

Creating a great advert

On HomeSwapper there are some **really great adverts**; we've picked out some of the best as examples. In these adverts, the details included could **really help** a potential swapper get to know your property.

Here we give you some real-life examples of great adverts and how to create them. Have a read and see if there's anything you can do to spruce up your own advert...

The home you have

You can write your advert description in the box below the list of features.

The more detail you go into, the more potential swappers can learn from your advert!



What features does your home have?

Garden

Parking

Central heating

Double glazing

Pets allowed

Wheelchair accessible

Aids and adaptations

Sheltered home

Stairlift

Lift

Ground floor

No steps or stairs

Tell other swappers about your home

Please note that this is a HomeSwapper test account.

About this home

Map

Amenities

What they're looking for

This home comes with an [REDACTED] tenancy with no age restriction. This home benefits from the following features: Garden, Central heating, Double glazing, Pets allowed and Ground floor.

Features



Central heating



Double glazing



Pets allowed



Garden



Ground floor

Landlord

[REDACTED]

Tenancy type

[REDACTED]

Additional information from tenant

We live in a modern 3 bedroom home on a small friendly estate. There is one family bathroom on the first floor and a toilet under the stairs. The kitchen is separate to the living room/dining room that has doors to the back garden. There are no steps to get into the house, and one flight of stairs in the house to the bedrooms and bathroom. Two of the bedrooms are a decent size with large built-in wardrobes. The last bedroom is a box room, ok for kids or as a study. The kitchen is in need of an update but everything works well. The bedrooms have been decorated in the last 10 years.

The back garden we've put the most time into, it's large with decking area, lawn, built in BBQ and even an apple tree that gives fruit every year! We've really loved having neighbours and friends over in the summer.

The housing association looks after the plumbing, heating and electric and are pretty good at coming in and repairing things. Bills are about £100 per month but can go up in the winter. Because the house is near the sea you need heat it well in the winter (which can be pricey) otherwise you can get black mould and to air it in the summer.

We will also be taking the white goods – or potentially selling them if the new place already has them. There is no designated parking but it's not hard to find a spot most of the time. We have a dog, so pets are not a problem. There are no steps to get into the house, and one flight of stairs in the house to the bedrooms and bathroom.

The Area.

The house at the top of the hills in [REDACTED], right by a big park. There are buses that run from the town centre, but if you don't mind hills it's a 20min walk and about 35 minutes walk to the sea. There are a lot of shops in town and there is a big Morrisons 10 minutes walk away with a pharmacy which is really handy.

The community is small and friendly, we brought up our kids here and loved it they school were good then, not sure about now. lol

Take your time to describe both the home in detail and the area. Here, the description is split into two parts to make it really clear for the swapper reading it

It's a great idea to describe the size of the bedrooms and any storage included – be honest about any smaller rooms!

Be personal about why you love your property! If you describe what's great about your home, other people will be more likely to want to live there

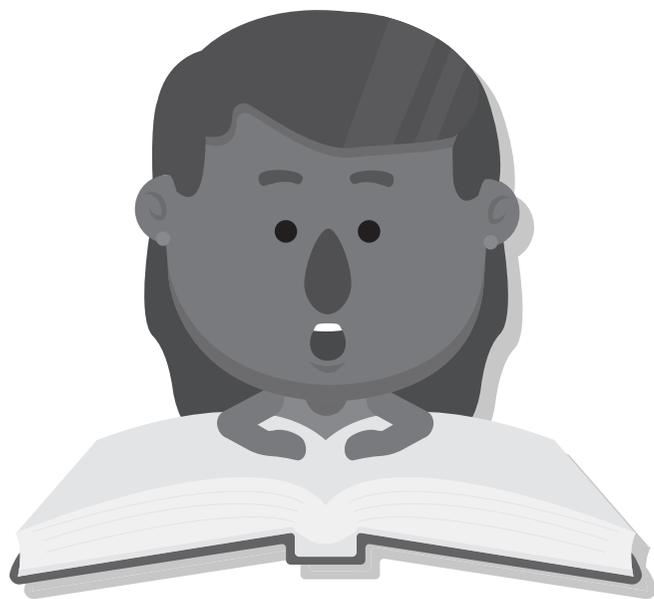
Give practical advice, such as how much the bills could cost per month – we all need to consider our budgets when choosing a new home

Let others know if you'll be taking the white goods with you – these will also be a cost to consider for a new resident

Small details that make the house easy to live in – like having two sinks – are really good to include

Even if you don't have a pet, remember that others might, so make sure you let them know if pets are allowed or not

When talking about the local area, think about nearby access to NHS services. For some people being in walking distance of a GP can be a lifesaver!



About this home Map Amenities What they're looking for

This home comes with an [REDACTED] tenancy with no age restriction. This home benefits from the following features: Parking, Central heating, Double glazing and Lift.

Features

- 🔥 Central heating
- 🚗 Parking
- 🪟 Double glazing
- 🛗 Lift

Landlord
[REDACTED]

Tenancy type
[REDACTED]

Additional information from tenant

The flat is in on the seventh floor of a tower block. There are steps leading up to the entrance and both stairs and lift that take you up there. It is a one bedroom flat, but it's actually quite spacious. The kitchen/diner and fit in a big sofa and a dining table that seats 8 without overcrowding the room. The kitchen is separate and small with an electric hob and small oven. My favourite thing is that there is a double-sink, I find it really useful. My favourite thing about this house is the small utilities room, with the washer, dryer, another sink and room for an ironing board and extra storage, it's really neat.

There is a small balcony that gets lots of sunshine and you can fit a small table and two chairs out there. The bedroom is a small double, we have two single beds in there at the moment. The bills are around £80 per month, but it's a really warm flat in the winter. We don't have a pet, but the neighbours have a dog and a parrot so I think pets are allowed.

The Area

The block is quiet, the grounds have a lot of kids playing around but nobody is a nuisance. We are about 15 minutes walk from the hospital and there is a really good NHS dentist on the highstreet. There is a really good community centre with a swimming pool, gym and art classes. I go to zumba there! There is a nice green park nearby. There is a bus that takes ten minutes to the town centre or you can walk in 30 minutes. In town there a really good high street with clothes and café's, there is also a big ALDI in town.

About this home

Map

Amenities

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This home comes with an [REDACTED] tenancy with no age restriction. This home benefits from the following features: Parking, Central heating, Double glazing and Lift.

Features



Landlord

Tenancy type

Additional information from tenant

I live in a three bedroom flat in a block in [REDACTED], and have down-size because I can't afford the bedroom tax. It's a small block and I am on the fourth floor, you can use the stairs or the or the lift, which is almost always in order and is big enough for up to 8 people. There is one bathroom with a shower, then a separate toilet. The bedrooms are all small doubles, there is not built in storage apart from one big double cupboard in the hallway. All of the rooms are on the same floor. The kitchen and living room are the same room, the fittings in the kitchen were replaced last year, with an electric induction hob. It's nice because there are a lot of windows on two sides on the room and they have double-glazing.

The flat comes with one numbered parking spot. The landlord doesn't allow pets in the block. The bills are around £60 per month, but that is just me living here but with full occupancy it might be more.

The Area

The block is near the leisure centre and some good pubs. It's right by the main road so can get a little bit noisy with the traffic. The flat doesn't have a garden or balcony but you can get to walk along the river Avon very quickly and it's quite beautiful. Transport into Bristol city centre is amazing from here, you can either get the train, it takes about 10 minutes or a bus that takes half an hour. I have a car it takes me 20 minutes. I also have a bike and can do it in around 40 minutes.

If you're downsizing, it's good to mention how much you pay in bills – but make sure you remind other swappers that the property isn't at full capacity, so their bills might be higher!

Going into detail about transport links is always a good idea. For people who might have been unsure about moving to a different area, this could be a real attraction



And of course, **don't forget to include some great photos on your advert!**

The home you want

It's also important to be clear about the home you want on HomeSwapper.

We've shown some good examples here...



The couple in this advert are not looking for any specific location. Generally swappers with fewer demands about what they need make great links in MultiSwap chains

Think about how flexible you can be – you could be pleasantly surprised by a property that's outside of the box!

Where they want to live



Types of home they'll consider



Detached house



Bungalow



Semi-detached house



Maisonette



Terraced house



Flat or studio

Features they need



Central heating



Double glazing



Pets allowed



Parking

Tenancy types they need

This user hasn't saved any required tenancy types yet.

Age restrictions they need

This user hasn't got any age restriction needs.

Extra information about what this tenant is looking for

ONE COUPLE WHO ARE HEALTHY and retired.

Ideally we are looking for a two-bedroom home

Our kids have grown up and have moved to London, so we want to be near to a train station that has decent links to London. But we aren't too fussy what area of the country we are in. Ideally we are looking for a two-bedroom home, with outdoor space garden/terrace/balcony where we can grow plants.

Open to different properties and to multiswaps

Extra information about what this tenant is looking for

Single Man, who has needs to down size because of the bedroom tax
I need to move into a one bedroom flat in [REDACTED]
I'm not that fussy on the type of property that I move too I just want to be in the centre of [REDACTED] My
Mum and Dad live near by and I care for them when I am not working so really want to stay as close to
them as I can. Having a parking spot is a must.

This user makes it clear that location is the biggest factor in their move. If you're clear, this will help other swappers know if they should contact you

Make sure you're direct about the features that are 'need to have' and 'nice to have'

Get writing!

Writing a good advert on HomeSwapper for the type of home you want means making sure that those who approach you can see whether their property would work as a direct swap or even as part of a MultiSwap chain. It's much better to be honest up front, so you avoid disappointment later down the line. When describing your home, it should be a careful balance between going into a lot of detail around the practical things that make up the property and sharing what you love about where you live.

Use our guide to strike the right balance and get writing a great advert!