Checklist for
Retirement Village Profiles

Overview

☐ Have all fields under the 'Overview' section been completed.

This is important to ensure your village appears under the correct filter options.

Photos

First image:

☐ Is your first image the most eye-catching?

This image is what is seen on search result pages, so make it stand out!

Image carousel:

The photo carousel at the top of your profile page should showcase your village.

☐ Do your first three images work together like a story?

☐ Have you added at least 10 images?

Main description

Engagement:

☐ Include an engaging first paragraph to grab attention.

Focus on what makes your village special.

Structure:

Include separate paragraphs addressing:

☐ Home types and care levels offered.

☐ Village facilities and services.

☐ Summary and a clear call to action.

Types of homes

☐ Complete the 'Type of Homes' section with a minimum of 3 fresh images for each home type.

About the village

☐ Select all relevant facilities and services offered at the village.

Homes for sale

☐ Ensure "Home for Sale" listings are current and accurate.

☐ Remove outdated listings and upload new ones as needed.

Media

☐ Add a video or virtual tour if you have them.

☐ If you have a village logo, add it here.

Contact information

☐ Double-check that the village manager and sales manager names are up to date.

☐ Double-check the correct people are receiving enquiries. This is found under the 'Enquiry email' section at the bottom of the 'Contact Details' tab.

💡 Hot tip for description

A recent audience survey found the below facilities & services as the most important to mention:

- Restaurant / cafe
- Village gardens / grounds
- Village security
- Health practitioners that visit
- Activities programme
- Swimming pool