for Premium is available in two places.



The screenshot displays the OnTheMarket Expert dashboard. At the top, the 'Dashboard' header is visible with the text 'Welcome to OnTheMarket expert'. Below this is a horizontal navigation bar containing several quick links: 'Quicklinks', 'Property list', 'Branch performance', 'Phone leads', 'Email leads', 'Spotlight', 'Premium', and 'Sales monitor'. The 'Premium' link is highlighted with a red underline. A dark blue callout box points to this link with the text: 'At the top of the dashboard, as part of the quick links section.'

Below the quick links is a section titled 'Your properties -' with a dropdown menu currently set to 'All'. To the right of this is a dark blue navigation bar with the 'OnTheMarket Expert' logo and several menu items: 'MyExpert', 'Reports', 'Partner services', 'Tools', and 'Manage'. A dark blue callout box points to the 'Manage' menu with the text: 'In the 'Manage' menu'. A dropdown menu is open under 'Manage', listing several options: 'Branch details', 'In-market Ads', 'Patches', 'Premium labels', 'Properties', 'Spotlight credits', and 'Templates'. The 'Premium labels' option is highlighted with a red underline.

Premium Display administration system

The administration screen is split into two tabs, one for sales and one for lettings. If you have both at your branch, you can switch using the option at the top of the screen.

Premium display

Sales Lettings

Premium properties

Photo	Address	Postcode	Price	First visible	Sticker text

Currently on Premium

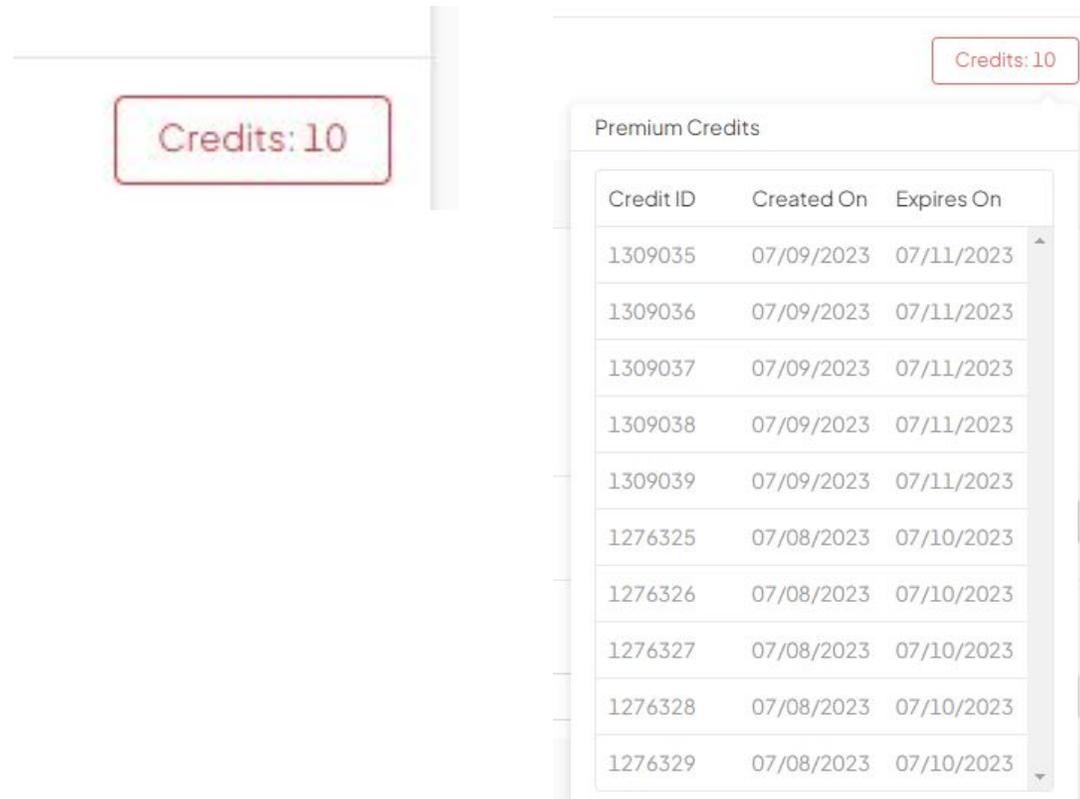
The first section of the screen shows the properties currently featured as Premium display. In this section it is possible to change the sticker shown against the property. The sticker can be changed at any time on an existing premium property, without using another credit. To do this, simply select a new sticker from the dropdown and click save. Please allow 2 hours for this to update on the site.

Sales Lettings
Credits: 0

Premium properties

Photo	Address	Postcode	Price	First visible	Sticker text	Action
	123 Smith Street	SW13 9RU	£7,950,000	05/06/2023	Premium display	Remove
	7 Fox Street	SW13 9EB	£5,500,000	27/03/2023	Premium display	Remove

This section also shows the number of credits you have available to use. Clicking on the credits box, will open a dialog box that gives a breakdown of each credit available and when it will expire.



The screenshot displays a user interface element for managing credits. On the left, a red-bordered box contains the text "Credits: 10". To its right, a larger dialog box titled "Premium Credits" is open, showing a table of credit details. The table has three columns: "Credit ID", "Created On", and "Expires On". It lists ten individual credit entries with their respective IDs, creation dates, and expiration dates.

Credit ID	Created On	Expires On
1309035	07/09/2023	07/11/2023
1309036	07/09/2023	07/11/2023
1309037	07/09/2023	07/11/2023
1309038	07/09/2023	07/11/2023
1309039	07/09/2023	07/11/2023
1276325	07/08/2023	07/10/2023
1276326	07/08/2023	07/10/2023
1276327	07/08/2023	07/10/2023
1276328	07/08/2023	07/10/2023
1276329	07/08/2023	07/10/2023

Apply a Premium Display credit

Below the section showing those currently on Premium Display, is a list of available properties that can have Premium Display applied.

Available properties **1 of 1**

Photo	Address ↕	Postcode ↕	Price ↕	First visible ↕	Sticker text	Action
	123 Smith Street	TA6 7JN	£340,000	14/06/2023	Premium display ▼	Add

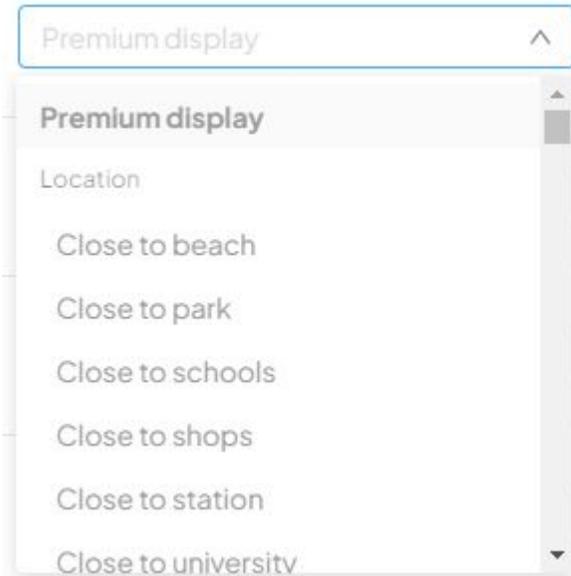
To select a property, you can either scroll through the whole list or use the search function at the top left of this section.

Available properties **1 of 1**

This will look for keywords in the address or postcode, filtering the results and making it easier to find the property or properties you are looking for.

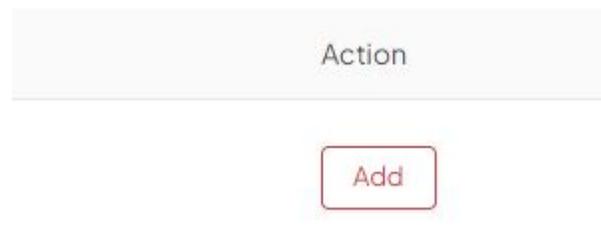
To apply a Premium Display credit to a listing, there are 3 steps to follow

Step 1.



Choose the sticker text you want to show against the property. There are over 60 to choose from. Alternatively you can leave it as the default, 'Premium display'.

Step 2.



Click the 'Add' button

Step 3.

The listing will move to the top section with the other properties that have Premium Display applied. At this point, you can either confirm the Premium Display listing by clicking the confirm changes button or remove it if you added by mistake.

Premium properties

Photo	Address ↕	Postcode ↕	Price ↕	First visible ↕	Sticker text	Action
	7 Smith Street	SW13 9RU	£7,950,000	05/06/2023	Premium display ▼	Remove
	1 London Road	SW13 9EB	£5,500,000	27/03/2023	Premium display ▼	Remove
	100 John Road	SW13 9ET	£3,995,000	01/03/2022	Premium display ▼	Remove
	123 Fake Street	SW13 0NS	£525,000	01/09/2021	Premium display ▼	Remove
	2 Fox Street	SW13 0NY	£375,000	19/06/2023	Close to park ▼	Remove

[Confirm changes](#)

Remember to click the **Confirm changes** button if you are happy with everything, if you leave the screen before this step, the Premium Display won't be applied.