DIGITAL TRENDS FOR PROPERTY

2026



SKYWIRE

THE DIGITAL OPPORTUNITY

Luxury property ecommerce is evolving fast. The best websites build confidence and excitement through digital experience. These top trends show where brands are leading — and where the opportunity lies.



TREND ONE

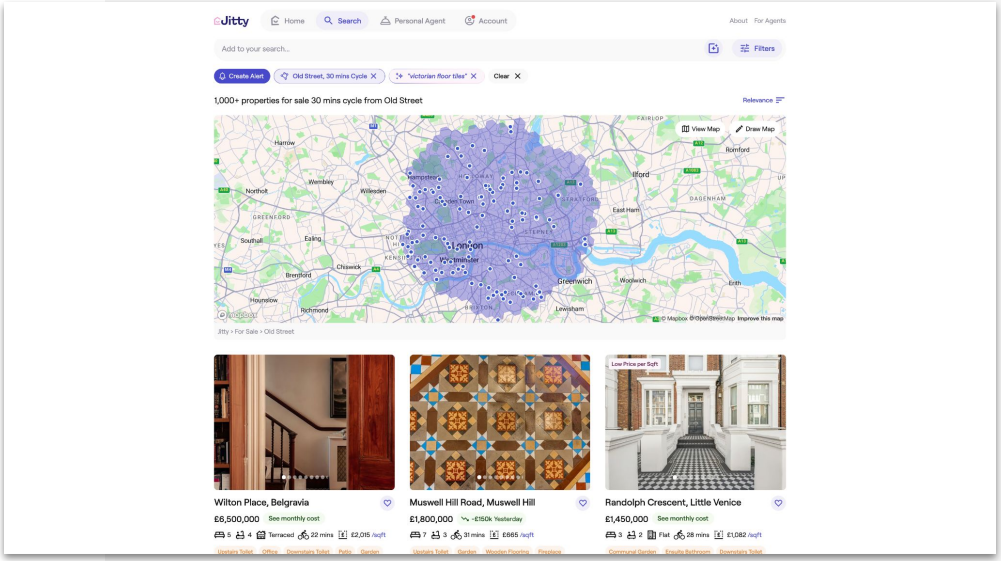
AI LED LISTINGS

Property listings should be one click away and relevant to the user — AI makes that possible.

- DDRE AI Search on homepage hero & in advisors section
- Jitty ‘Describe the home you want to live in’ on home
- Austin Homes AI ‘Property Search Assistant’ highlighted as new

HOW TO DO IT

- Ask one simple question, get listings
- Use AI to filter and rank
- Highlight AI search function



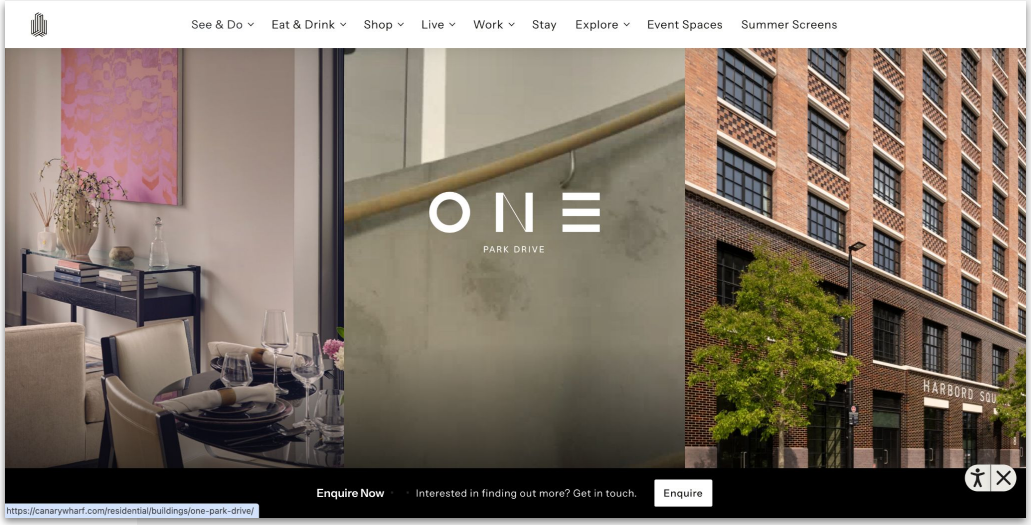
↑ Jitty.com Search results for ‘30 mins cycle from Old Street’ AI Search

TREND TWO

GUIDED PROPERTY DISCOVERY

Users need help finding the right property - don't expect them to browse long listings. Give them interactive tools to guide their search.

- Canary Wharf Beautiful yet informative property intros
- Rightmove User friendly 'draw your search area'
- 619 Brickell Neighbourhood guides sell the lifestyle



↑ Canary Wharf Apartments Overview

HOW TO DO IT

- Replace filters with guided questions
- Curate listings by intent signals
- Recommend properties based on behaviour

TREND THREE

PHOTOGRAPHIC EVIDENCE

Alluring photography on first land creates the emotional hook and heavily impacts whether the user will choose to explore your site.

- Sothebys Gallery component is simple but sells the dream
- No.1 Grosvenor Square Immersive mix of video and imagery
- Era Residence Homepage images can be switched day to night



↑ Era Residence gallery with hot spots

HOW TO DO IT

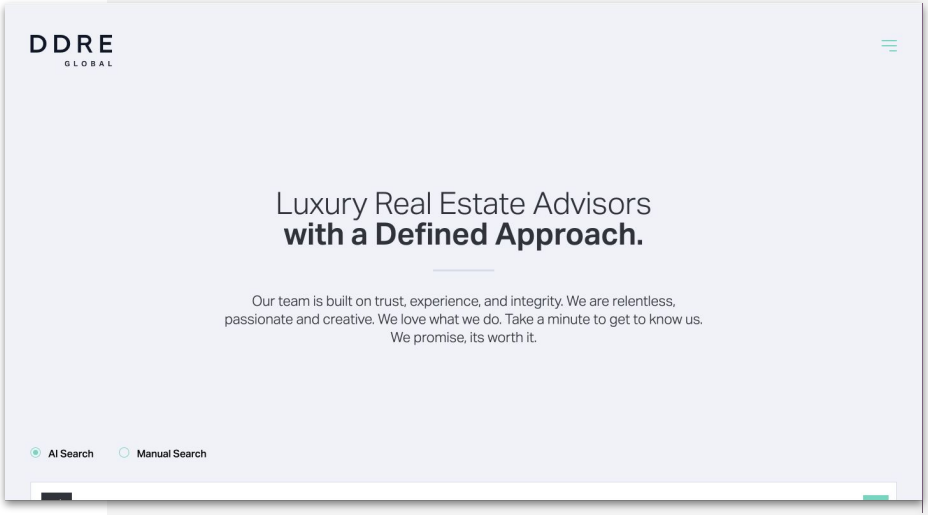
- Capture the sense of space and luxury detail
- Choose real life over CGI
- Include photography of the local area

TREND FOUR

FRICTIONLESS ENQUIRIES

Design an enquiry process that feels effortless and premium — one that favours human expertise over AI encounters.

- Savills WhatsApp on first land for familiar and instant comms
- DDRE Advisor-led enquiry flows
- Belgrade Arbor Enquiry form with luxury feel, featuring callback



↑ DDRE, advisor led enquiry flow

HOW TO DO IT

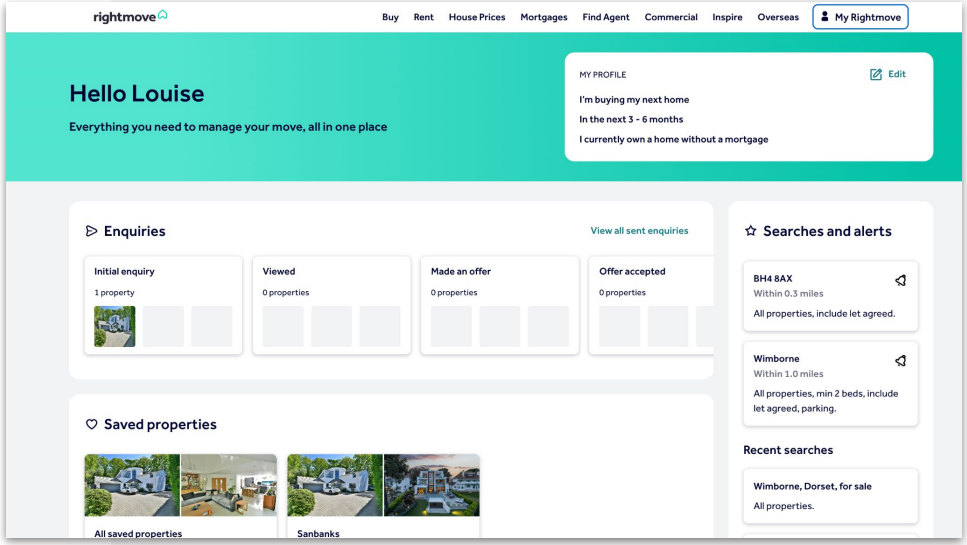
- Reduce unnecessary form fields
- Use progressive data capture
- Set clear response expectations upfront

TREND FIVE

REAL TIME PERSONALISATION

Include portals and profiles to create a tailored experience - effortless access to relevant properties drives conversion.

- My Rightmove Portal User centric, behaviour led dashboard
- Zoopla Account Area: Save favorites, track prices, create alerts.



↑ My Rightmove

HOW TO DO IT

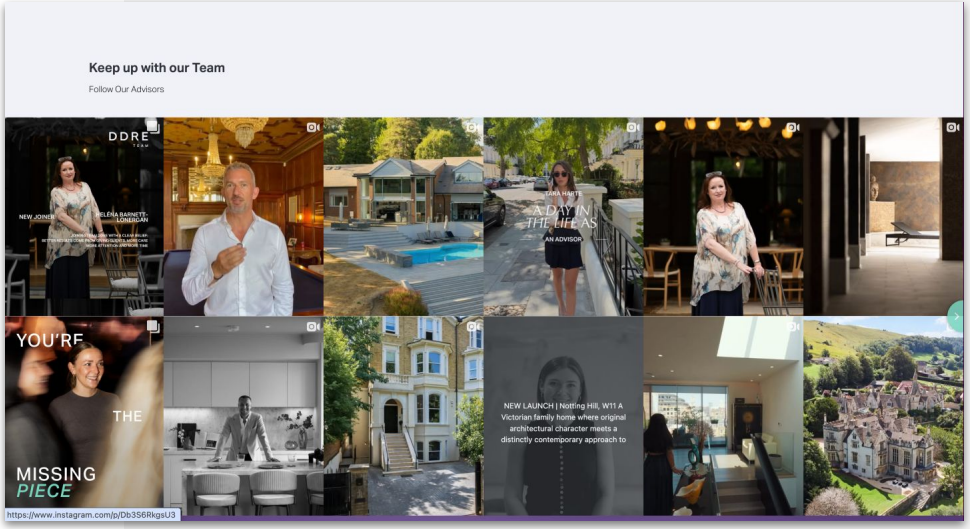
- Adapt content based on behaviour
- Surface relevant properties dynamically
- Use intent signals to guide journeys

TREND SIX

HUMAN-INTEGRATED JOURNEYS

Blend digital and human touchpoints to close high-value deals.

- Knight Frank Find your expert from Search e.g. ‘County House’
- Savills Direct consultant engagement via WhatsApp
- DDRE Global Advisor led sites and IG exclusives



↑ DDRE on IG ‘Keep up with our Team’

HOW TO DO IT

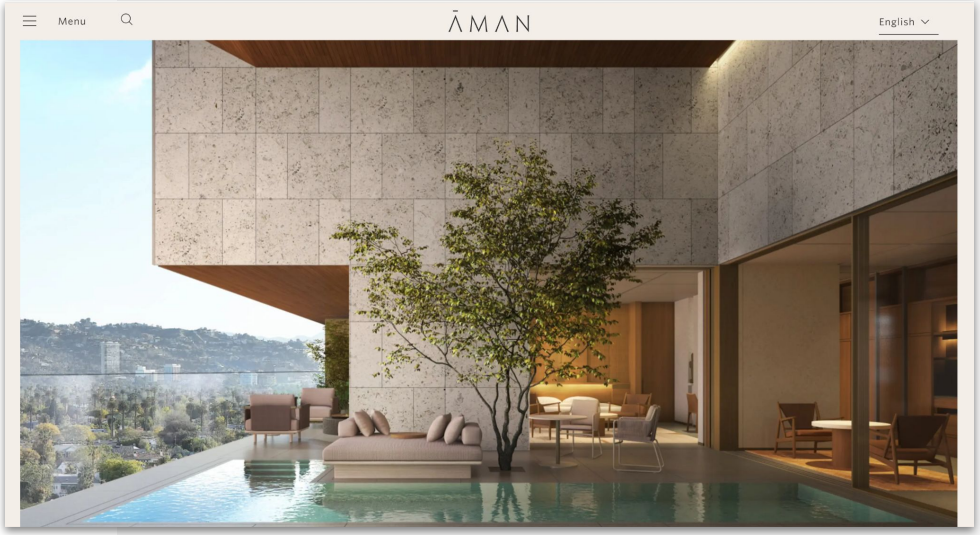
- Enable instant human interaction
- Pass context into advisor conversations
- Remove repetition across touchpoints

TREND SEVEN

SCARCITY DRIVEN DEMAND

Increase desire and interest in luxury properties through exclusivity and urgency cues.

- Aman Residences Alluring copy ‘Impeccable homes for a select few’ and immersive visuals convey exclusivity - immediately
- Domus Nova Private clients section with testimonials
- Nobu Residences Waitlist for new and exclusive properties



↑ Aman Residences

HOW TO DO IT

- Gate access to premium inventory
- Highlight limited availability
- Create priority or early access

TREND EIGHT

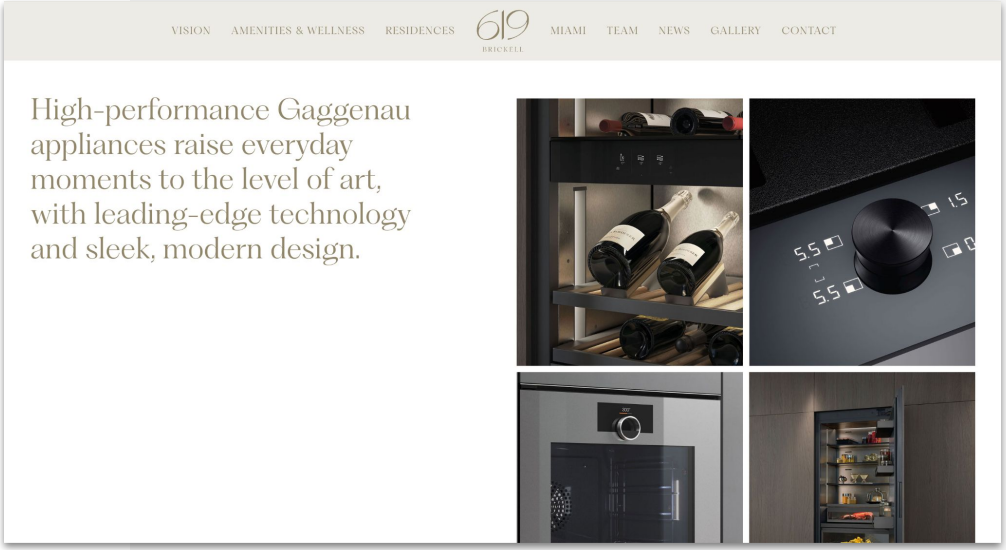
TRUST LED PROOFING

Build confidence in your organisation and portfolio through proof of high-end service and luxury brand association.

- Stone Investments Depicts '10 commitments' in one component
- 619 Brickell Showcases luxury brands and leading technology
- 10 Park Drive features elevated design, exclusive third spaces and a premium concierge offering

HOW TO DO IT

- Surface credibility signals early in the journey
- Reinforce advisor and brand authority
- Provide transparent supporting data



↑ 619 Brickell highlights luxury brands

TREND NINE

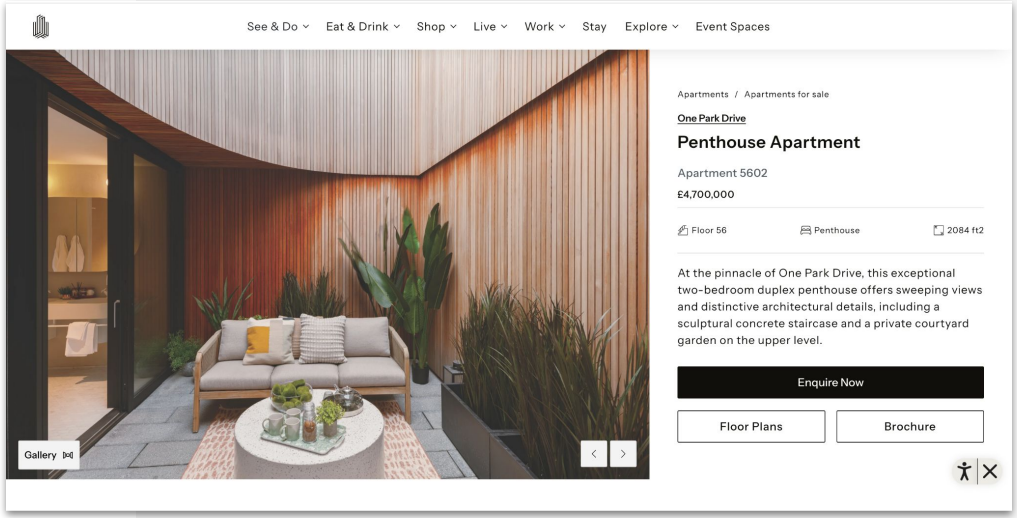
DIGESTIBLE DETAIL

Let users see the detail — especially as they move through the funnel toward second viewings.

- Knight Frank Interactive property brochures
- Belgrade Arbor Slide outs with accordions to reveal the detail with PDF and share options
- Canary Wharf UI is uncluttered via progressive disclosure and strong CTAs

HOW TO DO IT

- Break down specs, floorplans, dimension
- Enable downloads and sharing
- Avoid reams of copy - go visual



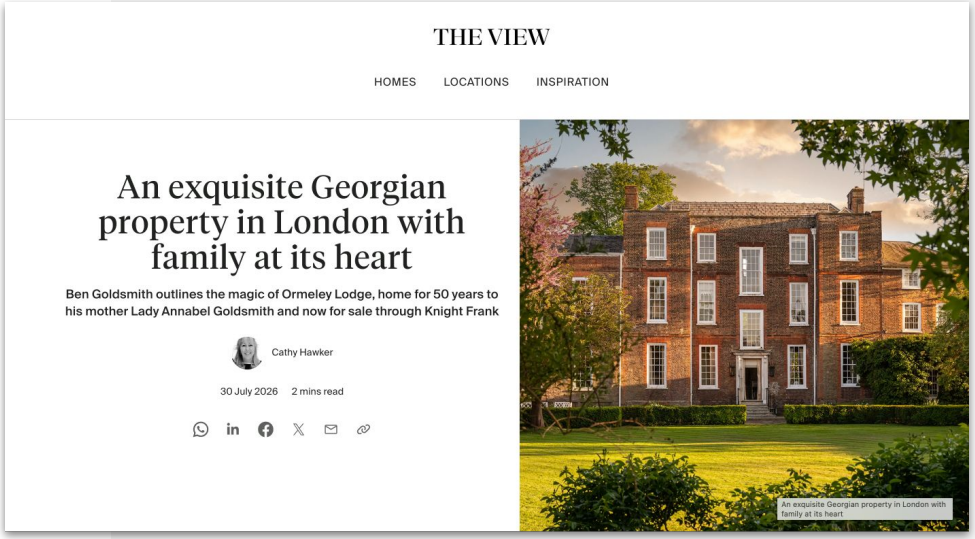
↑ Canary Wharf, One Park Drive PDP

TREND TEN

STORIES / BLOG

Build SEO value and organic search traffic as you showcase lifestyle, neighborhood, and storytelling content that a listings page can't.

- The Modern House Beautiful UI across podcast, film and articles - updated weekly
- The View Knight Frank weaves homes for sale into story content
- Canary Wharf Group Uses stories to spark interest in the area.



↑ The View by Knight Frank

HOW TO DO IT

- Include local guides and lifestyle stories
- Feature real client journeys and testimonials
- Post consistently, optimise each for search

TREND ELEVEN

IMMERSIVE FORMATS

Use bold, immersive formats — video, 360° tours, drone footage — to sell the dream: the property and everything around it. Ensure they work on mobile.

- Era Residence Homepage hotspots and unexpected movement
- Primland Residences Hotspots to map features and USPs
- BelgradeArbor CGI 360 view with day to night toggle



↑ Belgrade Arbor 360 view

HOW TO DO IT

- Implement 360° tours or drone footage
- Include cinematic video with soundscapes
- Add virtual staging, interactive walkthroughs

TREND TWELVE

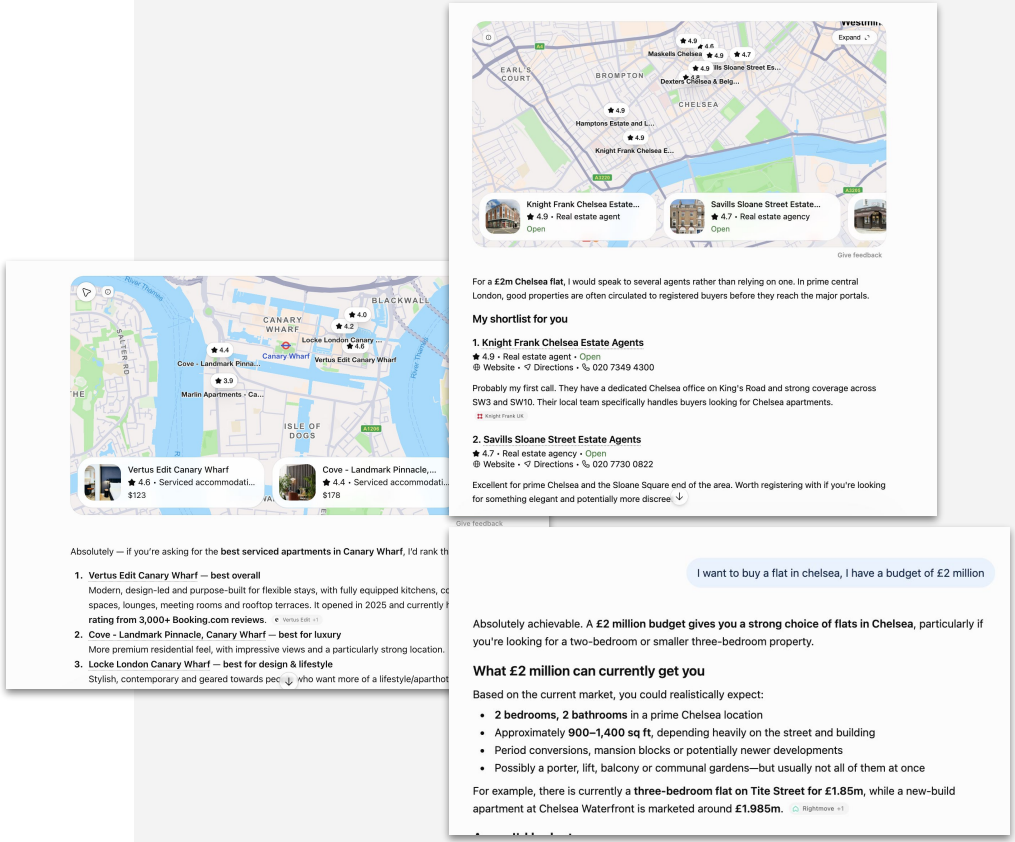
GET FOUND BY AI

Enable AI assistants like Claude and ChatGPT to cite your organisation and property portfolio.

- Rightmove Useful, informative content is surfaced, strengthening brand as authoritative
- Knight Frank Shortlisted over the competition, relevance explained
- Savills ChatGPT mentions specific offering, for ‘more discreet and elegant’ properties, strengthening brand perception
- Vertus Edit Recognised as best serviced apartments in the area

HOW TO DO IT

- Speak to Skywire about LLM best practice
- Publish authoritative facts, FAQs, descriptions
- Match your facts across every channel



↑ Chat GPT Results

FIVE WAYS TO WIN

1. **Let AI guide the search**
   Enable one-question discovery so users find relevant listings instantly.

2. **Sell the dream immersively**
   Use video, 360° tours, and drone footage to bring properties to life, optimise for mobile.

3. **Remove friction, add humans**
   Simplify enquiries, then connect users to real advisors when it matters.

4. **Build desire through exclusivity**
   Use scarcity, credibility, and proof points to deepen trust and urgency.

5. **Make every detail effortless to find**
   Layer digestible specs and storytelling content to support every funnel stage.



SKYWIRE

GROWTH PARTNER FOR LUXURY BRANDS

Skywire is a premier technology, creative and marketing agency dedicated to the strategic growth of luxury and lifestyle brands.

To explore how the trends found in this report can be tailored to you, we invite you to connect with our specialists.

hello@skywire.co.uk

PROPERTY + INTERIORS
TRAVEL + HOSPITALITY
JEWELLERY
LUXURY FASHION
BEAUTY + WELLNESS
HERITAGE BRANDS

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