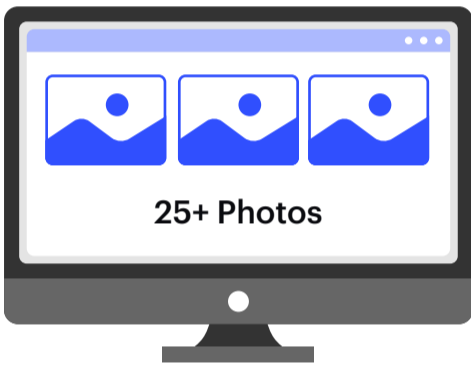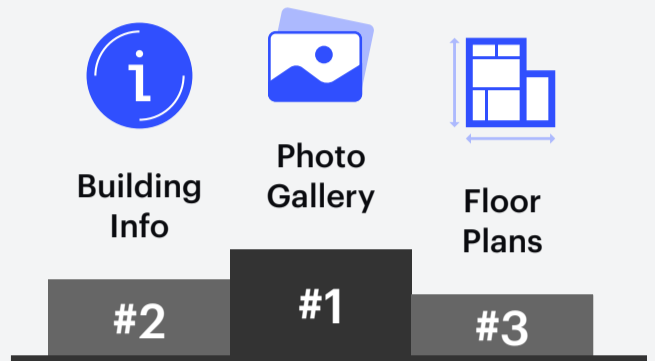# Cheat Sheet: 5 Elements of Successful Leasing Websites

Analysis of patterns and trends of top commercial leasing websites

01

Three Most Critical Elements

33% of total engagement goes to Photo Gallery, followed by Building info and Floor Plans

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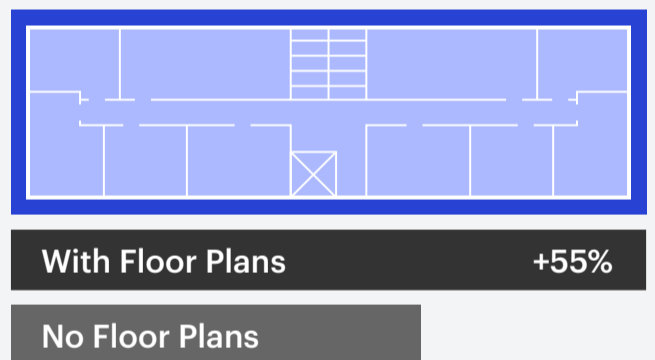Floor Plans — #3

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