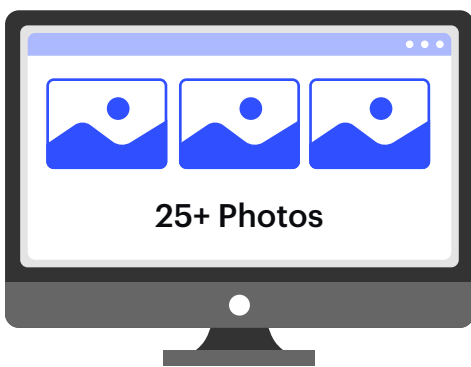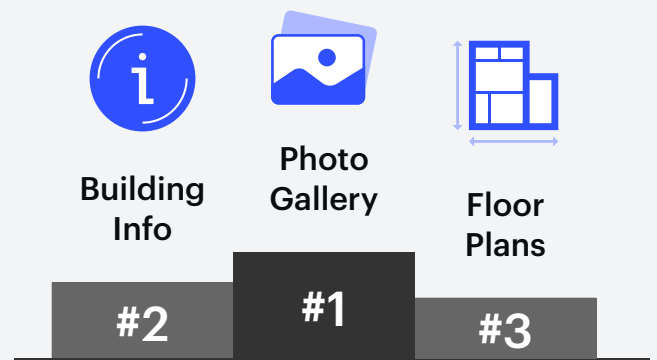# Cheat Sheet: 5 Elements of Successful Leasing Websites

Analysis of patterns and trends of top commercial leasing websites

## 01

### Three Most Critical Elements

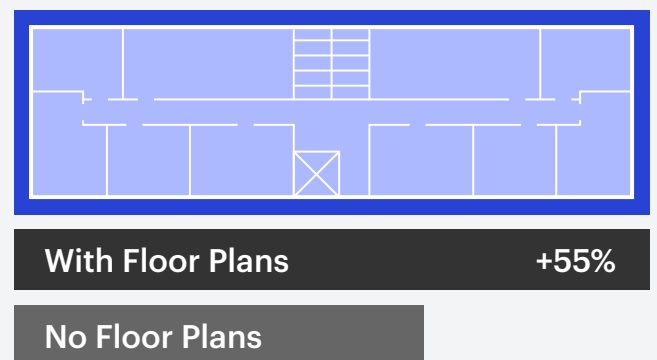**75% of total engagement** goes to Photo Gallery, Building info and Floor Plans sections

Building Info — #2
Photo Gallery — #1
Floor Plans — #3

## 02

### Number of Photos

25+ Photos

Property sites with at least 25+ professional photos have **2.2X greater engagement**

## 03

### Floor Plans

Adding downloadable floor plans to lease availabilities **increases engagement by +55%**

With Floor Plans — +55%
No Floor Plans

## 04

### Hero Image Quality

HQ

A high quality hero image can **boost scroll up to 20%** beyond the initial fold

## 05

### Interactive Features

Top leasing websites include **at least one or more** additional interactive features

Amenity Maps

Video

3D Virtual Tours

SharpLaunch