



# LISTING GUIDELINES

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# 1. Traffic Light Policy

## INTRODUCTION

With such a large volume of local agents using PropertyPal, we want to try to ensure that each and every one is treated equally and can enjoy the same benefits from our platform.

Although we've strived for this for years, we have introduced a new Traffic Light Policy system to try to assist us in that process.

Our new Traffic Light Policy is a set of measures we're implementing to ensure all agents follow our given guidelines on how to list properties on our website. These are measures that will apply to every agent.

We understand that everyone makes mistakes from time to time, and we have implemented this system to ensure that these mistakes are rectified and that consistent, standardised property descriptions are used across our website that will be more compelling for our users, and your potential customers.

## GREEN

We understand that mistakes happen. So, if we spot a mistake in your listings we'll let you know what it is and how to fix it, as soon as we can. As this is your first mistake, we will allow you 2 working days to fix it and check all your other listings for the same errors.

In the first instance, an email detailing this will be sent to the Directors or Decision Makers within your company or organisation. If there has been no response after 24 Hours, we will then send an email to your enquiries email address asking you to correct your listings.

If you have not managed to correct your listings within 2 working days of receiving our email, we will then hide all of your property listings from view on our website as we need to protect your customers.

When you have fixed the issue on the listings, please let us know as soon as possible. We will then reactivate your properties immediately, so they are visible to the public again.

## AMBER

If you repeat the same mistake a second time within 12 months of the first, we will let you know that the issue has happened again and how to fix it, as soon as we can. As this is your second mistake, we will

allow you 2 working days to fix it and check all your other listings for the same errors.

In the first instance, an email detailing this will be sent to the Directors or Decision Makers within your company or organisation. If there has been no response after 24 Hours, we will then send an email to your enquiries email address asking you to correct your listings.

If you have not managed to correct your listings within 2 working days of receiving our email, we will then hide all of your property listings from view on our website as we need to protect your customers.

## RED

From our experience, we know that it's highly unlikely, however, if the same mistake is made for a third time within 12 months of the second, we do feel it is highly important for us to act to protect our users and the marketplace immediately.

ALL of the listings from your agency will therefore be hidden from view on PropertyPal immediately and will not be re-added until after an arranged meeting takes place to discuss and review the continuation of your advertising on PropertyPal.

Additionally, we will contact National Trading Standards to inform them of our findings and the actions we have taken to protect our customers.

For us, it's paramount to maintain the integrity of our listings. It not only gives users more faith in our brand, and yours, but helps to protect your reputation and gives you assurance that all agents are treated in a similar way when it comes to using our services.

If you have any questions or comments about our new Traffic Light Policy, please let us know by emailing [help@propertypal.com](mailto:help@propertypal.com).

## LEGAL

In the event of any conflict between the terms of this Traffic Light Policy and the other legal terms in place between you and us, those other legal terms shall prevail to the extent set out therein.

Nothing in this Traffic Light Policy shall limit or restrict in any way our legal rights, including those arising for a breach of the contract terms between us.

## 2. Listing Guidelines Introduction

The listing guidelines sets out answers to many of the frequently asked questions by estate agents and developers who list with PropertyPal.

By listing adverts on PropertyPal, members agree to be bound by the listing guidelines as set out within the following.

## 3. Company Logos

### **CAN I DISPLAY MY LOGO ADVERTISING MY BRAND ON MY PROPERTIES?**

As we already clearly display your logo, telephone number and contact details on each and every property, we insist that you keep the photos of the property to just that. Our system will automatically remove any non-property images from the listings on PropertyPal. This gives users the best views of the property and helps us to report to you on user behaviours.

### **CAN I ADD WATERMARKS TO MY PHOTOS?**

Yes - you can certainly watermark your photos with your company branding. Bear in mind though that you will want to show your properties to their best advantage, so we ask that any watermarks are translucent, and small enough that they do not detract from the images of the property. Please note that all images on PropertyPal are watermarked with our logo so this may overlay any watermark you add.

### **CAN I DISPLAY MY PHONE NUMBER ON MY LOGO?**

Due to the different sizes of logo displayed on the various pages throughout PropertyPal it is very likely that your phone number will be illegible therefore taking away from your company brand. We clearly display your logo, telephone number and contact details on each property making adding a phone number to your logo unnecessary and prohibited. We also report on 'Phone number reveals / clicks' across the website and apps. Displaying your phone number on your logo will be detrimental to reporting your performance on PropertyPal.

## 4. Property Descriptions

### **CAN I ADD MY CONTACT DETAILS TO THE DESCRIPTION OF A PROPERTY?**

We clearly display your logo, telephone number and contact details on each property. As part of our service to you we ensure users have a standardised mechanism to view your contact details or directly contact you from the property they are interested in. Displaying your contact details in the description of a property will be detrimental to reporting your performance on PropertyPal.

### **CAN I DISPLAY MY SELLING FEES IN THE DESCRIPTION OF A PROPERTY?**

We do not allow selling fees to be displayed on any property.

### **CAN I ADVERTISE MY MORTGAGE SERVICES OR OTHER BUSINESS SERVICES IN THE PROPERTY DESCRIPTION?**

As part of our General Terms of Membership we do not allow advertising of business services within the description of a property.

### **CAN I SHOW MY WEBSITE ADDRESS IN THE PROPERTY DESCRIPTION?**

We strip out the coding that allows links such as website addresses to work. We link directly to your website in the contact details on every property.

### **CAN I ADD PROPERTY DETAILS FOR EXAMPLE "BEAUTIFUL FAMILY HOME WITH EQUESTRIAN CENTRE" TO THE ADDRESS OF A PROPERTY?**

We work very hard to index properties on search engines, which means that when a user searches for an address, we endeavour to outperform our competitors in the search engines listings. By adding additional text to the address of a property, you are reducing the chances of a search engine picking up the address, and therefore are limiting the potential views of the property, therefore we do not permit adding property details to the address of a property.

### **CAN I ADD "SOLD BY" OR "ANOTHER ONE GONE" TO THE DESCRIPTION OF THE PROPERTY?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

## 5. Property Images

### **CAN I PUT BANNERS ACROSS MY IMAGES TELLING USERS A PROPERTY IS UNDER OFFER OR SALE AGREED?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I ADD WATERMARKS TO MY PHOTOS?**

Yes - you can certainly watermark your photos with your company branding. Bear in mind though that you will want to show your properties to their best advantage, so we ask that any watermarks are translucent, and small enough that they do not detract from the images of the property. Please note that all images on PropertyPal are watermarked with our logo so this may overlay any watermark you add.

### **CAN I ADD LIFESTYLE IMAGES OF MY TOWN TO MY PROPERTIES?**

We restrict photography and videography to only images of the property (interior and exterior) and images taken within the perimeter of the property boundaries.

### **CAN I ADD PHOTOS ADVERTISING MY COMPANY'S OTHER SERVICES ON MY PROPERTIES?**

As part of our General Terms of Membership we do not allow advertising images on properties.

### **WHERE I HAVEN'T GOT ANY PHOTOS OF A PROPERTY, CAN I PUT MY OWN IMAGE?**

No - where there are no images of a property, we show a generic 'Awaiting Image' photo. As we already clearly display your logo, telephone number and contact details on each property, we insist that you keep the photos of the property to just that. This gives users the best views of the property and helps us to report to you on users behaviours.

### **I HAVE NO IMAGES OF THE PROEPRTY - CAN I USE GOOGLE IMAGES OR THE BROCHURE?**

Where there are no images of a property, we show a generic Awaiting Image photo. We insist that you do not show Google images or Streetview shots as Google have strict licensing conditions.

### **CAN I USE TEXT ON PHOTOS OR DESCRIPTION TO LET USERS KNOW A PROPERTY IS UNDER OFFER OR SALE AGREED?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I ADD A BANNER TO A PHOTO TO ADVERTISE AN OPEN VIEWING?**

We provide an Open Viewing service which includes emailing users to inform them of upcoming open viewings on properties that match their desired criteria. As we automatically add the banner to the property image, there is no requirement for the agent to add this additionally. We also remove this banner automatically when the open viewing is over.

## 6. Phone Number

### **CAN I ADD MY CONTACT DETAILS TO THE DESCRIPTION OF A PROPERTY?**

We clearly display your logo, telephone number and contact details on every property. As part of our service to you we ensure users have a standardised mechanism to view your contact details or directly contact you from the property they are interested in. To maintain accuracy of listings we require property descriptions to be kept free of contact details.

### **CAN I DISPLAY MY PHONE NUMBER ON MY LOGO?**

Due to the different sizes of logo displayed on the various pages throughout PropertyPal it is very likely that your phone number will be illegible therefore taking away from your company brand. We clearly display your logo, telephone number and contact details on each property making adding a phone to your logo unnecessary and prohibited. We also report on 'Phone number reveals / clicks' across the website and apps. Displaying your phone number on your logo will be detrimental to reporting your performance on PropertyPal.

## 7. Sale Agreed / Let Agreed Properties

### **HOW LONG AFTER A PROPERTY IS SALE AGREED WILL THE PROPERTY BE LISTED ON PROPERTYPAL?**

Sale Agreed properties will be listed for a period of 7 months after being marked as Sale Agreed. After this the property will expire and relisting will not be available.

### **HOW LONG AFTER A PROPERTY IS LET AGREED WILL THE PROPERTY BE LISTED ON PROPERTYPAL?**

Let Agreed properties will be listed for a period of 7 weeks after being marked as Let Agreed. After this the property will expire and relisting will not be available.

### **CAN I PUT BANNERS ACROSS MY IMAGES TELLING USERS A PROPERTY IS UNDER OFFER OR SALE AGREED?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I ADD "SOLD BY" OR "ANOTHER ONE GONE" TO THE DESCRIPTION OF THE PROPERTY?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I USE TEXT ON PHOTOS OR DESCRIPTION TO LET USERS KNOW A PROPERTY IS UNDER OFFER OR SALE AGREED?**

No - we insist that you correctly mark the status of your properties. We automatically display a banner on images listed as 'Under Offer' therefore we do not allow additional text on the images. This will ensure that potential buyers see the properties they are interested in for the relevant search.

## 8. Sold / Let Properties

### **HOW LONG AFTER A PROPERTY IS SOLD WILL THE PROPERTY BE LISTED ON PROPERTYPAL?**

Sold properties will be listed for a period of 1 month after being marked as Sold. After this the property will expire and relisting will not be available.

### **HOW LONG AFTER A PROPERTY IS LET WILL THE PROPERTY BE LISTED ON PROPERTYPAL?**

Let properties will be listed for a period of 1 month after being marked as Let. After this the property will expire and relisting will not be available.

### **CAN I PUT BANNERS ACROSS MY IMAGES TELLING USERS A PROPERTY IS LET AGREED OR LET?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I ADD "LET BY" OR "ANOTHER ONE GONE" TO THE DESCRIPTION OF THE PROPERTY?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

### **CAN I USE TEXT ON PHOTOS OR DESCRIPTION TO LET USERS KNOW A PROPERTY IS LET AGREED OR LET?**

No - we insist that you correctly mark the status of your properties. This ensures that potential buyers see the properties they are interested in. We regularly receive user feedback reporting that properties are no longer available.

## 9. New Developments

### **MY DEVELOPER WANTS ME TO LIST A PROPERTY ON PROPERTIES FOR SALE - CAN I DO THIS?**

Yes, New Development properties, when listed in the correct way, will show under New Homes and also under Property For Sale. If you list your new development properties as resales, the listings will be duplicated, which is confusing for users, who may think there are more properties available than there actually are.

### **CAN I LIST MY NEW DEVELOPMENTS AS RESALES?**

To ensure the integrity of the site and to ensure there are no duplicate listings, we do not allow properties which are part of a new development to be listed under Properties for Sale. When a New Development is listed correctly the development overview will show under New Homes and the Property Types and individual sites also show under Property For Sale, so there is no need to list these individually.

## 10. Re-listing Properties

### **I NEED A PROPERTY TO GO TO THE TOP OF THE LISTINGS - CAN I ARCHIVE AND RE-LIST IT?**

The practice of archiving, withdrawing or hiding properties and relisting them as new properties is known as portal juggling and is illegal. We provide features on the website which allows vendors or agents to promote and increase exposure on their listings. Please contact us if you require further information on how to do this.

# 11. Advertising Other Services

## **CAN I ADD PHOTOS ADVERTISING MY COMPANY'S OTHER SERVICES ON MY PROPERTIES?**

As part of our General Terms of Membership we do not allow advertising images on properties. Our system will automatically remove any non-property images from the listings on PropertyPal.

## **CAN I ADVERTISE MY MORTGAGE SERVICES OR OTHER BUSINESS SERVICES IN THE PROPERTY DESCRIPTION?**

As part of our General Terms of Membership we do not allow advertising of business services within the description of a property anywhere on the site.

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