

A large, semi-transparent red heart shape is overlaid on the left side of the image. Inside the heart, the text "Spotlight Properties" is written in a large, white, sans-serif font. Below it, the text "User guide" is written in a smaller, white, sans-serif font.

User guide

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

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

Spotlight Properties

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.

List view

Spotlight Property

£193,600

1 bedroom apartment for sale

SKY GARDENS, Silver Street, Water Lane, Leeds, West Yorkshire, LS11

- NEW RELEASE
- SKY GARDENS LEEDS
- 1, 2 and 3 bedroom apartments
- 32 floors tower

Aspen Woolf

Marketed by Aspen Woolf
- Blackfriars

OnTheMarket > 14 days

020 8022 1011

Email agent

1 1

Mobile view

Spotlight Property

£67,000

2 bedroom flat for sale

HALIFAX, Wheatley Court, Mixenden, Halifax, HX2

2 1

OnTheMarket > 14 days

Grid view

Spotlight Property

£475,000

2 bedroom apartment for sale

1A Hillreach, London, SE18

2 2

OnTheMarket > 14 days

Marketed by Aspen Woolf - Blackfriars

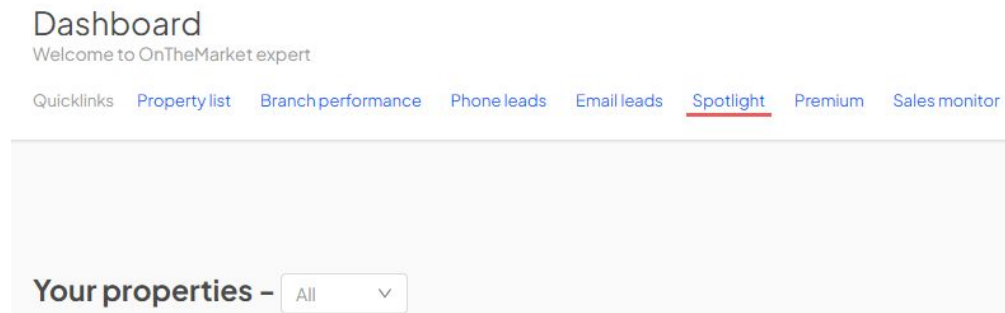
When you purchase a Spotlight, you are purchasing either a UK residential sales or lettings slot to feature one of your listed properties.

Using the Spotlight administration screen, it's possible to control the properties that are featured in your Spotlight slot.

Accessing the Spotlight Property administration system








Login to OnTheMarket Expert and view an individual branch/development. The administration system for Spotlight is then available in two places:

1) At the top of the dashboard, as part of the quick links section.



2) In the 'manage' menu, there is an option to navigate to Spotlight credits.



-  Branch details
-  In-market Ads
-  Patches
-  Premium labels
-  Properties
-  Spotlight credits
-  Templates

Spotlight administration system

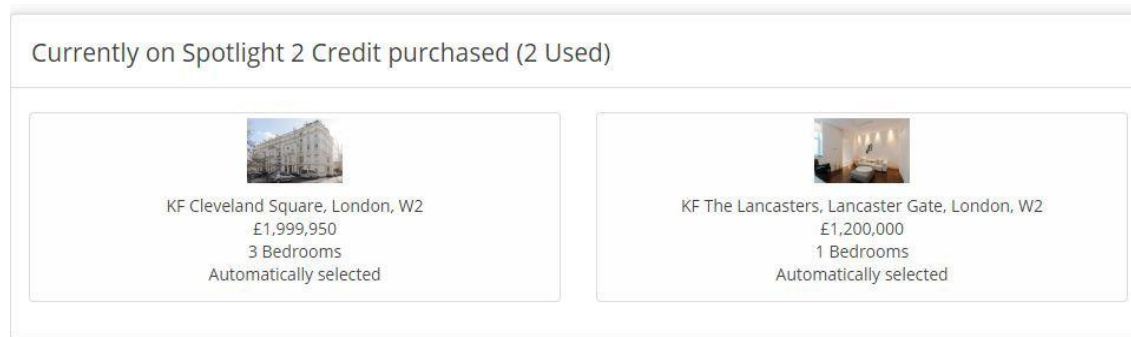
The administration screen is split into two tabs, one for sales and one for lettings. If you have both at your branch, you can switch using the options at the top of the screen.



Currently on Spotlight

The first section of the screen shows the properties currently featured in your Spotlight slot(s). Where 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.



Manage rotation settings

Below the 'Currently on Spotlight' section, are options to control how listings are rotated in your Spotlight advertising space. There are two options to choose from, 'automated rotation' and 'specific properties selected from those available'.

Manage Spotlight Rotation Settings

Automated rotation

All properties 

Specific properties selected from those available

Automated rotation

If this option is selected, we'll automatically pick a current listing from your inventory, to feature in the Spotlight position. The listing chosen by the system will be updated every 24 hours. Choosing this option has the least management overhead, as the system will choose different properties for you each day.

There are a number of ways the system can rotate your properties and you can choose which best suits your needs from the dropdown.

Automated rotation

All properties ▼

All properties

Properties listed in the last 28 days

Properties listed more than 28 days ago

Properties above the average price

Properties below the average price

Distribute the credits based on the number of bedrooms

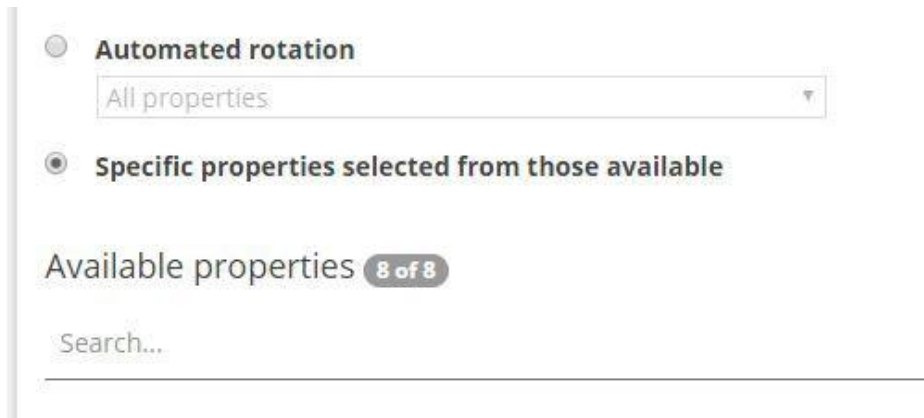
- **All properties (default option):** We'll fill your Spotlight credit(s) with any currently available listing
- **Properties listed in the last 28 days:** Any available listing but we'll limit the choice to those listed in the last 28 days
- **Properties listed more than 28 days ago:** Any available listing but we'll limit the choice to those listed for more than 28 days
- **Properties above the average price:** We calculate the average price of all properties you have listed and then choose listings that are higher in price than this average
- **Properties below the average price:** We calculate the average price of all properties you have listed and then choose listings that are lower in price 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 fill 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.
- **Distribute the credits based on property styles** (available to new home developers only): This option can be useful when you have more than one credit. We fill each credit with a listing for properties with different styles. For example, you have three credits and four styles on your development, we'll pick three plots that are based on three different styles

Selected properties

If you'd like more control, it's possible to select your own rotation list. If this option is selected, simply choose which of your listed properties you'd like us to feature in the Spotlight slot 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 fill the credits with randomly chosen available properties you currently have listed with us.

Available properties

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



The screenshot shows a settings panel with two radio button options. The first option, 'Automated rotation', is unselected. Below it is a dropdown menu currently set to 'All properties'. The second option, 'Specific properties selected from those available', is selected. Below this, there is a heading 'Available properties' followed by a badge indicating '8 of 8' items. At the bottom of this section is a search bar with the placeholder text 'Search...'.

To select properties you can either scroll through the whole list or there's a 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 you are looking for. To select properties to be featured as Spotlight Properties, just click on the checkbox under the Spotlight heading. Once you've selected all the properties you wish to feature, click save. To remove a property, 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 also 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 an auto rotation of all properties.

All properties

Specific properties selected from those available

Available properties 4 of 4

Search...

Photo	Plot	Style	Address	Postcode	Price	Bedrooms	First visible	Last featured	Spotlight	Expiry date
	134	BALMORAL	Abbey Road Elderslie	PA5 9JJ	£309,995	4	10/08/2020	25/10/2020	<input type="checkbox"/>	<input style="border: 2px solid red;" type="text"/>
	127	Craigston	Abbey Road Elderslie	PA5 9JJ	£287,995	4	28/08/2020	01/09/2020	<input type="checkbox"/>	<input type="text"/>