

Tips for a Successful Property Sale or Rental

Whether you're selling your property, renting it out, or looking for a new tenant: With these tips, we'll show you what to look out for and how to successfully attract potential buyers or tenants.

It is generally recommended to include as much detailed information as possible in your listing. This helps you reach interested parties who are genuinely interested in your property.

Your listing should include the following information:

- Title
- Full address of the property
- Price
- Description of the property
- Images
- Floor plans and documentation
- Contact information

1. TITLE

A compelling title draws the attention of potential buyers or tenants, focuses attention on the property, and simultaneously conveys key information – making a strong first impression. Be aware that the number of rooms and the property type are already included in a separate header for those searching.

2. ADDRESS

Include the full and exact address in your listing so your property can be displayed correctly on the map.

If you wish to remain anonymous and prefer not to disclose the exact location, you can leave out the address. In this case, only the general locality will be shown on the map without an exact pinpoint.

3. PRICE INFORMATION

Rental Properties:

Please provide exact pricing so that interested individuals can calculate the costs. It's best to break down the gross rent into net rent and additional costs.

For example:

Gross rent: CHF 2,300 per month

Net rent: CHF 2,000 per month

Additional costs: CHF 300 per month

What happens if the price is missing?

- Fewer inquiries, as the property appears lower in the search results. (applies to both rental and sale listings)
- The price will appear as “On request.”

When does it make sense to list the price as “On request”?

- For very exclusive properties
- Complex pricing structures (sale)
- If there is room for negotiation (sale)

4. DESCRIPTION

To present your property attractively, keep the description clear and concise and avoid repetition. This keeps it appealing for potential buyers or tenants. The following additions are helpful for searchers:

- Kitchen and bathroom features: dishwasher, glass-ceramic hob, washing machine, etc.
- Layout: separate shower/WC, bathroom/WC, storage rooms, etc.
- Room sizes in m²
- Flooring: e.g. parquet, carpet, laminate, etc.
- Ambience and style (bright, modern, renovated...)
- Target audience (e.g. ideal for couples or shared flats)
- Additional features such as terrace, garden, etc.
- Nearby amenities: public transport, shopping, schools, etc.
- Special features such as elevator, pet-friendly, or child-friendly can be selected in the “Additional property details” section
- Include all relevant distance information – this is an important detail for searchers

For rental properties, also state whether a parking space or garage is included in the rent or specify the price if it is available as an add-on.

5. IMAGES

To successfully rent or sell your property, upload high-quality, informative photos. Below are our recommendations for uploading quality images:

- Use up-to-date photos of all rooms
- Remove personal items and tidy up the property before taking pictures
- Ensure good lighting, natural light, and image quality
- If you don't have good photos, consider hiring a professional photographer
- Create a comprehensive visual impression of the property with your images
- Carefully select the title image – it's the most important part of the listing and appears first in search results
- The optimal upload sizes for images are:
 - 1200x800px or 1600x800px

6. FLOOR PLAN

- Helps users orient themselves and compare the layout with their own needs
- Be careful not to include sensitive information

7. DOCUMENTS

Adding relevant documents such as energy certificates, building specifications, or land registry plans (for sale listings) increases the credibility of the listing.

8. VIDEOS AND VIRTUAL TOURS

Include professionally created videos or virtual tours using an external link, for example, to YouTube.

9. CONTACT INFORMATION

- Are you ready to engage with interested parties? Consider how and when you'd like to be contacted. Ensure that you're available by email or phone during the listing period to respond to viewing requests or answer property-related questions.
- Include details on your availability, for example, preferred times to be contacted. Even if you receive a high volume of inquiries, it's only fair that interested parties receive a timely response.
- If you want to protect your privacy, you can publish the listing anonymously. You'll only be contacted through our contact form, and your personal details won't be visible.
- You can also include a viewing link in the «Notes for the visit» field if needed.