Your Guide to Crafting the **Ideal Property Listing**

These are the key elements of creating a high-quality listing that captures immediate interest, engages with your intended audience, and results in robust sales.

1 Choose your cover and listing images carefully

✓ **Avoid cover images with faces, text, or collage elements**
The right cover image can potentially increase your CTR by 1.7%*.

✓ **The developer's logo boosts property seekers' confidence in the project's credibility**

✓ **Be sure to show the interior of the property**
Indoor images appeal particularly strongly to property seekers, offering ~0.75% higher CTR. We recommend supplying at least 5 shots including the property exterior, site plan, amenities, etc.

✓ **Use clean and aesthetically pleasing pictures**
The quality of visual material in your listing influences a user's decision to submit an enquiry.

2 Use brief but clear descriptions

✓ **Keep language concise and readable**
Simple sentences and easy-to-understand listings tend to have higher conversion rates.

✓ **Employ short paragraphs and simple formatting**
Listings with complex formatting like bullet points, highlights, or emojis can reduce CTR by ~0.2%*.

✓ **Highlight unique surrounding attributes of the property**
Emphasise the property's accessibility and proximity to amenities like schools or transportation options.

3 Be transparent about property details

✓ **Consumers are likely to make an enquiry when unit prices are available**
47% of our users include price in their searches and 71% of enquirers *explicitly* ask for unit type price.

✓ **Be truthful about location and unit configuration**
Ensure that your listing remains relevant to genuine property seekers in the area.

✓ **Show as much of the property as possible**
Feature site plans, floor plans, 3D visuals, and even drone footage as part of your listing. 53% of enquirers ask for a unit type floorplan image.

★ *Source: PropertyGuru Internal Data (Dec 2022 – Feb 2023)*

Developer Listing Details Form

Deadline: Submit all materials 7 working days before listing goes live.

⚠ We recommend completing all fields! Red text indicates compulsory fields

Please indicate if this Form/submission is being made for PropertyGuru International (Malaysia) Sdn Bhd and/or iProperty.com Malaysia Sdn Bhd by marking the relevant boxes below

PropertyGuru International (Malaysia) Sdn Bhd

iProperty.com Malaysia Sdn Bhd

Developer Information

Parent Developer Name

Developer Name

Developer Reg. No.

Developer Address

Developer Contact No(s).
(For developer-level inquiries)

Developer Email Address
(For developer-level inquiries)

Developer Website

Developer Description
(Attach separate file if not enough space)

Project Details

Project Name

Popular Short Name

Project Headline

Project Sales Status

Project Sales Status Date

Project Completion Date

(TOP) Completion Status

Tenure

Property Category

Property Type

Land Title

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Unit Details

Total Units

Total Available Units

Rooms (Min)

Rooms (Max)

Bathrooms (Min)

Bathrooms (Max)

Carparks (Min)

Carparks (Max)

Licenses & registration (AP/DL)

Developer's License No.

License Start Date

License End Date

Sales & Advertising Permit No.

Permit Start Date

Permit End Date

Building Plan Ref. No.

Building Plan Approving Authority

Land Encumbrances

Project Location

Township

State

City

Postcode

Coordinates (Latitude)

Coordinates (Longitude)

Site Full Address

★ Quick Tip

Keep your listing relevant by providing accurate location and unit type details.

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Sizes

Min. Build Up (sq ft)
Max. Build Up (sq ft)
Land Area (acres)

Promotional Video

Video uploaded on Youtube URL

Prices

Min. Listing Price
Max. Listing Price
Min. PSF Price
Max. PSF Price
Monthly Maintenance Fee (PSF)
Bumi Discount (%)

Project Real-Time Inquiries Channel

Phone/Mobile
WhatsApp
Email Address

Project Unique Selling Point

Project Description *(2000 characters. Attach separate file if not enough space.)*

Unique Selling Propositions (USP):
(Up to four (4) only for listing on PropertyGuru Malaysia and up to five (5) for listing on iProperty Malaysia.) (80 characters each)

USP 1
USP 2
USP 3
USP 4
USP 5*
For iProperty Listing only

Brand Color Code *(Pantone color name/code)*

⭐ **Quick Tip**

Increase your project's reach by stating its price —
property seekers are more likely to make enquiries when unit prices are available.

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Facilities Available

- 24 hours Security *(Keselamatan 24 jam)*
- Adult Fitness Stations *(Stesen Kecergasan Dewasa)*
- Adventure Park *(Taman Pengembaraan)*
- Aerobic Pool *(Kolam Aerobik)*
- Aeroyoga Room *(Bilik Aeroyoga)*
- Aircon Facilities *(Kemudahan Aircon)*
- Amphitheatre *(Amfiteater)*
- Badminton Hall *(Dewan Badminton)*
- Basement Car Park *(Tempat Letak Kereta Bawah Tanah)*
- Basketball Court *(Gelanggang Bola Keranjang)*
- BBQ Pits *(Kawasan BBQ)*
- Billiards Room *(Bilik Biliard)*
- Bowling alley *(Boling)*
- Business Centre *(Pusat Perniagaan)*
- Cafe *(Kafe)*
- Car Park *(Tempat Letak Kereta)*
- Children's Playground *(Taman Permainan Kanak-Kanak)*
- Clubhouse *(Rumah Kelab)*
- Community Garden *(Taman Komuniti)*
- Community Plaza *(Plaza Komuniti)*
- Covered Car Park *(Tempat Letak Kereta Berbumbung)*
- Covered Linkways *(Jalanan Berbumbung)*
- Driving Range *(Jarak Pemanduan)*
- Drop Off Point *(Titik Turun)*
- Eateries *(Kedai Makan)*
- Elderly Wellness Stations *(Stesen Kesihatan Warga Emas)*
- Electrical Sub-Station *(Sub-Stesen Elektrik)*
- Existing Bus Stop *(Perhentian Bas Sedia Ada)*
- Fitness Corner *(Sudut Kecergasan)*
- Fun pool *(Kolam Aktiviti)*
- Function Room *(Bilik Fungsi)*
- Game room *(Bilik Permainan)*
- Gymnasium Room *(Bilik Gimnasium)*
- Jacuzzi *(Jakuzi)*
- Jogging Track *(Trek Joging)*
- Karaoke *(Karaoke)*
- Landscaped Garden *(Taman Landskap)*
- Lap Pool *(Kolam Lap)*
- Launderette *(Mesin Cuci)*
- Library *(Perpustakaan)*
- Lift Lobby *(Lif Lobi)*
- Lounge *(Tempat Bersantai)*
- Main Entrance *(Pintu Masuk Utama)*
- Meeting Room *(Bilik Mesyuarat)*
- Mini Golf Range *(Gelanggang Golf Mini)*
- Mini-Mart *(Mini-Mart)*
- Multi-purpose Hall *(Dewan Sebaguna)*
- Multi-Storey Car Park *(Tempat Letak Kereta Bertingkat)*
- Nursery *(Taska)*
- Open Car Park *(Tempat Letak Kenderaan Terbuka)*
- Pantry *(Pantri)*
- Pavillion *(Pavillion)*
- Perimeter Fencing *(Pagar Perimeter)*
- Picnic Area *(Tempat Berkelah)*
- Playground *(Taman Permainan)*
- Pool Deck *(Dek Kolam)*
- Precinct Pavilion *(Pavilion Presint)*
- Reading Room *(Bilik Bacaan)*
- Recreation Lake *(Taman Tasik Rekreasi)*
- Recreation Room *(Bilik Rekreasi)*
- Reflexology Path *(Laluan Refeksologi)*
- Restaurant *(Restoran)*
- Roof Terrace *(Teres Bumbung)*
- Salon *(Salun)*
- Sauna *(Sauna)*
- Shelters *(Tempat Perlindungan)*
- Sky Lounge *(Sky Lounge)*
- Snooker Room *(Bilik Snooker)*
- Spa pool *(Kolam Spa)*
- Squash Court *(Gelanggang Skuasy)*
- Steam bath *(Mandi Wap)*
- Surau | Male & Female *(Surau | Lelaki & Wanita)*
- Swimming Pool *(Kolam Renang)*
- Table Tennis *(Meja Ping Pong)*
- Tennis Courts *(Gelanggang Tenis)*
- Utilities Center *(Pusat Utiliti)*
- Wading Pool *(Kolam Rendam)*

★ Quick Tip

Highlight your property's unique surroundings and proximity to schools and transportation for added appeal.

⚠ We recommend completing all fields! Red text indicates compulsory fields

Promotions Available

Promotion Details: *(Attach separate file if not enough space) (Up to 1,000 characters including spaces)*

iDeveloper Dashboard Access

Full Name

Email Address

Full Name

Email Address

Available Unit Types

Type Name	**Type Name**
Build Up (Sq ft)	**Build Up (Sq ft)**
Unit Price	**Unit Price**
Bedrooms	**Bedrooms**
Bathrooms	**Bathrooms**
Carparks	**Carparks**

Type Name	**Type Name**
Build Up (Sq ft)	**Build Up (Sq ft)**
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(Attach separate file if not enough fields)

★ **Quick Tip**

71% of property enquirers explicitly ask for unit-type prices in searches.

PropertyGuru For Business

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Submission Checklist

1. Developer Logo
2. Project Logo
3. Cover/Main image
4. Project Photos
5. Location Map
6. Master Layout Plans
7. Floor Plans
8. E-Brochure (PDF) *(below 10MB)*
9. Email addresses for project inquiries *(submit in page 2)*
10. Email addresses for iDeveloper
11. Dashboard access *(submit in page 2)*
12. Virtual Tour

For items 1 & 2,
Preferably horizontal logo, with white/transparent background

For items 3-7,
Min. 3200px X 1200px (high resolutioned)
(Aspect ratio: 16:9 & 4:3), preferably landscaped for better user experience

3200px X 1200px
(Aspect ratio: 16:9 & 4:3)

Make Your Listing More Attractive:

- Use clean images with no text or promotions
- Indicate main & cover images
- Use images with the property/project in focus at the centre
- Name image files in numerical order for sorting purposes
- Include image descriptions in file names for clarity
  E.g. 01 BBQ Area.jpg, 02 Main Entrance.jpg
- Provide floor plans and e-brochures if available
- Avoid excessive white space in Project Logo and Developer Logo, and submit the simplest versions of logos for best representation and legibility.
- Combine all project images in a zip file titled "developer–project name.zip".

★ Quick Tip

A placeholder logo will be applied where no developer's or project logos are provided.
This may affect the perceived credibility of your listing.

★ *Source: PropertyGuru Internal Data (Dec 2022 – Feb 2023)*

Developer Listing Details Form

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Submission Declaration

The Developer / Developer's representative shall sign the following Submission Declaration/s for each platform that the New Project Listing will be advertised on. If the Developer / Developer's representative intends for the New Project Listing to be advertised on both PropertyGuru International (Malaysia) Sdn Bhd's and iProperty.com Malaysia Sdn Bhd's platforms, it shall sign Submission Declarations for both entities respectively :

For PropertyGuru International (Malaysia) Sdn. Bhd.

By completing this Form, I confirm that: (1) I am duly authorized by the Developer to bind the Developer to PropertyGuru International (Malaysia) Sdn Bhd's ("PropertyGuru") Terms of Purchase found at https://www.propertyguru.com.my/customer-service/terms-of-purchase, as well as the contents of this Form or in any other communications with PropertyGuru; (2) the contents, information, materials and any other details relating to the New Project Listings provided to PropertyGuru, whether in this Form or otherwise are correct, accurate and complete for PropertyGuru to rely on when publishing and managing the New Project Listings; and (3) PropertyGuru is authorized to collect, use, disclose and/or process of my personal data in accordance with PropertyGuru's Privacy Policy found at https://www.propertyguru.com.my/privacy/.

Name of Developer's
Representative:

Contact details :

Designation :

Date of submission :

For iProperty.com Malaysia Sdn Bhd

By completing this Form, I confirm that: (1) I am duly authorized by the Developer to bind the Developer to iProperty.com Malaysia Sdn Bhd's ("iProperty") Customer Terms and Conditions found at https://www.iproperty.com.my/terms-and-conditions/, as well as the contents of this Form or in any other communications with iProperty; (2) the contents, information, materials and any other details relating to the New Project Listings provided to iProperty, whether in this Form or otherwise are correct, accurate and complete for iProperty to rely on when publishing and managing the New Project Listings; and (3) iProperty is authorized to collect, use, disclose and/or process of my personal data in accordance with iProperty's Privacy Policy found at www.iproperty.com.my/privacy-policy/.

Name of Developer's
Representative:

Contact details :

Designation :

Date of submission :