How to get top quality score - checklist

Property Finder | HUB

HOW TO GET TOP QUALITY SCORE CHECKLIST

Use this handy checklist to get maximum Quality Score and rank higher on propertyfinder.ae

Each of your listings receives a Quality Score from us. The better the content of your property, the better it will rank. High-quality listings appear on top of the search results page, helping you get more leads and convert more deals.

Use Quality Score as a guideline to unlock the full potential of your listings.
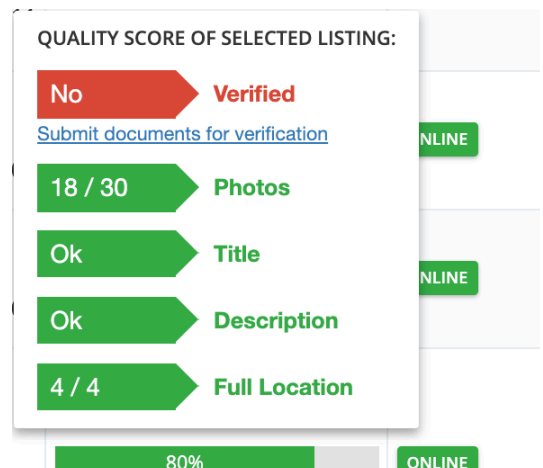
Listing Verification

IN DUBAI:

☐ Form A

☐ Title Deed

☐ A signed copy of the homeowner's passport or Emirates ID

IN ABU DHABI:

☐ Title Deed or SPA

☐ Property Advertising Agreement (download from here)

☐ A copy of the homeowner's passport or Emirates ID with a signature

Listing Details

☐ **Listing Title is between 30 to 50 characters**
Includes keywords such as 'reduced price', 'marina view', 'fully upgraded'

☐ **Listing Description is between 750 to 2,000 characters**
Mentions unique features such as the view, private swimming pool, fully landscaped garden, or proximity from key amenities, such as schools or supermarkets. No typos.

☐ **Listing "Location Tree" is complete**
Your customers are more informed than ever before, help us help you by providing more information on the property location from the outset. See below the best example of how to add the location. Select all four sections within our location tree to ensure your listing always appears in search results, irrespective of what filters are chosen.

LEVEL	EXAMPLE
BAD	Dubai, Dubai Marina
BETTER	Dubai, Dubai Marina, Silverene Tower
BEST	Dubai, Dubai Marina, Silverene Tower, Tower A

Images

- [ ] All images are landscape
  no portrait photos

- [ ] All images are bright
  preferably shot in the daylight with a professional camera

- [ ] All images are unique
   i.e. no two images are the same, and you have all the rights to use them

- [ ] All images are of high resolution
  super clear, not pixelated

- [ ] All images are subtly watermarked

- [ ] All images sit within the range suitable to this property type and size
  There will be no impact on the Quality Score of the listing provided the minimum amount of images are uploaded. More images won't mean better Quality Score, so focus on quality over quantity and show your listings in their best light.

RESIDENTIAL

#BEDS	MINIMUM PHOTOS	MAXIMUM PHOTOS
STUDIO	4	30
1 bedroom	5	30
2 bedrooms	6	30
3 bedrooms	8	30
4 bedrooms	10	30
5+ bedrooms	10	30

COMMERCIAL

TYPE	MINIMUM PHOTOS	MAXIMUM PHOTOS
Bulk Rent Units	10	30
Business Centre	10	30
Co-working space	5	30
Factory	5	30
Farm	5	30
Labor Camp	5	30
Land	5	30
Office Space	5	30
Retail	5	30
Shop	5	30
Show Room	5	30
Staff Accommodation	5	30
Warehouse	5	30
Whole Building	5	30
Compound	10	30
Full floor	10	30
Half floor	10	30
Hotel/Hotel Apartment	5	30
Villa	10	30

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Want to see your properties on propertyfinder.ae?
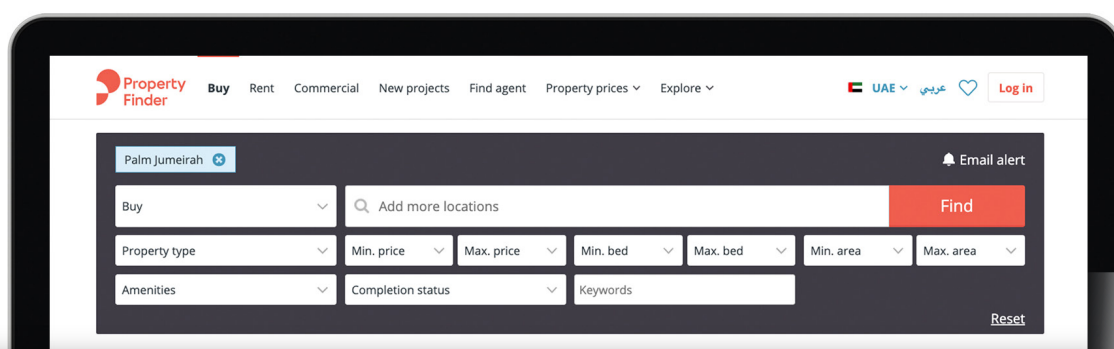
Join thousands of brokerages and grow your business with Property Finder by generating online leads.

GET STARTED

Check out **propertyfinder.ae/hub** for more free downloads and resources.