

## REASON FOR RANKING

Privateproperty.co.za is creating the most trusted online property market place. To do this, we require a minimum listing criteria. This ensures that browsers have a rich enjoyable experience that results in good-quality leads.

We also understand that all listings are not equal, and the richer in detail and accuracy that a listing is, the higher we should rank that listing. Rich, accurate listings turn browsers into buyers.

A browser can change the filter type away from “listing score” but this is the default setting and preference of browsers.









## MAKE UP 25% OF YOUR LISTING SCORE

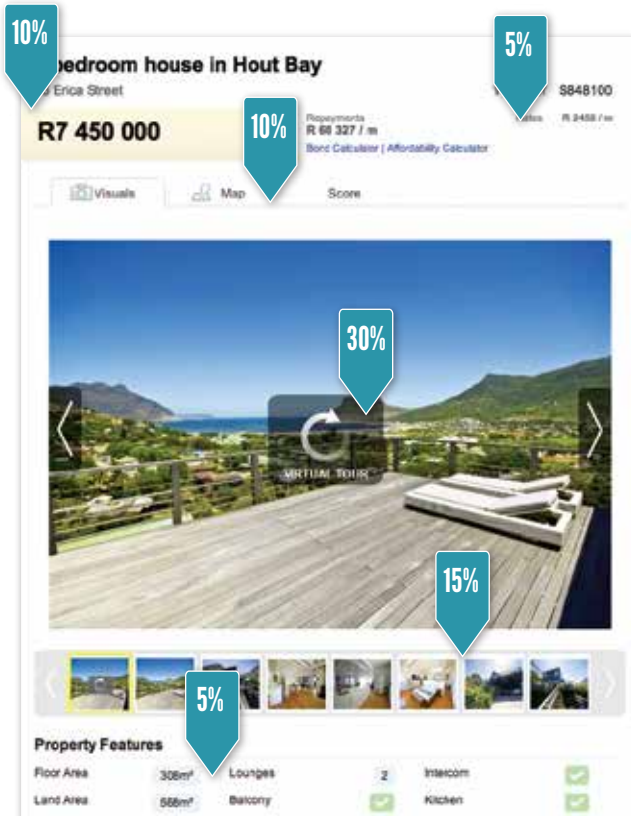
### minimum requirements:

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- Sales listings require a minimum of **3 images** (*Dimensions for these images are ideally 600 width x 450 in height*)
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- Sales listings must have a relevant asking **price**
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- Sales listings **expiry dates** have to be in the future
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- Sales listings must have a **full address** (*hidden or shown*)
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- Sales listings must have a property **description** of no less than 140 characters
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- A farm has to have a farm name
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- Land has to have a land-size
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- A house must have numbers for **bathrooms** and **bedrooms**, and a **home type** (*duplex etc.*)
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# SCORE ANOTHER 75%

The description must show:

	A Virtual Tour and Floor Plan	30%
	12 Unique Hi-Resolution Photos	15%
	The Full Address	10%
	Map Location	10%
	Additional Price Details (Levis and Rates)	5%
	Detailed Property Information - Floor/Land Area	5%



4-bedroom house in Hout Bay  
Erica Street  
R7 450 000  
R 68 327 / m  
R 3458 / m

10% 5% 10% 30% 15% 5%

Property Features

Floor Area	306m <sup>2</sup>	Lounges	2	Intercom	✓
Land Area	566m <sup>2</sup>	Balcony	✓	Kitchen	✓

TOTAL 100%

Perfect score,  
perfect listing!