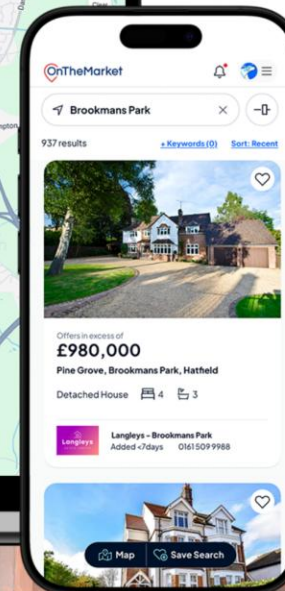
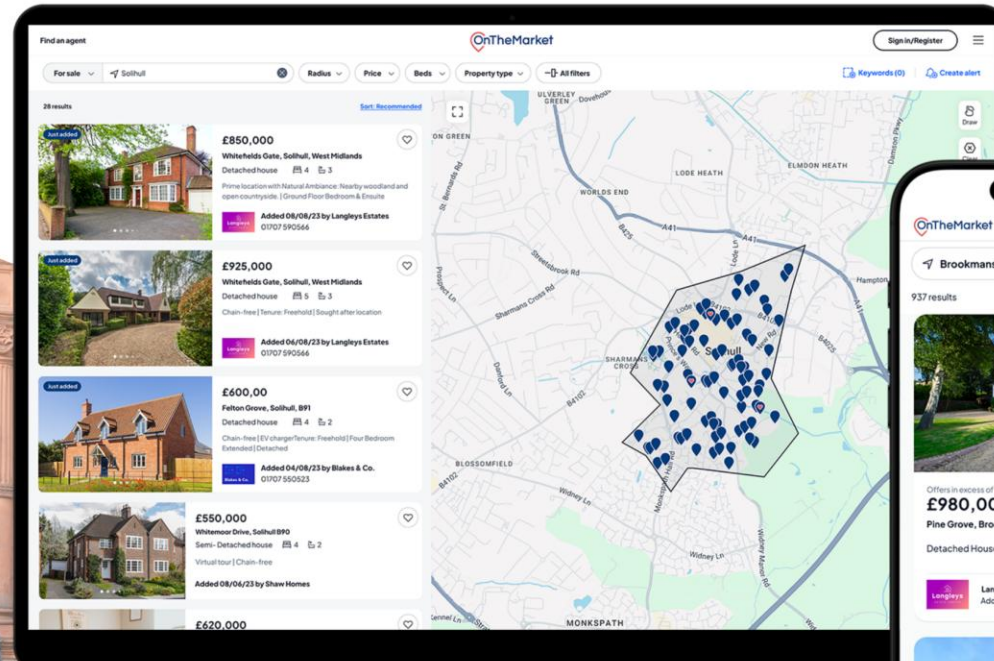




Spotlight Agent Guide



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This guide is designed to help you with the implementation of Spotlight Properties at OnTheMarket Expert.

Spotlight Properties benefit from maximum stand-out by appearing first in the results that match a given search at OnTheMarket.

With its bigger size and multi-image format, the enhanced visual presentation is designed to stand out from other results.

Map View

Spotlight Property



£450,000

The Glade at The Lanes Lapidge Drive, London S...

Apartment 1

Total area: 561 sq ft (52.12 sq m) | Spacious double bedroom | Underfloor heating | Flowing, open plan...

Barratt London - The Lanes
Added > 14 days 020 4638 0694

Mobile View

Spotlight Property



£230,000

3 bedroom semi-detached house
for sale
Heather Way, Thornton

BerkeleyShaw
REAL ESTATE

Berkeley Shaw Real Estate
- Merseyside
Added > 14 days • 01513822191

List View

Spotlight Property



£450,000

The Glade at The Lanes Lapidge Drive, London SW17

1 bedroom apartment for sale

1

- Total area: 561 sq ft (52.12 sq m)
- Spacious double bedroom
- Underfloor heating
- Flowing, open plan layout

Barratt London - The Lanes
Added > 14 days
020 4638 0694

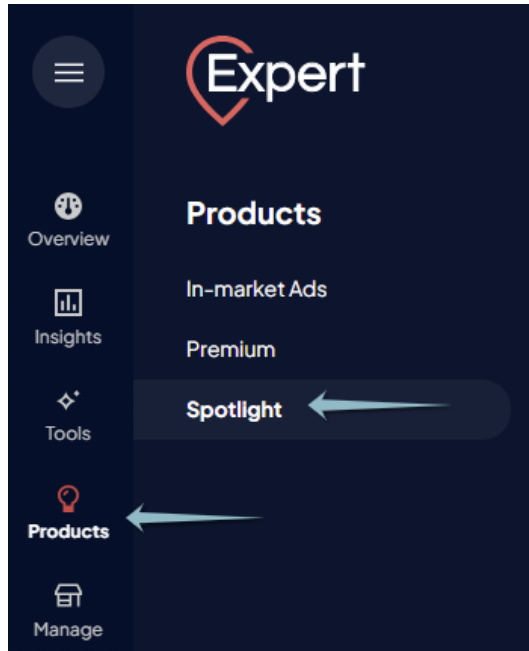
Email agent

Accessing the Spotlight Property administration system

1 - Login to OnTheMarket Expert.

If you have multi-branch/development, or company access, first click into a branch/development.

2 - From the left hand panel, click 'Products', then 'Spotlight'



Sales and Lettings credits

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

Currently on Spotlight

Next, you will see the properties currently on Spotlight. If a property has been selected using the automated rotation setting, the text 'Automatically selected' is shown.

This section also shows the number of Spotlight credits you have purchased and how many are currently in use.

Currently on Spotlight 1 Credit purchased (1 Used)



A property listing card with a rounded rectangular border. At the top center is a small square image of a property interior. Below the image, the text reads: 'Hythe, Flavia Cottage Roman Road', '£450,000', '4 Bedrooms', and 'Available'.

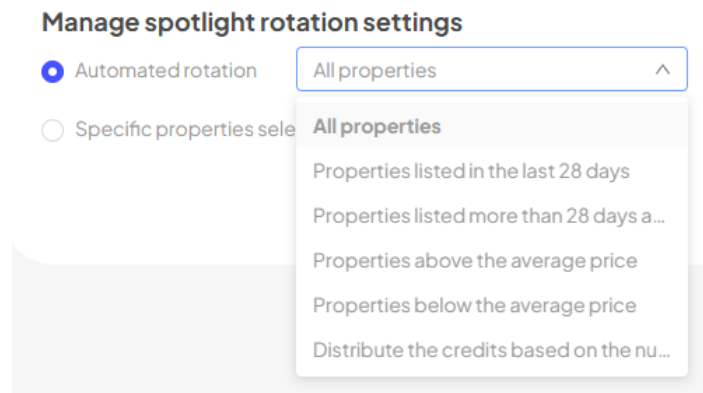
Manage rotation settings

Below the 'Currently on Spotlight' section, are options to control how listings are rotated. The two options are: 'Automated rotation' or 'Specific properties selected from those available'

Automated rotation

If this option is selected, we'll automatically pick a current listing from your inventory. The listing chosen is rotated once every 24 hours. Choosing this option requires the least management, as the system will choose different properties for you each day.

There are multiple ways the system can rotate your properties, and you can choose which best suits your needs from the dropdown.



- **All properties (default setting):** We'll automatically assign your Spotlight credit(s) with an available listing.
- **Properties listed in the last 28 days:** Any available listing, but we'll limit the choice to those listed in the last 28 days.
- **Properties listed more than 28 days ago:** Any available listing, but we'll limit the choice to those listed more than 28 days ago.
- **Properties above the average price:** We calculate the average price of all properties you have listed, then select listings that are higher than this average.
- **Properties below the average price:** We calculate the average price of all properties you have listed, then select listings that are lower than this average.
- **Distribute the credits based on the number of bedrooms:** This option can be useful when you have more than one credit. We'll use each credit with a listing for properties with different number of bedrooms. i.e 1 x 1 bedroom, 1 x 2 bedroom, 1 x 3 bedroom, etc.

Manually selected properties

If you'd like more control, you can select your own rotation/properties.

If you select this option, choose which of your listed properties you'd like to Spotlight from the available properties section. If more properties than Spotlight slots are selected, we'll rotate them each night. If fewer properties than Spotlight slots are selected, we'll use the credits with randomly chosen available properties.

Available properties

This section is only relevant if you have chosen 'Selected properties' in the rotation setting. If this is the chosen rotation, we'll only show the property or properties selected in the Spotlight slot.

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

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

To select properties to be featured, click on the checkbox under the Spotlight column. Once you've selected all the properties you wish to feature, click 'Save'.

To remove a credit, deselect it using the same checkbox, and save again.

N.B Always remember to save before leaving the screen.

Spotlight expiry date

If you have chosen 'Selected properties' in the rotation setting, you have the option to set a Spotlight expiry date for each property, which will be enabled when Spotlight is ticked. Once the Spotlight expiry date has been reached, we'll revert to a rotation of the remaining selected properties.

If all properties you have selected reach their expiry date, we'll revert to the 'Automated rotation' setting.