

UX Playbook for Real Estate

Collection of best practices to delight your users



Creating frictionless experiences across the funnel

After looking at several hundred retail sites, we realized that there were certain universal UX elements that helped create a frictionless shopping experience. This list aims to expand on the [25 Retail Principles](#) and provide a checklist for improving your mobile site experience across 5 key site areas:

1. HOME/LANDING PAGE

2. MENU & NAVIGATION

3. SEARCH

4. CATEGORY/LISTING PAGE

5. FORM OPTIMIZATION

Creating frictionless experiences across the funnel

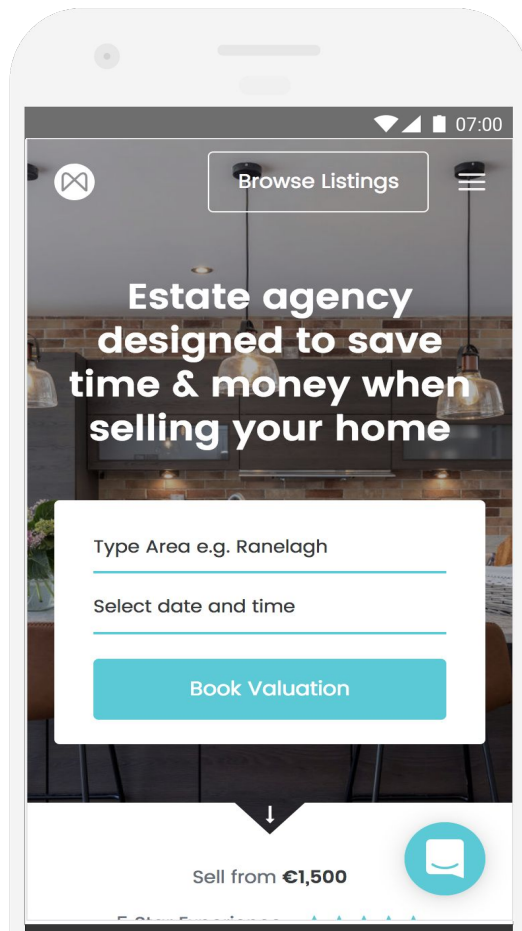
1. HOME/LANDING PAGE	2. MENU & NAVIGATION	3. SEARCH	4. CATEGORY/LISTING PAGE	5. FORM OPTIMIZATION
Clear CTA above the fold	Show consolidated menu	Include search	Have a value prop at every point in the funnel, including category and product pages	Mark required fields with an asterisk
Have descriptive CTAs	If foot traffic is important, include a locator button in the menu	Make search visible	Allow users to sort/filter large number of listings easily	Use inline validation
Clear benefit-oriented value prop above the fold	If calls are important, include click-to-call at the top of every page	Use auto-suggestions	Add urgency elements	Use autofill
Don't use full page interstitials	Keep menu options on one page	Implement spelling correction	Have price info above the fold on listing pages	Reduce number of fields (remove optional fields, use full name instead of first/last, hide company and address line 2 by default, hide billing by default)
Remove automatic carousels	For main product categories, order by traffic volume. If using subcategories, organize alphabetically	Always return results	Have secondary CTAs that facilitate x-device, like wishlist, email or call	Use correct keypads
Display top categories on homepage	Include history activities in the menu	Include previous or top searches - history	If large number of listings, add reviews	Don't use dropdowns for inputs with < 4 options, instead opt for buttons
Use legible font sizes				Use steppers, sliders, or open field input for numerical entry rather than large dropdowns
Use social proof				



All recommendations
should be A/B tested!

What can we learn from “Best-In-Class”

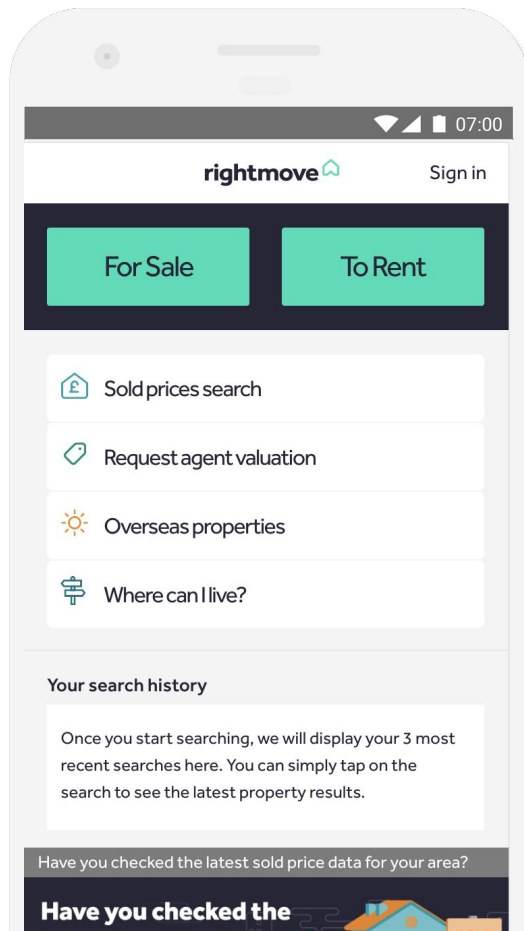
Homepage best-in-class (Sell Property): Moovingo



Problem to solve: Does my site provide what the user wants?

- ☐ Clear and descriptive CTA: Book Valuation. Placed in an easy-to-reach area
- ☐ Ghost secondary CTA
- ☐ Clear Value proposition: Save time & money when selling your home
- ☐ Consolidated menu with hamburger
- ☐ Cues added to find below The Fold info and benefits
- ☐ Top categories on homepage
- ☐ Legible font sizes
- ☐ No revolving carousels
- ☐ No full page interstitials

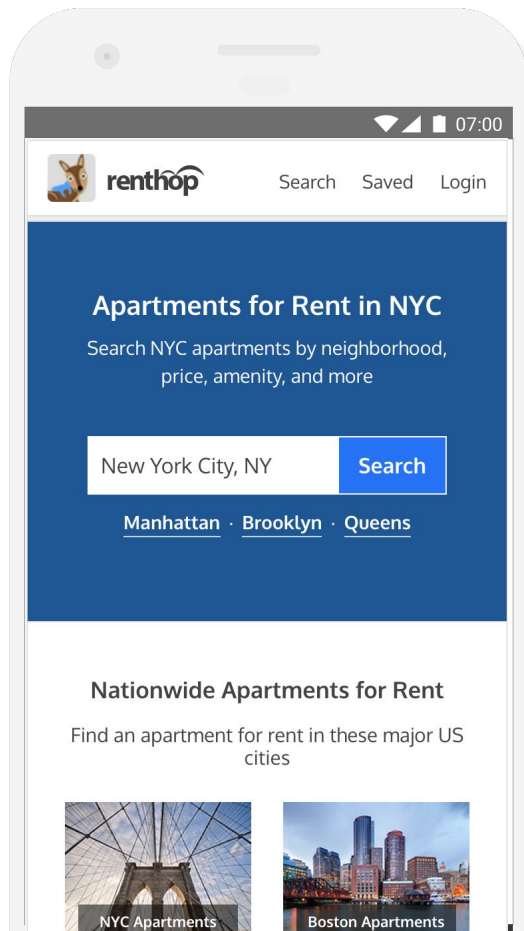
Homepage best-in-class (Sale&Rent): Rightmove



Problem to solve: Does my site show the info I am looking for at a glance?

- ❑ Clear Pre-filter info: Sale/Rent
- ❑ Search History of latest property results
- ❑ Top options on homepage, content displayed within the Above The Fold
- ❑ Options on text, labelled with icons
- ❑ Legible font sizes
- ❑ No revolving carousels
- ❑ No full page interstitials

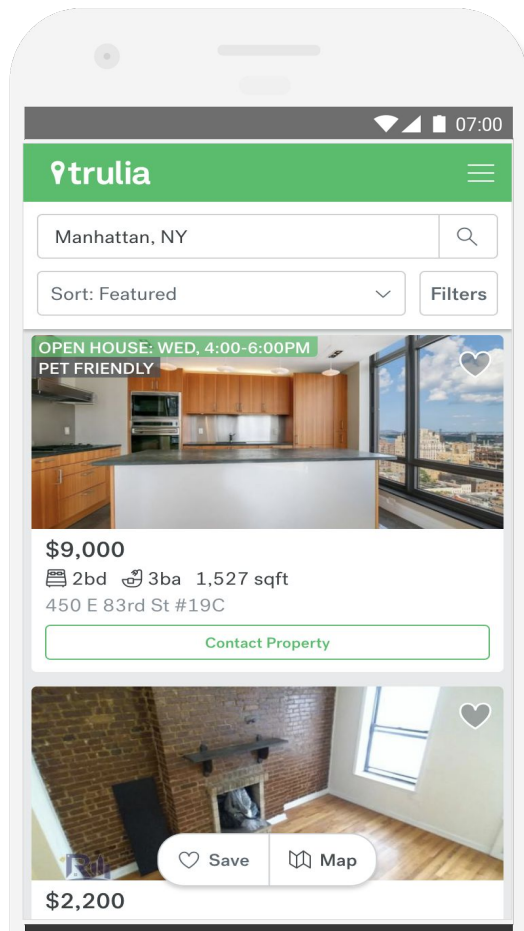
Category best-in-class: Renthop, Renting in a given State/City



Problem to solve: Does my site show the info I am looking for at a glance?

- ☐ Clear CTA: Search
- ☐ Ghost options below search bar
- ☐ Clear Value proposition: Apartments for Rent in NYC
- ☐ Show other categories below
- ☐ Legible font sizes
- ☐ No revolving carousels
- ☐ No full page interstitials

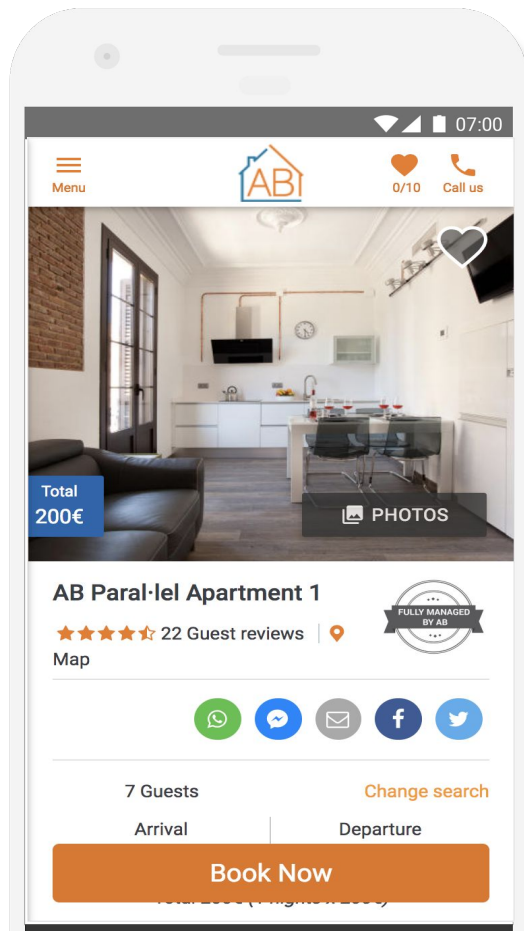
Listings best-in-class: Trulia



Problem to solve: Does my site show the info I am looking for at a glance?

- ❑ Clear CTA: Search
- ❑ Filter options below search bar
- ❑ Showing top benefits - Pet friendly
- ❑ Easy option to save/check map
- ❑ Legible font sizes
- ❑ No revolving carousels
- ❑ No full page interstitials

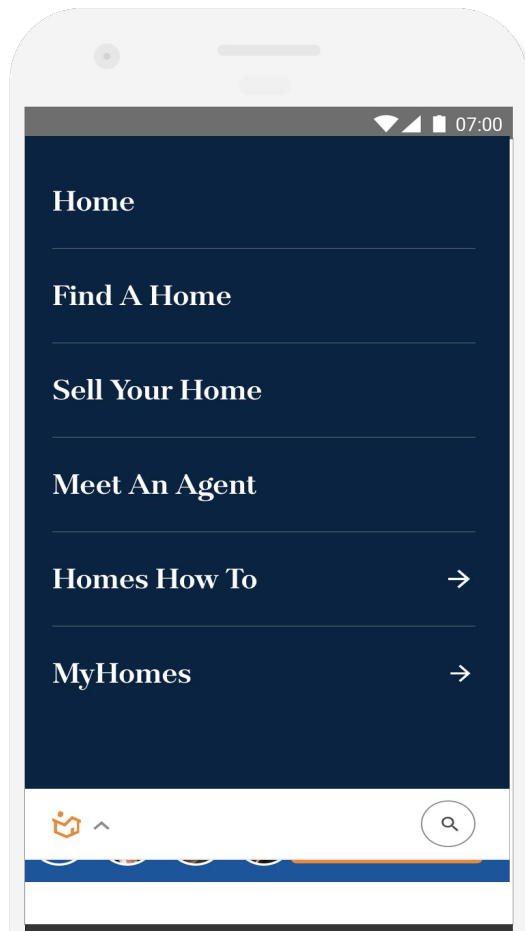
Product page best-in-class: Apartment Barcelona



Problem to solve: Does the product page show all the info I am looking for at a glance?

- ☐ Quick access to wishlist/call
- ☐ Clear CTA: Book Now
- ☐ Social Sharing Options
- ☐ Showing "Fully Managed" Badge
- ☐ Showing guest reviews
- ☐ Legible font sizes
- ☐ No revolving carousels
- ☐ No full page interstitials

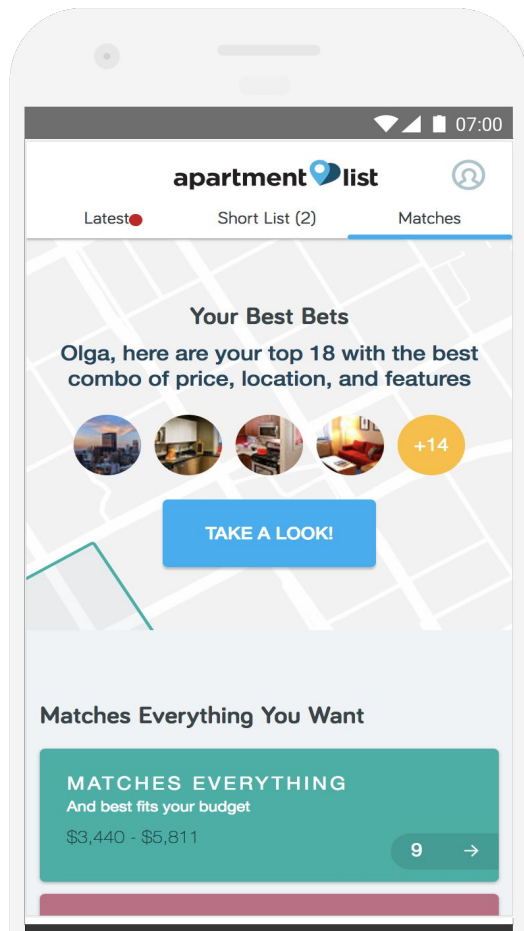
Navigation best-in-class: Homes.com



Problem to solve: Can my user browse their interests quickly and easily?

- ❑ Menu options kept on single page
- ❑ Post usage actions like 'Homes How To' and 'MyHomes' are included above the fold in menu
- ❑ Initial categories ordered by traffic volume
- ❑ Easy to move back
- ❑ Search option is available with the menu expanded

Navigation best-in-class: Apartment List



Problem to solve:

1) How do I allow users to navigate across the easily?

- ❑ Easy access to main areas on the header - easy to find latest, Short List and matches by swiping right/left
- ❑ Top options shown based on price, location and features selected by the user
- ❑ Matches detail below
- ❑ Results shown by level of match with the user - showing also results that could be interesting to the user

Homepage/Landing Page

Creating frictionless experiences across the funnel (REAL ESTATE)

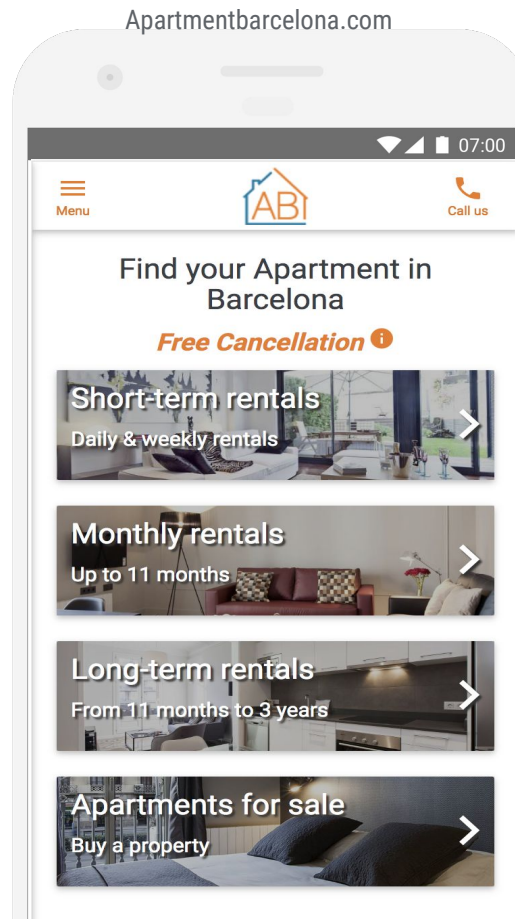
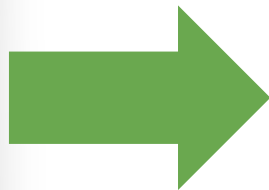
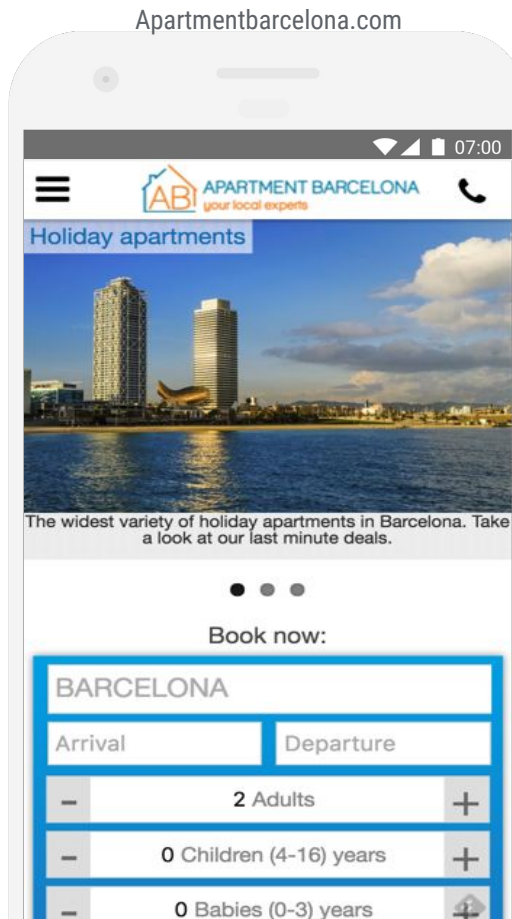
1. HOME/LANDING PAGE		2. MENU & NAVIGATION		3. SEARCH		4. CATEGORY/LISTING PAGE		5. FORM OPTIMIZATION	
SECTION	Homepage/Landing Page	Ease of implementation	Impact			Key Metric			
KEY SUGGESTION	Clear CTA above the fold	Easy	High			Clicks on CTA, Bounce rate			
	Have descriptive CTAs	Easy	Medium			Clicks on CTA, Bounce rate			
	Clear benefit-oriented value prop above the fold	Easy	High			Bounce Rate, CVR			
	Don't use full page interstitials	Easy	High			Bounce Rate			
	Remove automatic carousels	Easy	High			Bounce Rate			
	Display top categories on homepage	Medium	High			Bounce Rate, Clicks on category			
	Use social proof	Easy	Medium			CVR			
	Use legible font sizes (16px+)	Easy	High			Time on site			

Google

Remove automatic carousels

Proprietary + Confidential

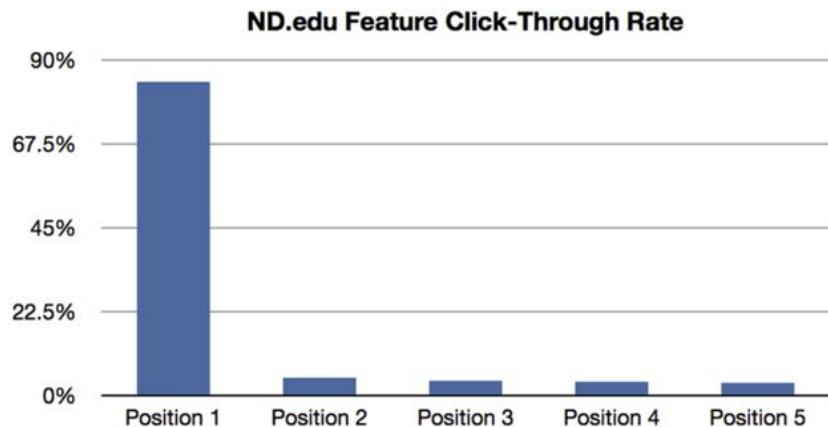
BEFORE



AFTER

Google

Why to avoid carousels & sliders



Research:

- [Conversion XL](#)
- [ClickZ](#)
- [Widerfunnel](#)
- [NN Group](#)
- [Erik Runyon](#)

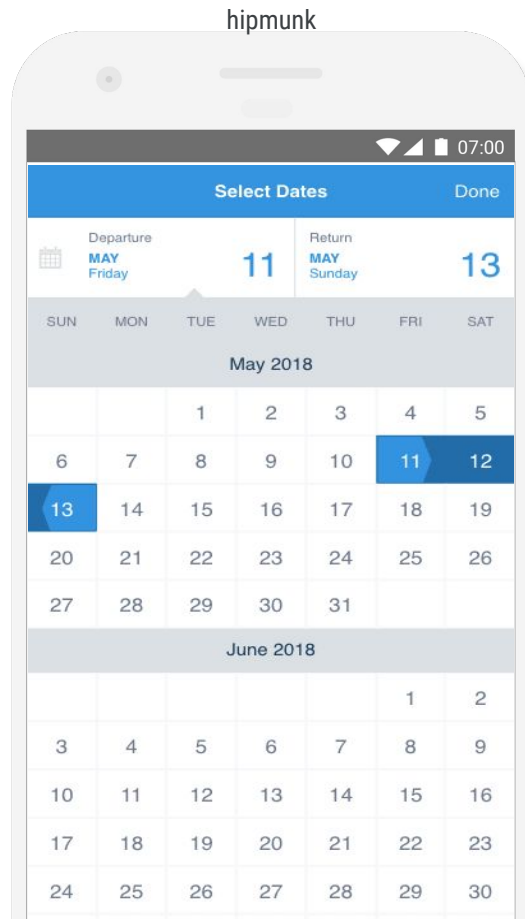
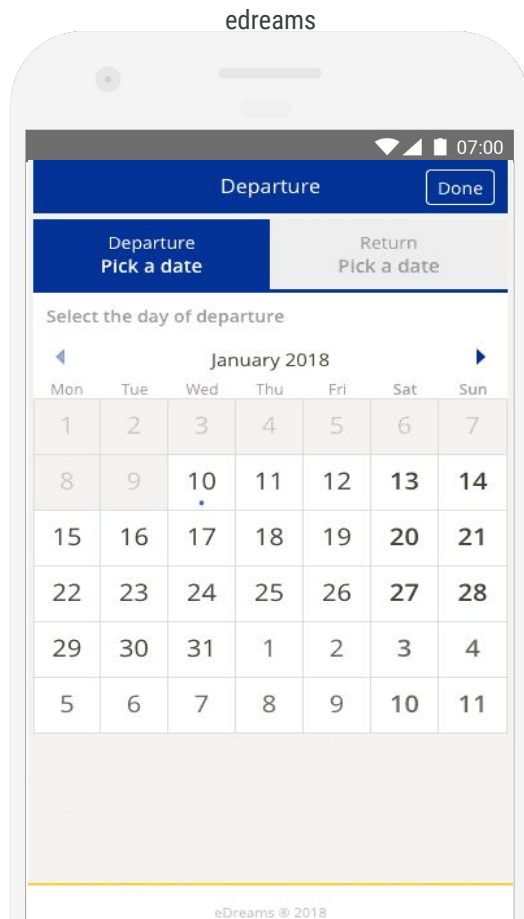
Pros for heavy content websites:

- Multiple pieces of content within less space

Cons:

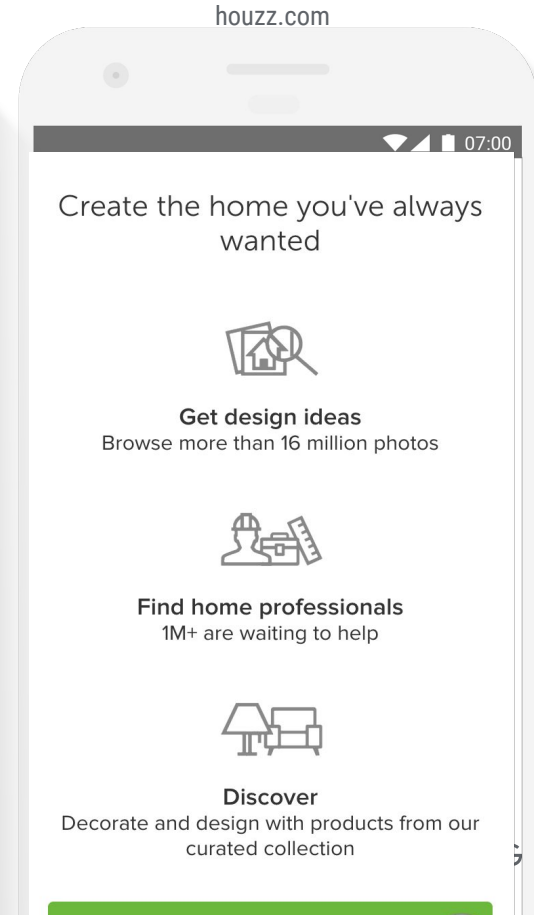
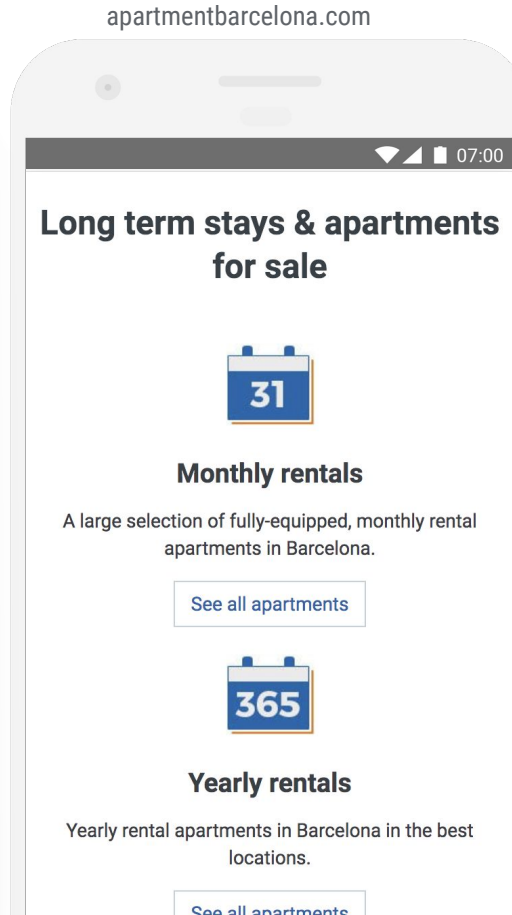
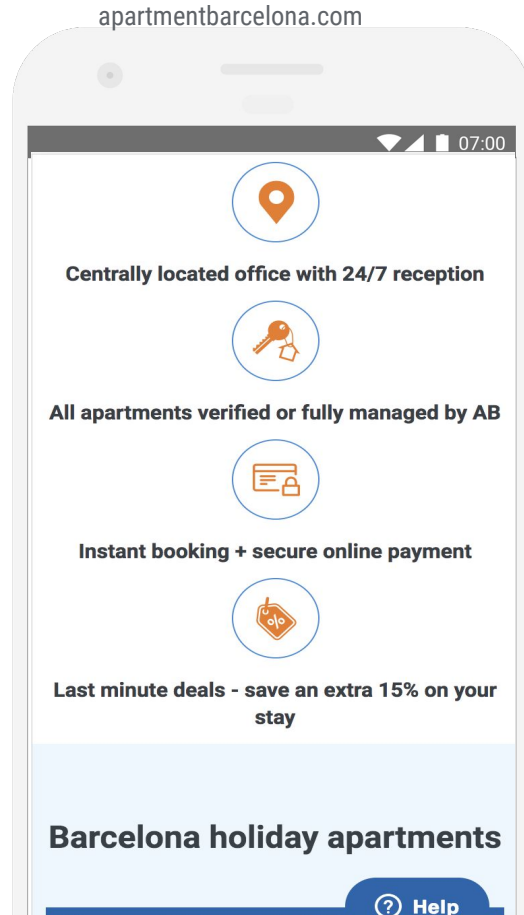
- Users often scroll past carousels (if you're using a carousel hoping that your users will see a variety of content, there's a high chance they'll only see the first frame)
- Not all content can be equally "important"

Optimise Datepickers - Short rental



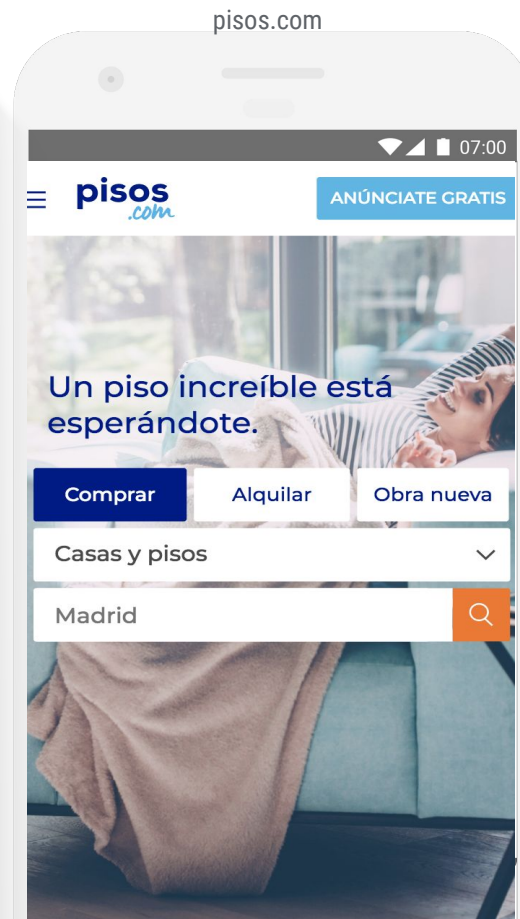
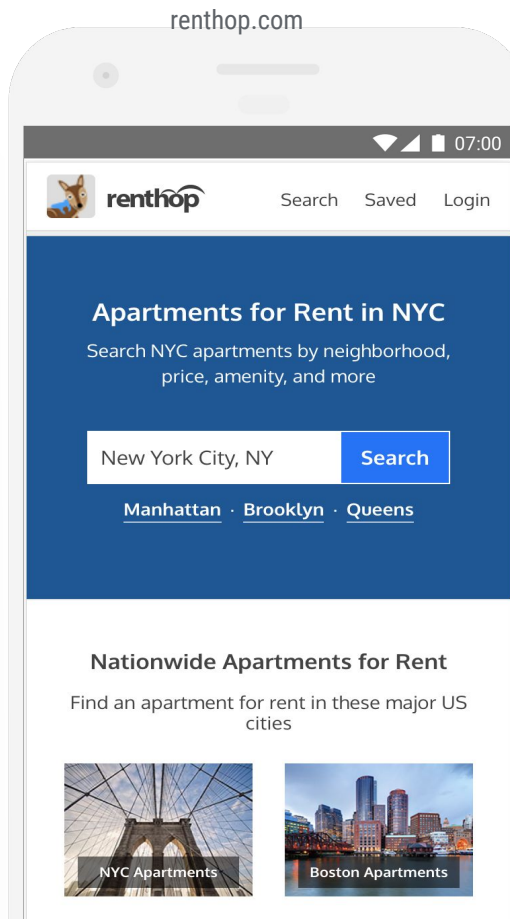
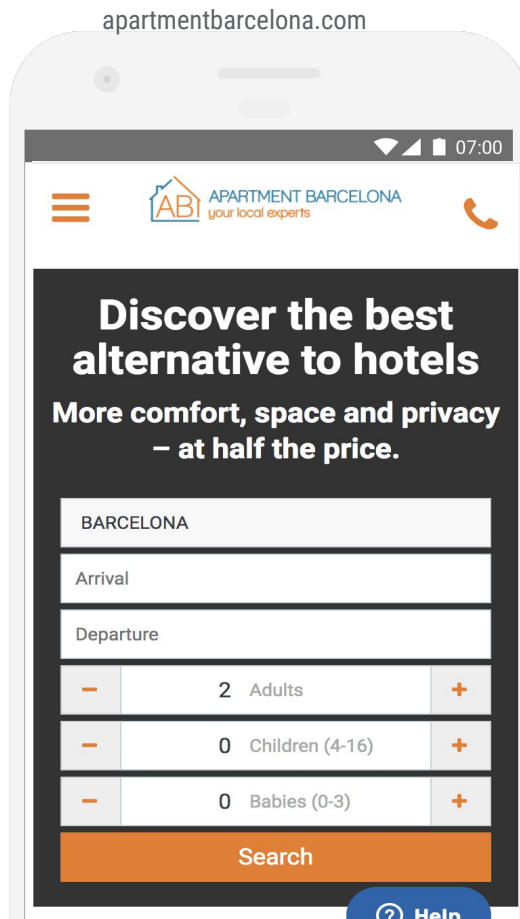
Show Benefits on renting/buying property with you

Proprietary + Confidential



Show clear USP (Unique Selling Proposition) in the Above The Fold Area

Proprietary + Confidential



Display most popular listings/areas in a prominent way for easier navigation

Confidential

zingat.com

trulia.com



Öne Çıkan İlanlar

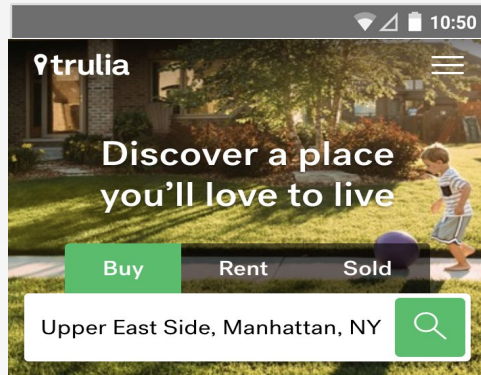
Tümü



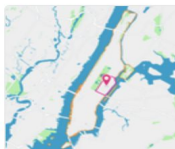
Satılık Daire
Başkent Emlaktan ...
375.000 TL



Satılık Villa
Park Village Da Göl...
\$ 1.250.000



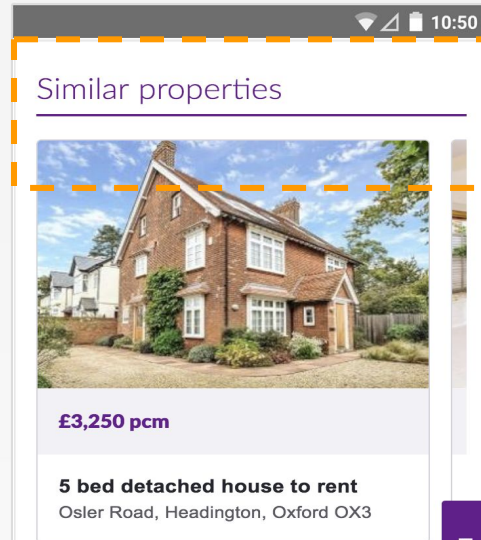
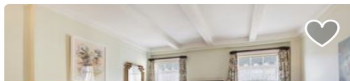
Explore the Neighborhoods



Upper East Side

1414 Homes For Sale
Buy: \$2.21k - \$88m
See Local Highlights

Safe Neighborhoods



Property descriptions and related information displayed on this page are marketing materials provided by Chancellor - Headington. Zoopla does not warrant or accept any responsibility for the accuracy or completeness of the property descriptions or related information provided here

Email agent

Call agent

Feedback

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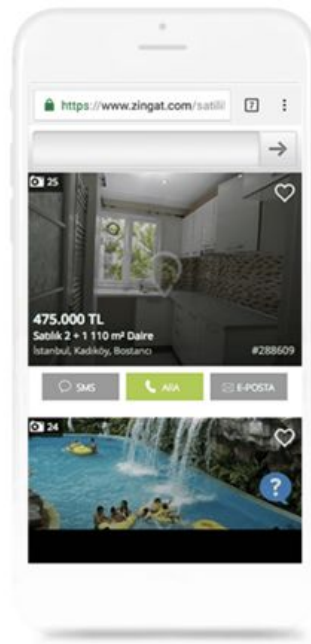
A/B Test Call To Actions example - Zingat (TK)

A/B Test in Landing Pages -

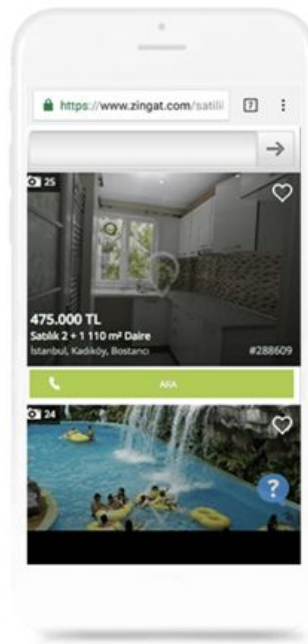
Hypothesis: Reducing the number of CTA's in the mobile listing page, will increase the button interactions.

Result: “Call Button” Original - 0.32%.
“Call Only” variation - 1.97%, which means conversions are increased by 508.8%, beating the total interaction rate of the original version by a whopping 44.8%!

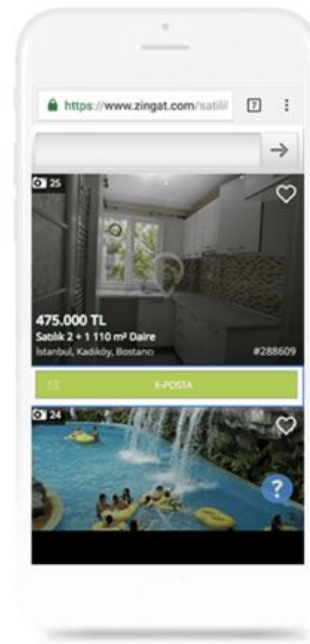
[Sherpa Digital - Case Study link](#)



Original



Phone only



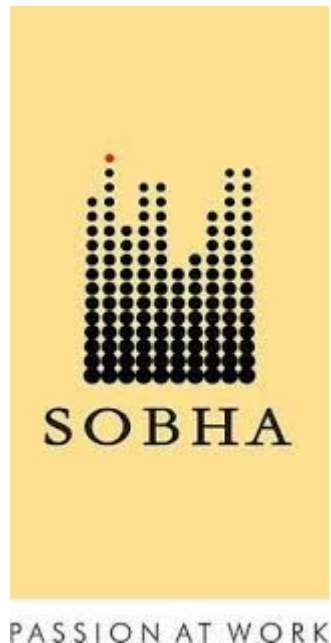
E-mail only

Case Study: Sobha Limited (IN) Google Optimize

A/B Test in Landing Pages - Google Optimize for Increasing Lead Volumes. Over a period of 3 weeks, users were served landing pages via Split URL (redirect)

Result: The overall campaign and optimized landing pages generated footfall of over 2000 prospective buyers at the two day event with over \$10 M in property sales from Google leads.

[Case study link](#)



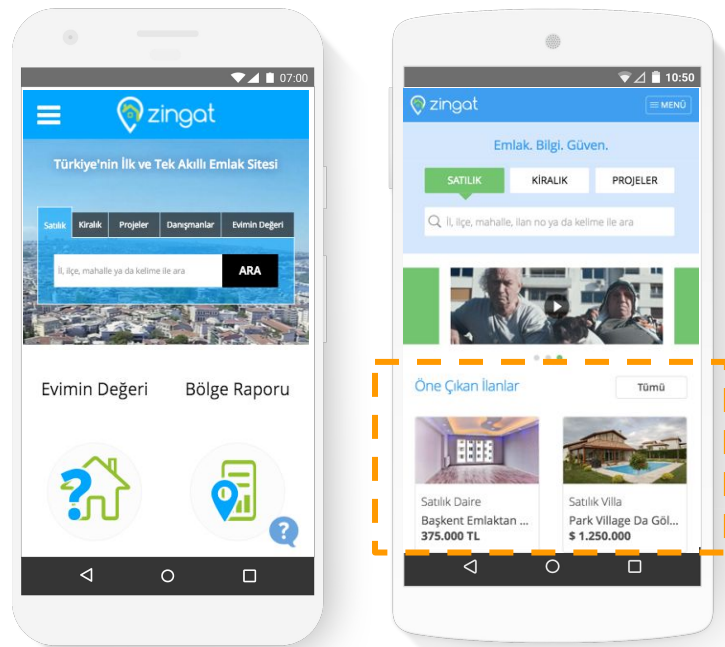
Case Study - Zingat (TK) and adXclusive grow conversion rate by 7X by optimising mobile site

The approach - Added Noticeable Filter Function, Improving CTAs and Improved image display. Load pages faster.

Results:

- Reduced speed index to 3s from 9s
- Decreased bounce rate by 25%
- Increased mobile conversion rate 7X
- Mobile cost per conversion decreased by 85%.

[Case study link](#)



Before

After



Navigation

Creating frictionless experiences across the funnel (REAL ESTATE)

1. HOME/LANDING PAGE

2. MENU & NAVIGATION

3. SEARCH

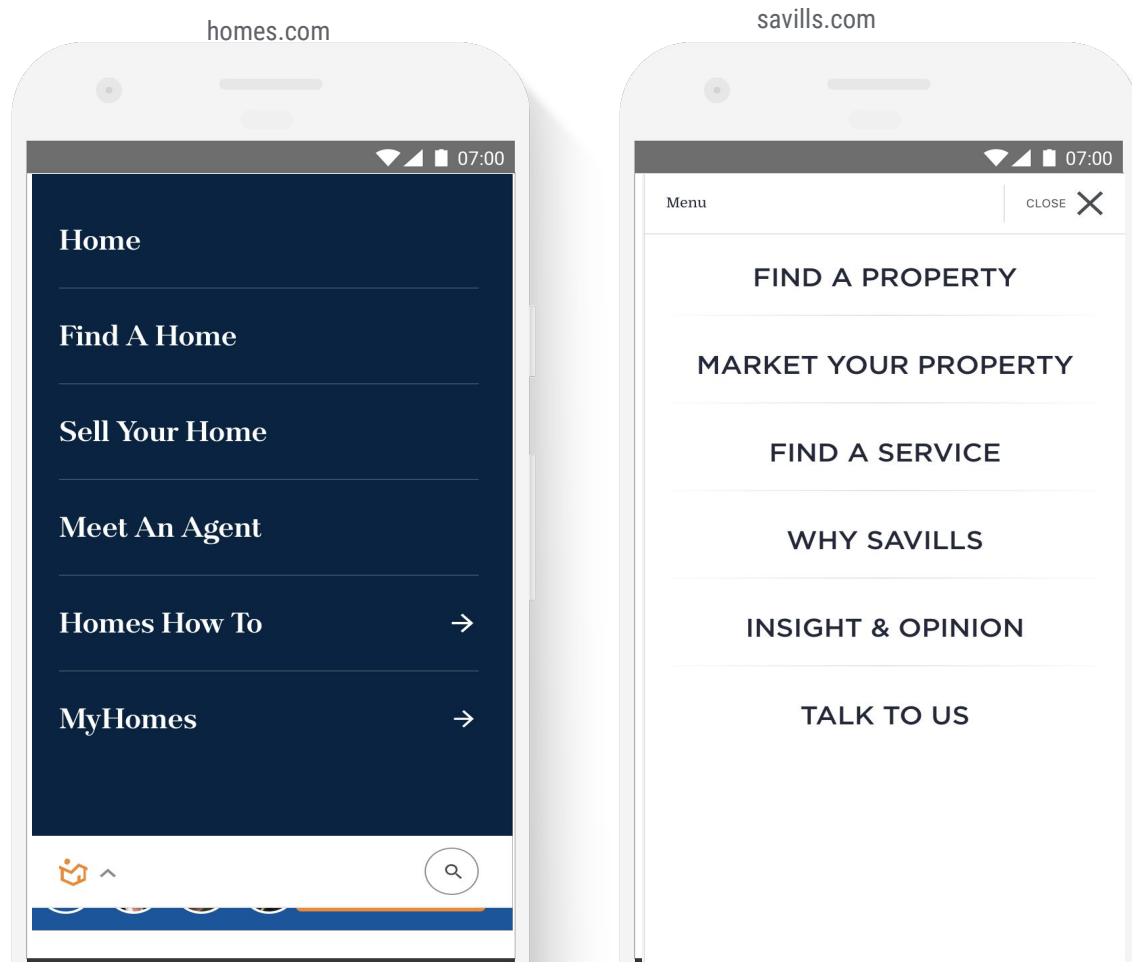
4. CATEGORY/LISTING PAGE

5. FORM OPTIMIZATION

SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Show consolidated menu	Medium	High	Pages/visit increase
	If calls are important, include click-to-call at the top of every page	Easy	High	Clicks on icon
	If foot traffic is important, include a store locator button in the menu	Easy	High	Clicks on icon
	Keep menu options on one page	Medium	Medium	Pages per visit
	For main product categories, order by traffic volume	Easy	Medium	Pages per visit
	If using subcategories, organize alphabetically	Easy	Medium	Pages per visit
	Include post sales activities in the menu	Easy	Medium	Pages per visit

Have easy menus

Proprietary + Confidential



Pre-filter info for your user's needs

lemonade.com

Do you rent or own it?

☐ RENT

☐ OWN

NEXT

homes.com

I'd like to Buy a 3 Bedroom Home in Dublin, D for Around \$250k

Discover a Simply Smarter Home Search

No Homes Available →

housing.com

I am looking to Buy Rent in

Select or Type your city

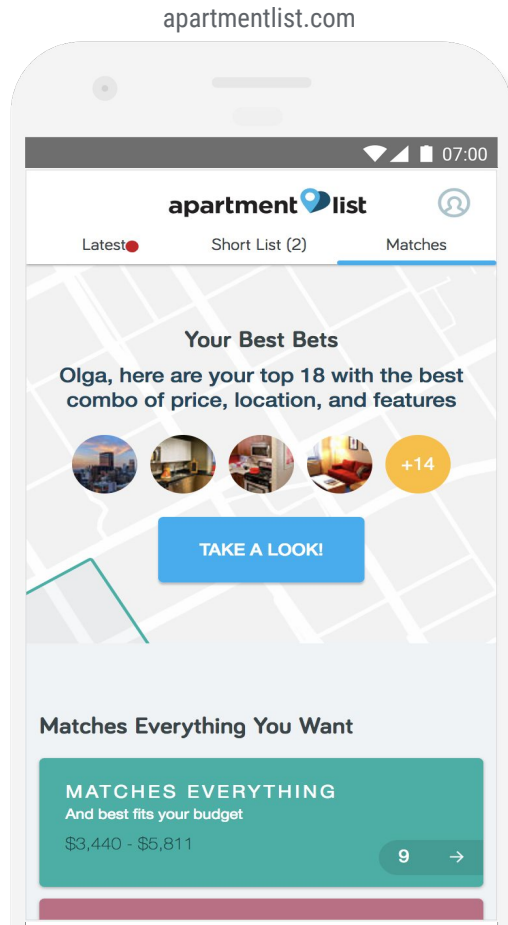
Popular Cities

- Mumbai
- Bengaluru
- Hyderabad
- Pune
- Chennai
- Delhi
- Gurgaon
- Noida
- Kolkata

Easier navigation with listings matching your criteria on the navigation bar

Apartment List provides a series of questions to shortlist the best apartments according to your needs - and shows all the properties that matches everything you ask for.

On the top area, it is easy to navigate from **Latest** - **Short List** - **Matches** by just swiping right/left





Search

Creating frictionless experiences across the funnel (REAL ESTATE)

1. HOME/LANDING PAGE	2. MENU & NAVIGATION	3. SEARCH	4. CATEGORY/LISTING PAGE	5. FORM OPTIMIZATION
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SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric
KEY SUGGESTION	Include search	Hard	High	% traffic w/ searches, cvr
	Make search visible	Easy	High	% traffic w/ searches, search depth
	Use auto-suggestions	Medium	High	Bounce rate on traffic w/ searches, search depth
	Implement spelling correction	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Always return results	Medium	Medium	Bounce rate on traffic w/ searches, search depth
	Include previous or top searches	Medium	Medium	Bounce rate on traffic w/ searches, search depth

Use Autosuggestions

Proprietary + Confidential

purplebricks.co.uk

The Purple Bricks mobile app interface features a dark purple header with the logo and a 'Log in' button. Below the header is a 'Property Search' section with two main filters: 'FOR SALE' (selected with a checkmark) and 'TO LET' (unselected). A 'Location' input field contains 'Oxf', with a dropdown menu showing 'Oxford' and 'Oxford Spires Park'. Below this are 'Bedrooms' filters with 'No min' and 'No max' options, and an 'Any' option. At the bottom, there is a toggle for 'Include Sold?'.

moovingo.com

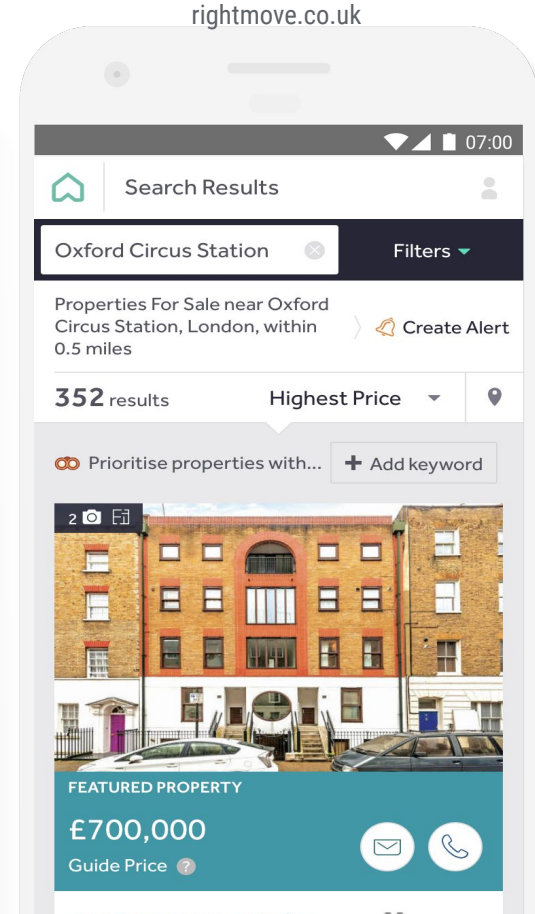
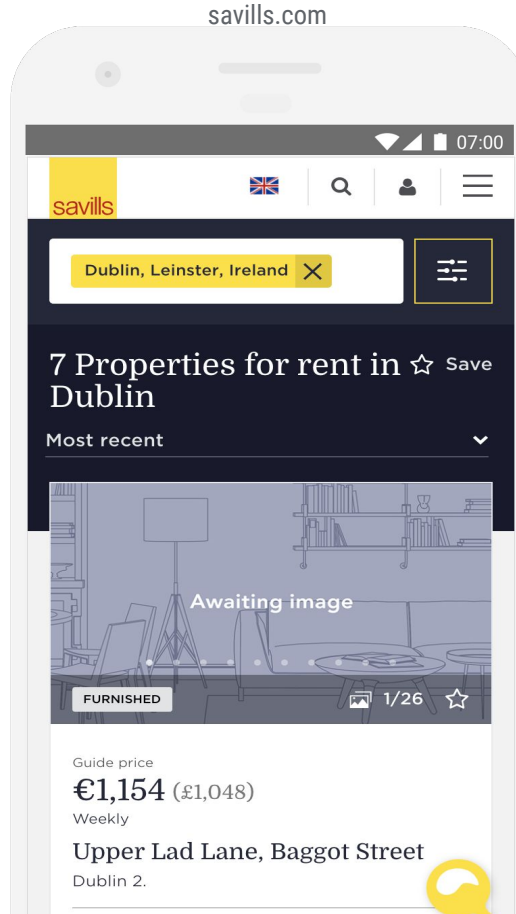
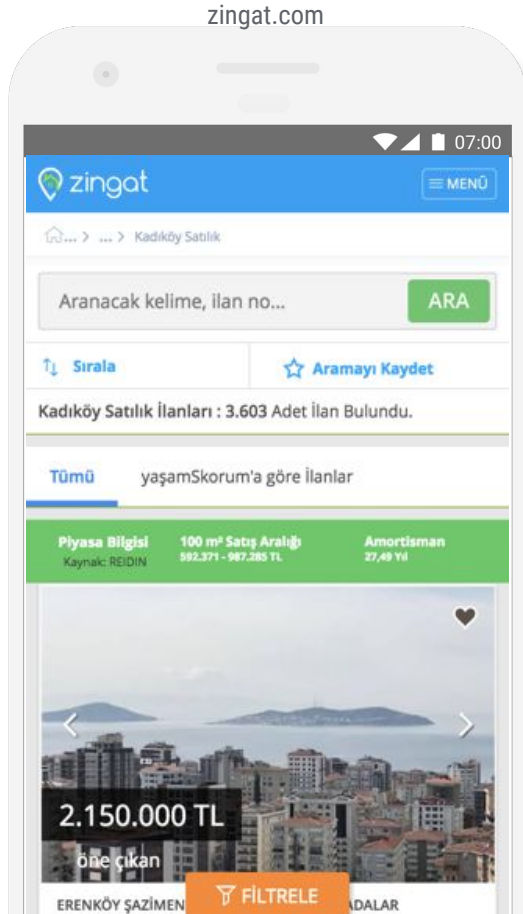
The Moovingo mobile app interface displays an advertisement for an estate agency with the text 'Estate agency designed to save time & money when selling your home'. Below the ad is a location dropdown menu with the letter 'o' entered, showing suggestions: 'Oak Park, Carlow', 'Oldleighlin, Carlow', 'Oldcastle, Cavan', and 'O'Briensbridge, Clare'. At the bottom, there is a 'Sell from €1,500' button and a chat icon.

housing.com

The Housing.com mobile app interface has a blue header with the logo. Below the header is a search section with 'I am looking to' followed by 'Buy' (selected) and 'Rent' buttons, and 'in' followed by a location input field. The location field contains 'Be' and shows suggestions: 'Bengaluru', 'Beawar', and 'Belgaum'.

Make search visible on every step of the user journey

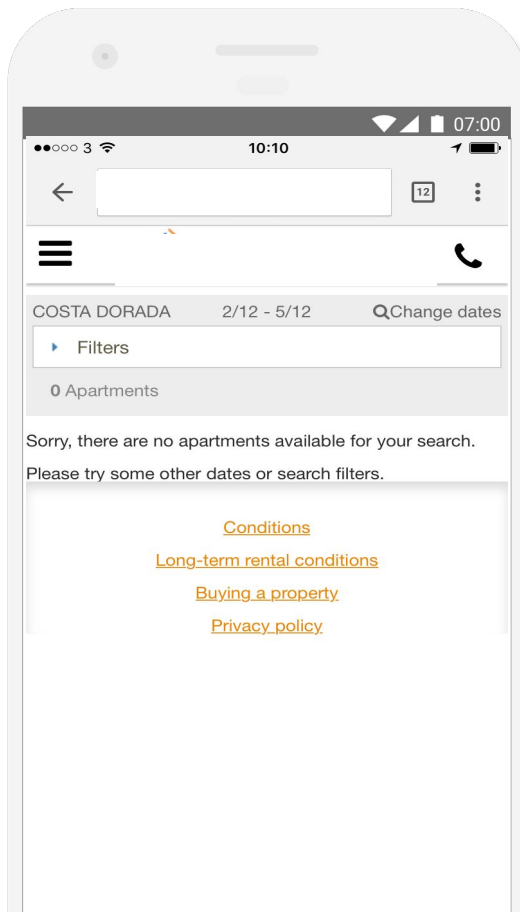
Proprietary + Confidential



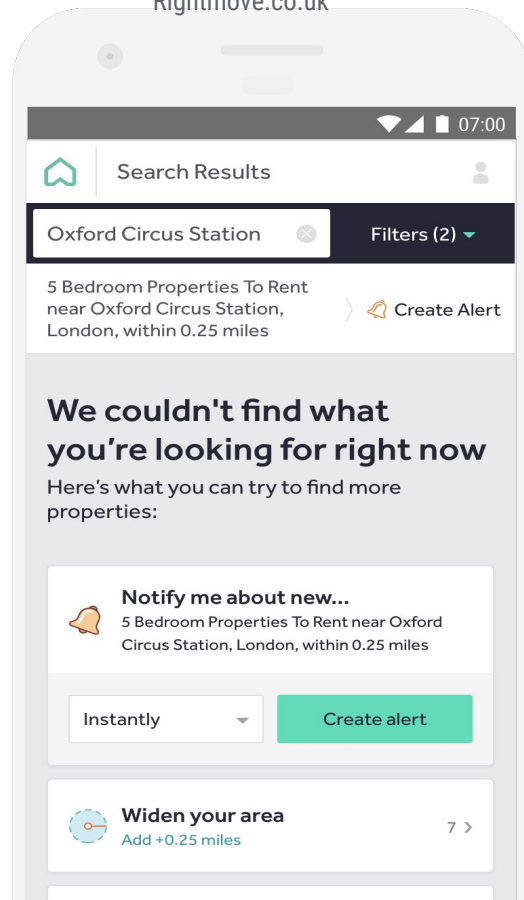
Always return results. If no results, offer an alternative

Proprietary + Confidential

Not Recommended



Rightmove.co.uk



BEST PRACTICE

Category/Listing page

Playbook at a glance

Creating frictionless experiences across the funnel (REAL ESTATE)

1. HOME/LANDING PAGE

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4. CATEGORY/LISTING PAGE

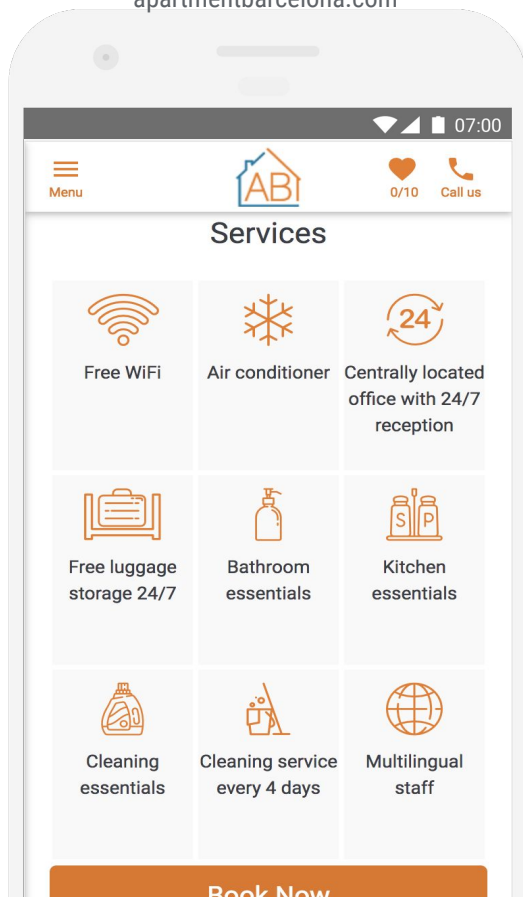
5. FORM OPTIMIZATION

Section	Results page	Ease of implementation	Impact	Key Metric
Key suggestion	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between listings	Medium	High	CTR, Bounce Rate, % try to book conversion
	Allow sorting & filtering	Medium	High	CTR, Bounce Rate, Time on page, % try to book conversion, %rate errors
	Show total number of results	Easy	Medium	CTR, Bounce Rate
	Use professional imagery	Medium	High	Time on page, CTR, % try to book conversion
	Use geo info meaningfully	Medium	High	CTR, Bounce Rate
	Use drop-downs as a last resort	Easy	Medium	CTR, Bounce Rate, %rate errors

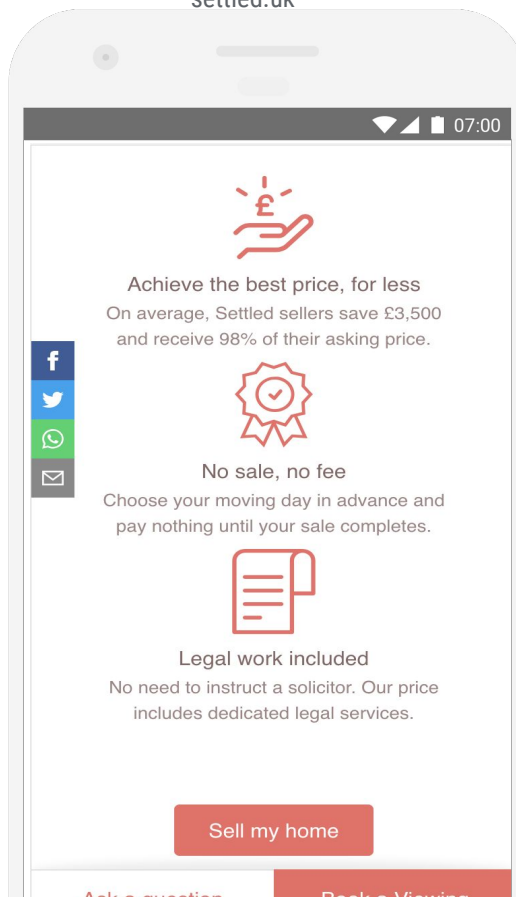
Show benefits prior to the booking

Proprietary + Confidential

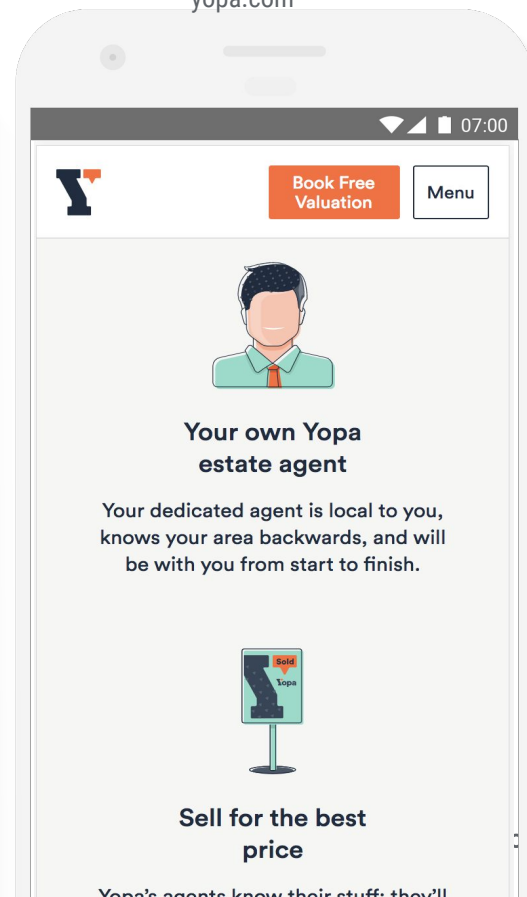
apartmentbarcelona.com



settled.uk

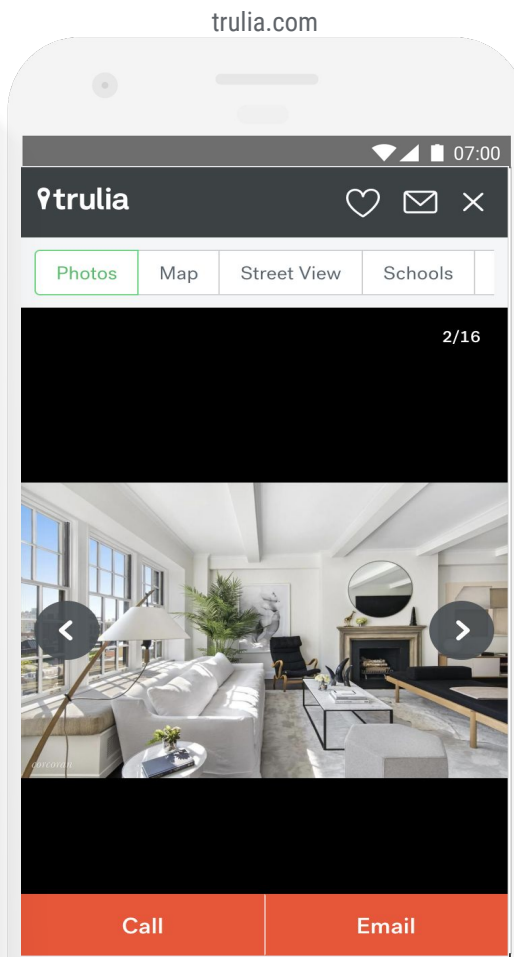
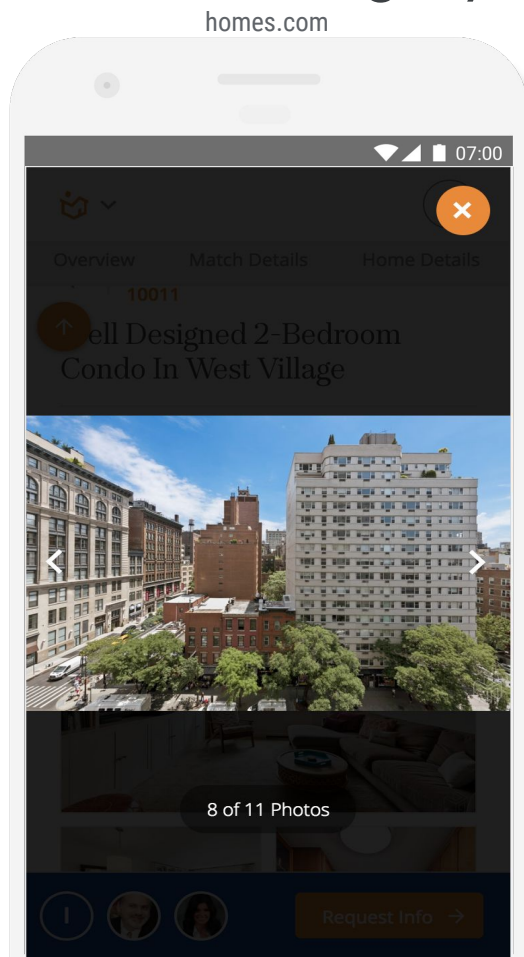


yopa.com



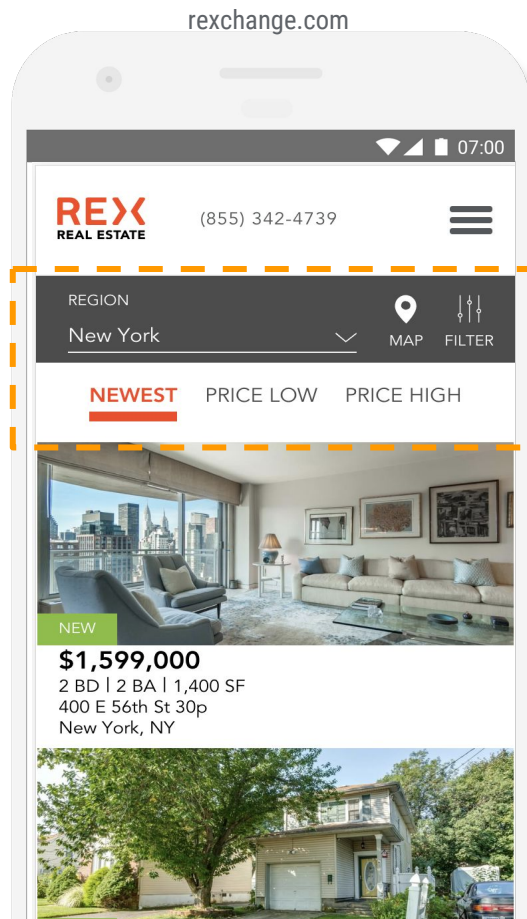
Use professional imagery

Proprietary + Confidential



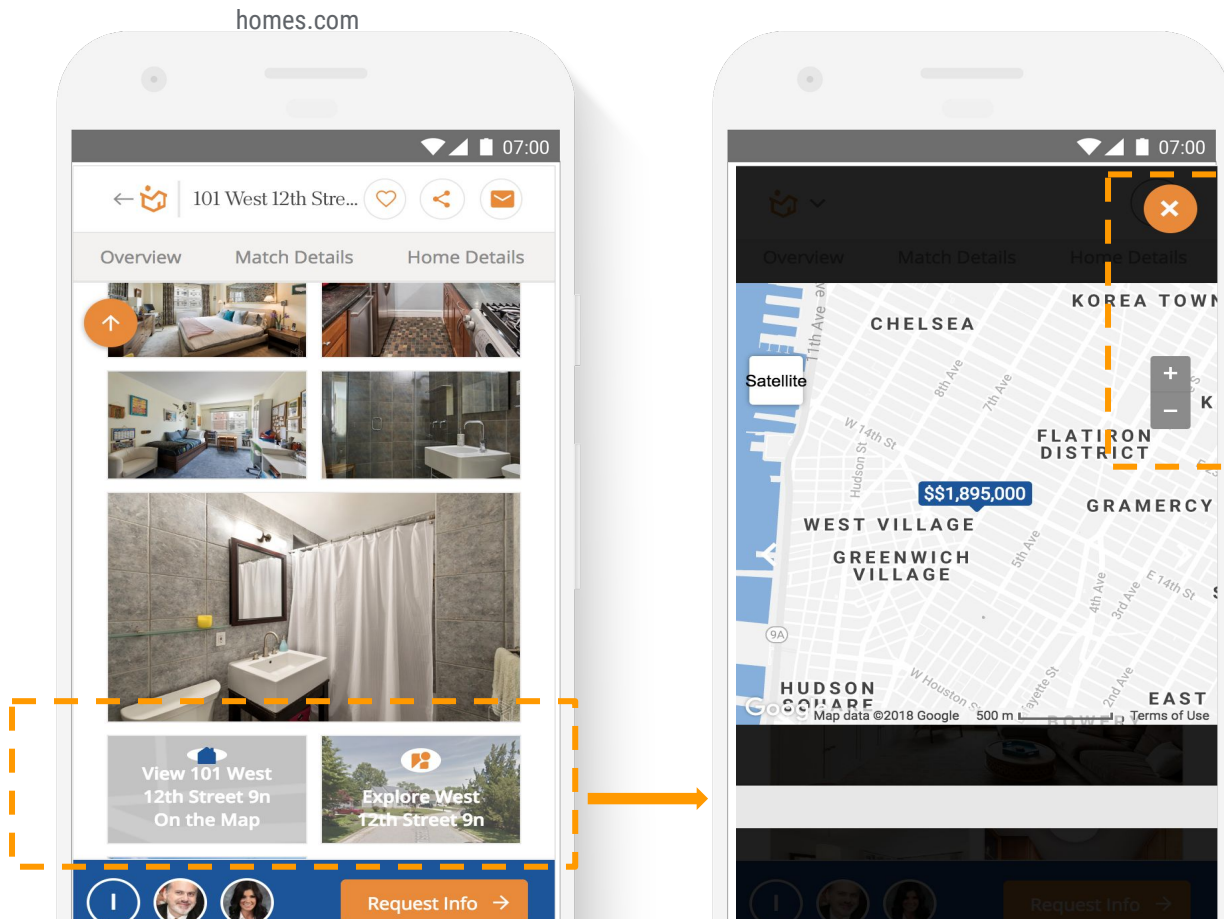
Allow sorting & filtering

Proprietary + Confidential

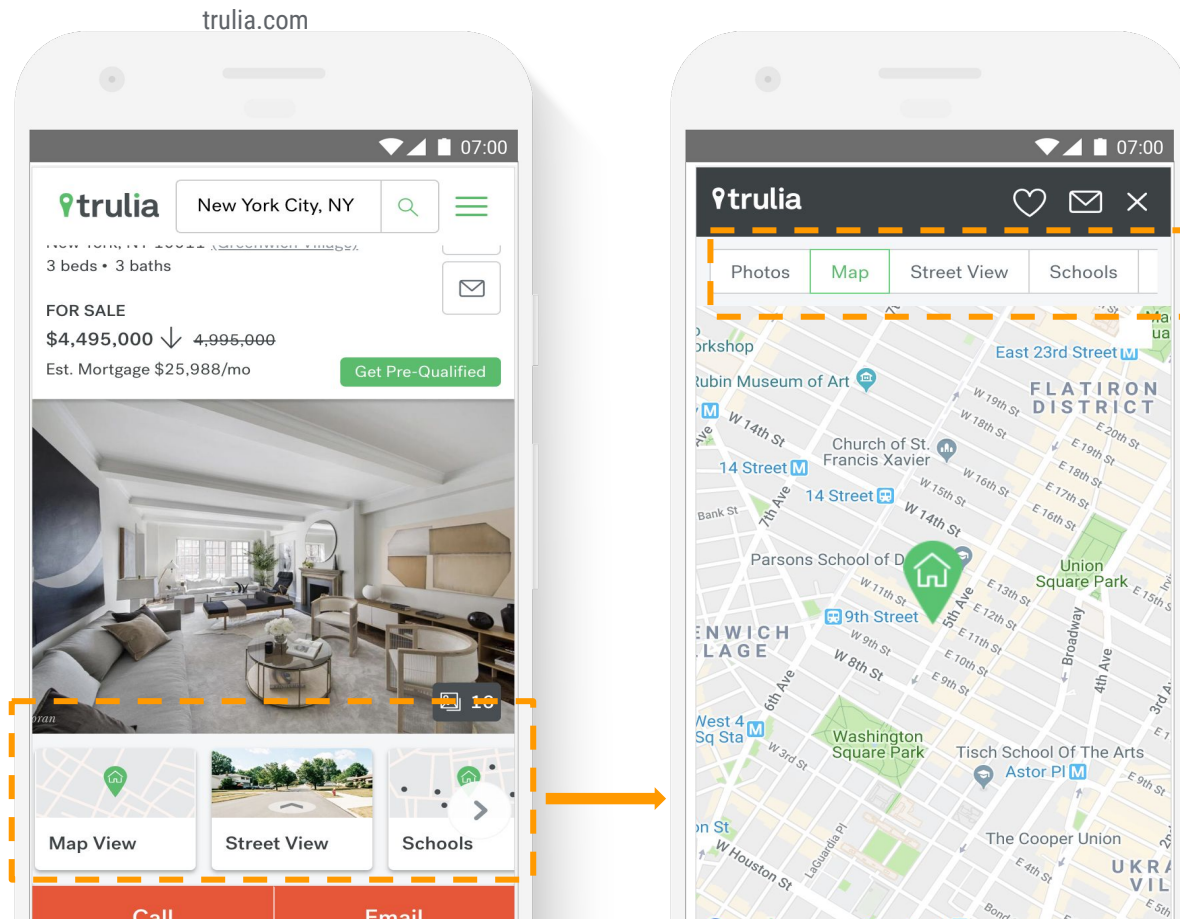


Use Geo info meaningfully

Proprietary + Confidential

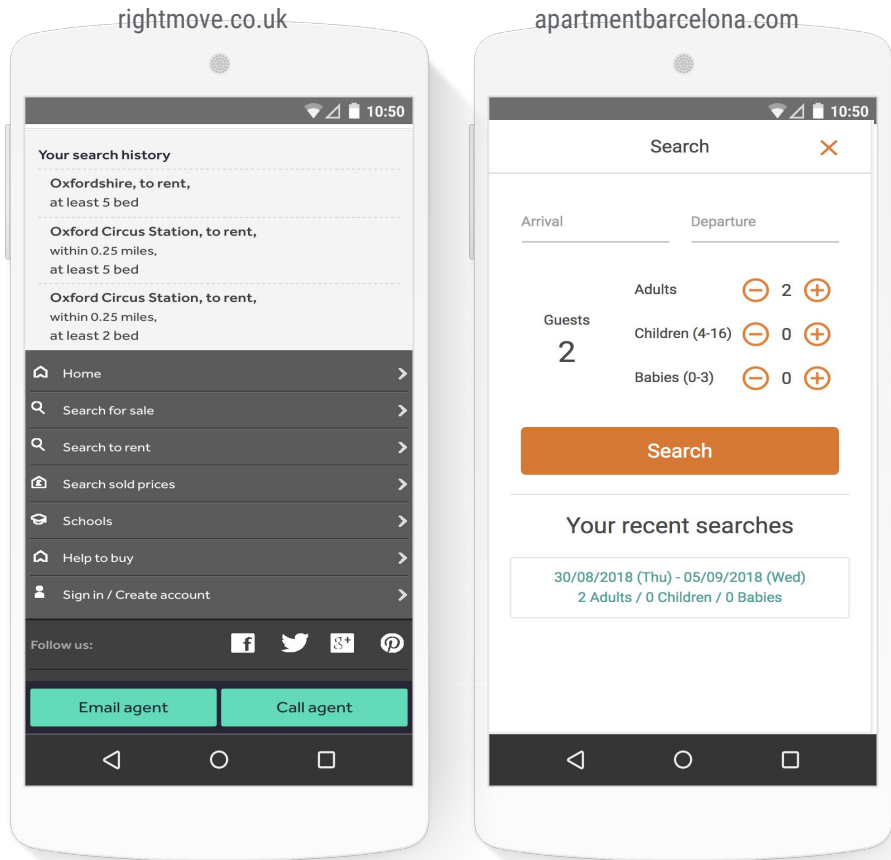


Use Geo info meaningfully (2)

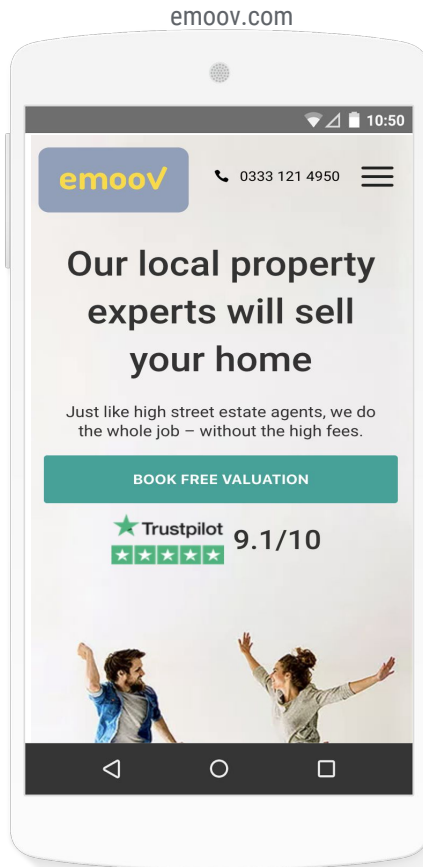
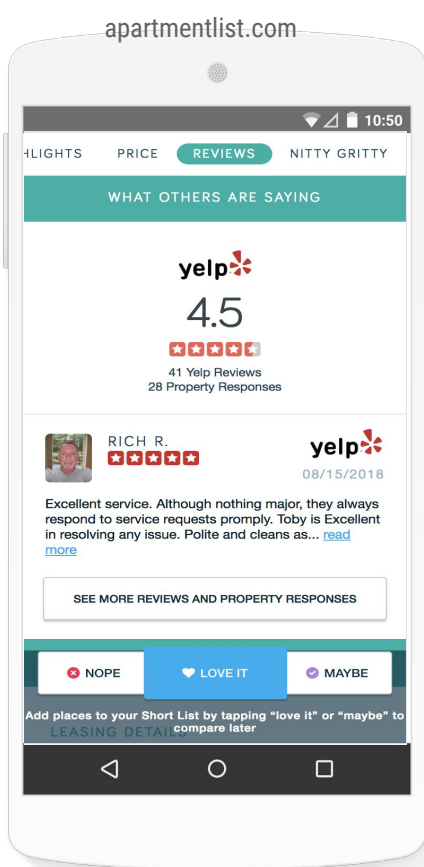


Google

Provide easy access to listings search history

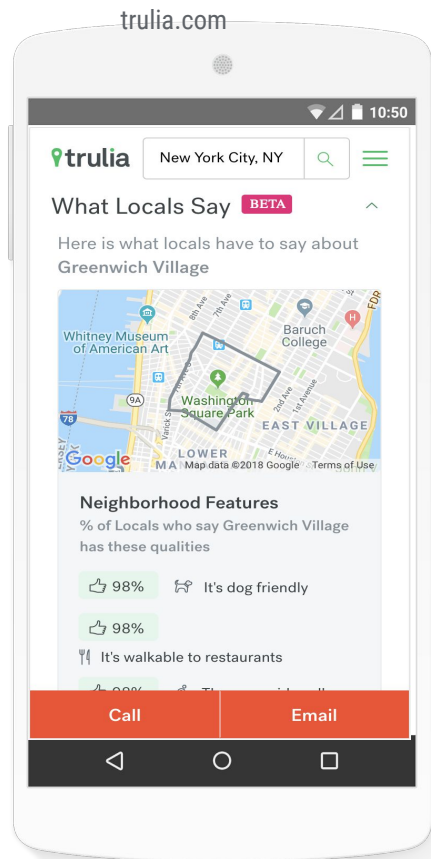


Add social proof



Social Proof. Bonus points: Provide info about the neighborhood

- Is it pet friendly?
- Is it walkable to restaurants/groceries?
- Is parking easy?
- Would people walk alone at night?
- Are there community events?
- Are neighbors friendly?
- Are neighbors planning to stay long term?



Consider AMP for faster loading pages

Case study: NoBroker (IN)

India's leading rental site improved owner-to-renter connections by 77% with AMP

Other Results:

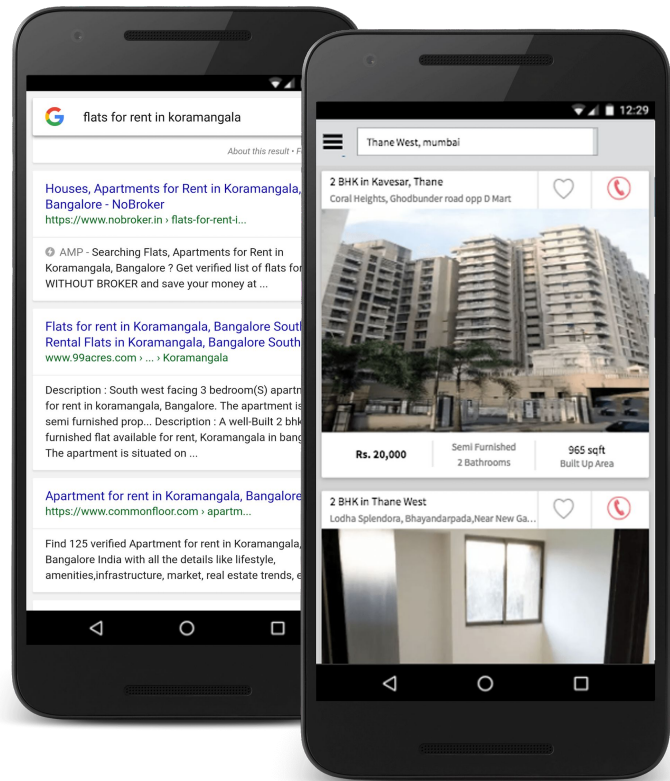
25% increase in new registrations

77% increase in connections (between renters and owners)

18% reduction in Bounce Rate

10% increase in pages/session

[NoBroker full Case Study on amproject.org](https://amproject.org/NoBroker%20full%20Case%20Study)

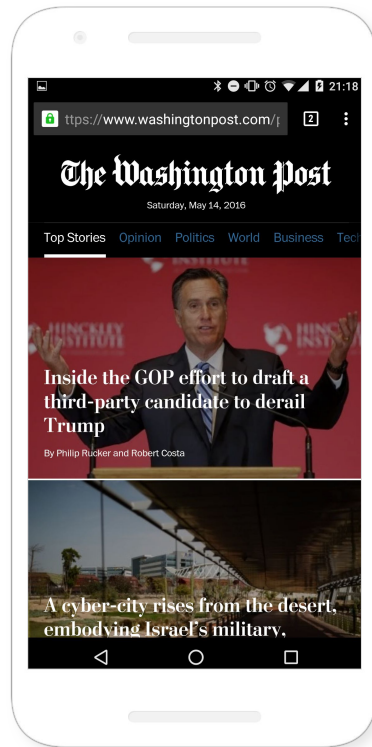


Consider combining AMP with PWA

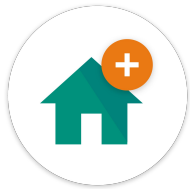
1. **AMP** loads instantly, and silently installs Service Worker to “warm up” **PWA**



2. Once user navigates from AMP, content loads instantly



Advantages of PWA for Real Estate sites



Add to Homescreen

Worthy of being on the home screen



Performance offline

Work reliably, no matter the network conditions



Push Notifications

Increased engagement, improved conversions



Case study - Settled (UK)

Fast - Settled cut their loading times x3 with a PWA

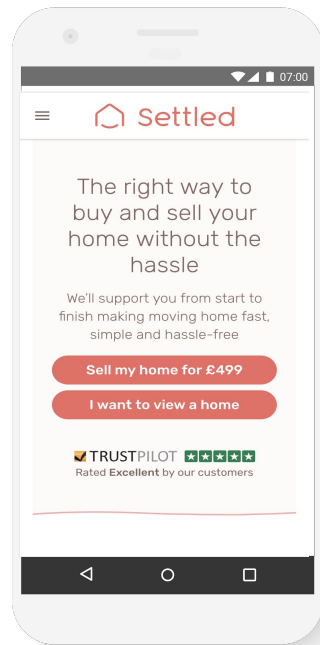
Results: 23% increase in mCVR

8% Increase of transactions

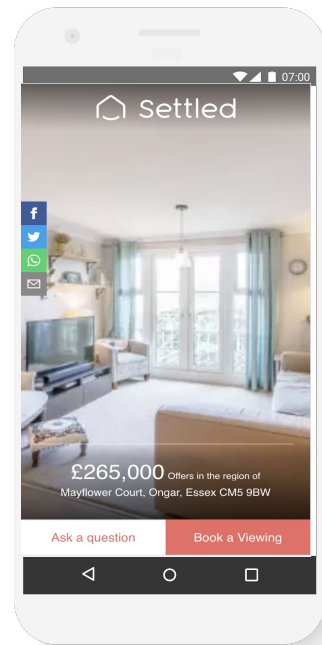
CPA reduced in 14%

13% lower Bounce Rate

[Case study link](#)



Homepage



Product Page

Case study - Housing (IN)

Fast, efficient, and reliable: Housing.com increases conversions and lowers bounce rate by 40% with new PWA

Results:

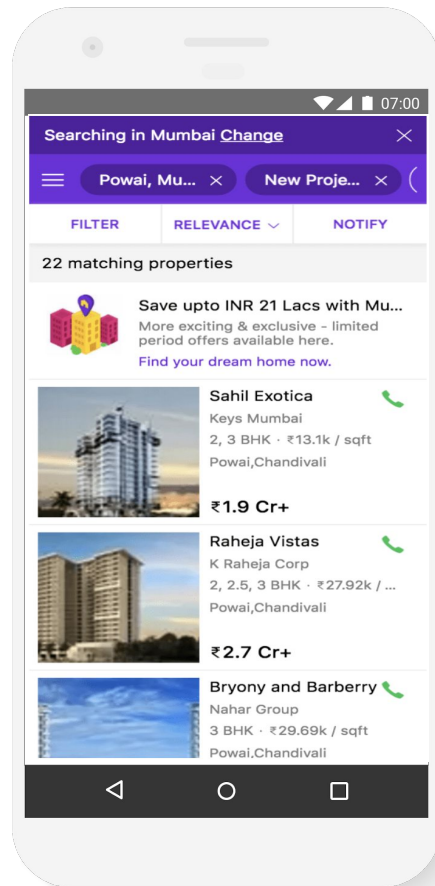
38% more conversions

40% lower bounce rate

10% longer average session

30% faster page load

[Case study link](#)

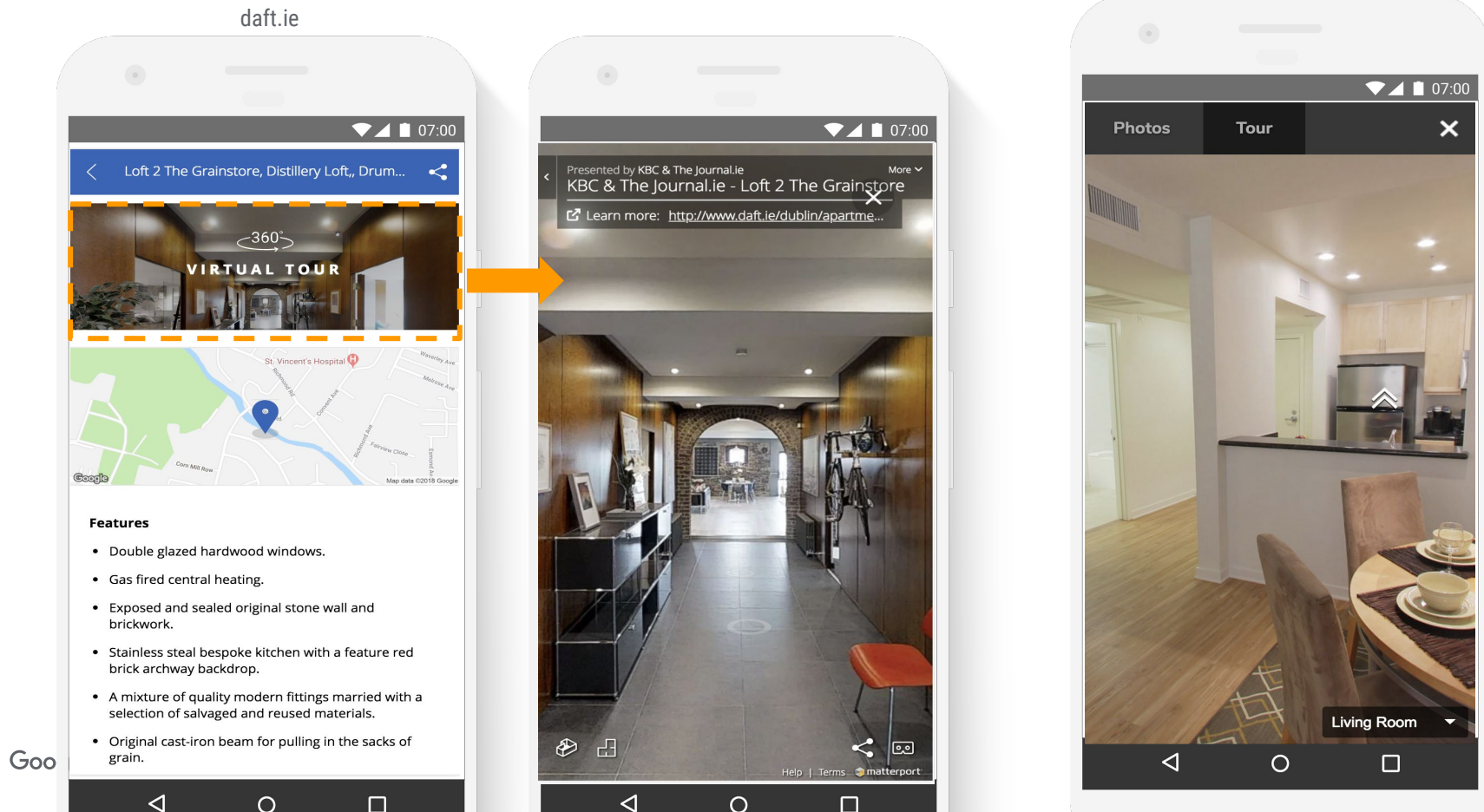


Search - Listings

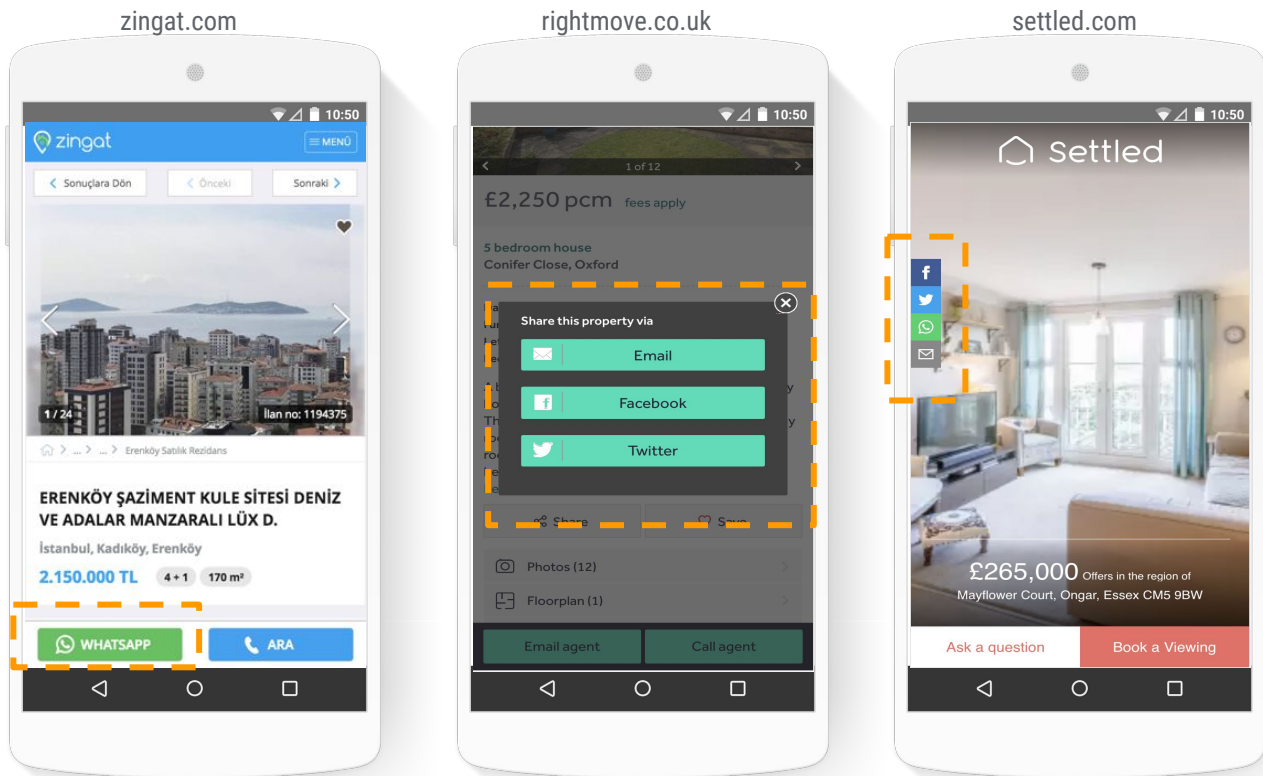
Bonus points: Offer a virtual tour

Proprietary + Confidential

homes.com



Add social share options



Form Optimization

Playbook at a glance

Creating frictionless experiences across the funnel (REAL ESTATE)

1. HOME/LANDING PAGE

2. MENU & NAVIGATION

3. SEARCH

4. CATEGORY/LISTING PAGE

5. FORM OPTIMIZATION

Section	Sign-in/up Forms	Ease of implementation	Impact	Key Metric
Key suggestion	Communicate sign in/sign-up/app download benefits upfront	Easy	High	CvR for Account creation, app download, # of Returning users
	Sign in with social	Easy	High	CvR, Exit Rate, % error rate
	Consider integrating one tap sign up	Easy	High	CvR, Exit Rate, % error rate
	Show reasons to download an app or sign up	Easy	High	CvR, App to download
	Support cross-device action	Easy	High	Cross device conversion
	Show user benefits of enabling push notifications	Easy	High	Micro-conversion on # of users opt-in

Typing on mobile is hard

me_every_time@|

Guide your user to complete the actions in the form

Proprietary + Confidential

lemonade.com

07:00 15:27

https://www.lemonade.com/start/11

Alright! Let's get you a quote

EMAIL ADDRESS

Date of Birth MM DD YYYY

☐ I agree to the [terms of service](#)

NEXT

1 2 3 -
4 5 6 _
7 8 9 ✕
, 0 . ➔

trulia.com

07:00

Check Availability

83 Baxter Street, Apt 1D
Chinatown, Downtown Manhattan, NY

\$3,000 2 Bed 1 Bath

Name

Email

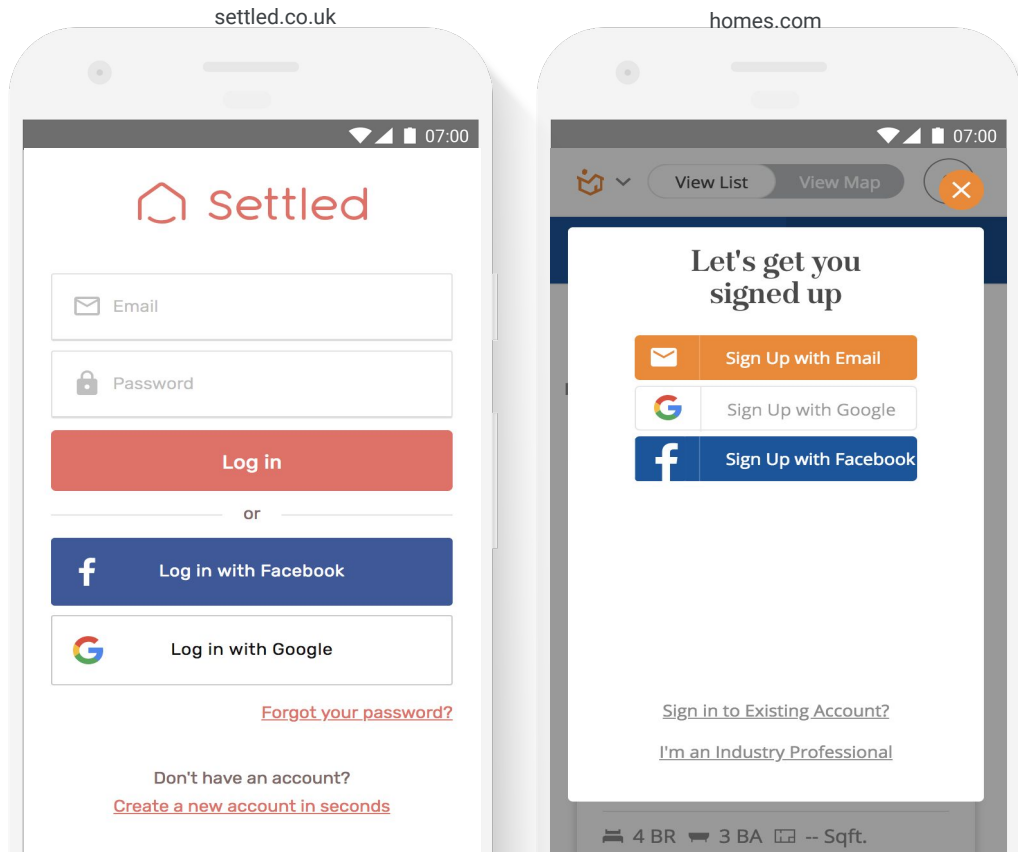
Phone Number

Hi, I am interested in this apartment. Is it still available for a showing?

Check Availability

Close

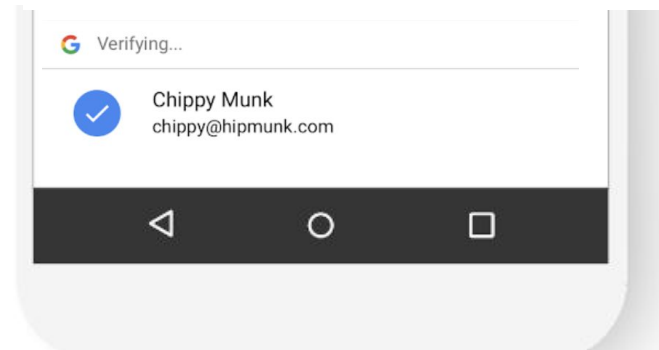
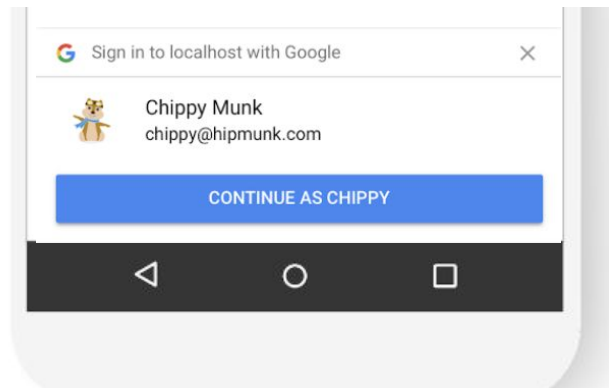
Enable social login



One Tap Sign Up & Auto Sign In

- Streamlined conversion UX - no typing
- Enable instant personalization on load
- Passwordless account security
- Supported on all major browsers

[One-Tap Sign-Up and Auto Sign-In on websites - Google Developers](#)



Optimize forms: Reduce number of fields

homes.com

Have a question about this home?

Full Name

Email Address

Phone Number

Request Info

By sending a request you agree to our [Terms of Use & Privacy Policy](#).

Eric J. Rossum
Tysons Corner • (866) 677-6937

Samantha Wilson
(844) 505-4874

Darryl Tittley
(301) 520-9960

Diane Harrison
Preferred • (240) 685-6840

trulia.com

Contact Property Cancel

303 East 83rd
303 E 83rd St, Manhattan, NY
10028
\$3,830 - \$11,950

Your Name

Your Email Address

Your Phone Number

I am interested in this rental and would like to schedule a viewing. Please let me know when this would be possible.

☒ Enable 1-Click Request ⓘ

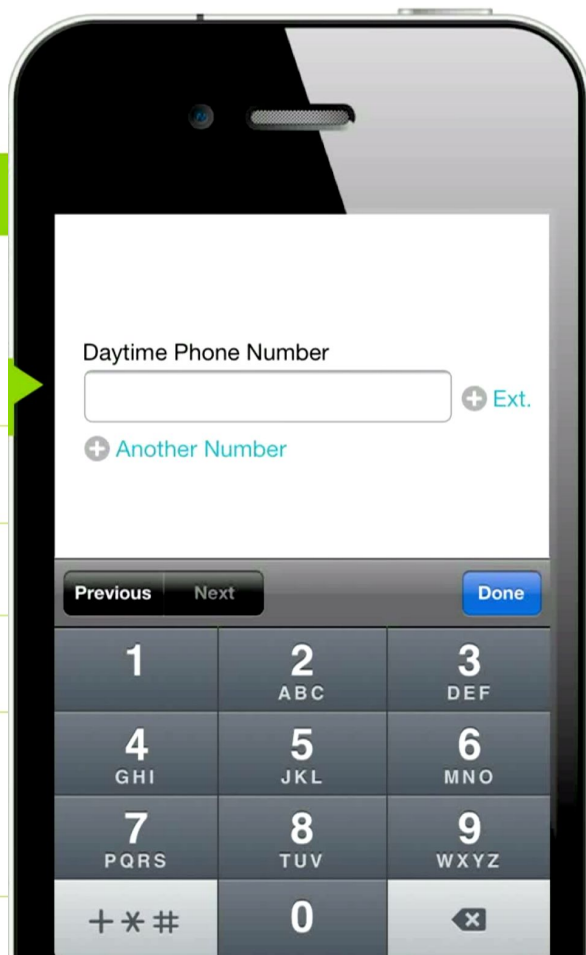
Request Viewing

We value your privacy! Trulia's [Terms of Use & Privacy Policy](#)

When you enable 1-Click Request on trulia.com, the site saves your details so the following viewing requests are made with one single click.

Ensure that the correct input type is used

Input Type	HTML
number	<pre><input type="number" min="2" max="10" step="2" value="6"></pre>
email	<pre><input type="email"></pre>
url	<pre><input type="url"></pre>
date	<pre><input type="date"></pre>
range	<pre><input type="range" min="2" max="10" step="2" value="6"></pre>



Optimize forms: Inline real-time validation and autofill

lemonade.com

The screenshot shows a mobile app interface for lemonade.com. The status bar at the top displays the time as 07:00 and the battery level at 15:27. The browser address bar shows the URL https://www.lemonade.com/start/11. The app header includes a hamburger menu, a user profile picture, and a help icon. The main heading reads "Alright! Let's get you a quote". Below this is a form with the following fields: "EMAIL ADDRESS" (with an envelope icon), "Date of Birth" (with a calendar icon and a date picker showing MM/DD/YYYY, where the MM field is highlighted with a pink border), and a checkbox for "I agree to the terms of service". A "NEXT" button is positioned below the form. At the bottom, a numeric keypad is visible, with the numbers 1 through 9, 0, and a blue arrow button.

rightmove.co.uk

The screenshot shows a mobile app interface for rightmove.co.uk. The status bar at the top displays the time as 07:00 and the battery level at 07:00. The app header includes a "Home" link, the "rightmove" logo, and a "Sign in" link. The main heading reads "Contact Finders Keepers, Central Oxford about Conifer Close, Oxford". Below this is a form with the following fields: "Olga Nozal" (highlighted with a yellow border), "Olga Nozal" (with "D07 XH60" to its right), "Manage addresses...", "Ireland" (highlighted with a yellow border), "D07 XH60" (highlighted with a yellow border), and "Your message". A "Send Email" button is positioned below the form. At the bottom, a disclaimer states: "Please note that Rightmove will send the above details to Finders Keepers only. By submitting this form, you confirm that you agree to our website terms of use, our privacy policy, and understand how we store cookies on your device." A small icon of a person is visible in the bottom right corner.

Thank You