

— FREE GUIDE FOR JERSEY BUSINESSES

Website design for Jersey estate and letting agents

Show properties beautifully and turn browsers into valuations and viewings.

People choosing an agent in Jersey judge you on how you present property. A slow, cluttered site with grainy photos undermines the very thing you sell: presentation. Your website is your window display, open around the clock.

ESTATE & LETTING AGENTS

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Read it online: jerseyweb.je/services/estate-agent-website-design/

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We build a clean, fast site that lets your listings shine, makes valuations and viewings easy to request, and reassures sellers and landlords that their property is in professional hands.

WHO IT'S FOR

Estate agents, letting agents and property professionals across Jersey.

Why it matters

Listings that sell

Large, sharp photography and clear details so a property looks its best on any screen.

Valuations made easy

A simple request-a-valuation form that turns interest from sellers and landlords into leads.

Trust at a glance

A polished, professional site that reassures owners their biggest asset is in safe hands.

WHAT'S INCLUDED

- ☐ Clear sales and lettings sections
- ☐ Property listing layouts with galleries
- ☐ Request-a-valuation form
- ☐ Enquiry and viewing requests
- ☐ Meet-the-team and testimonials
- ☐ Mobile-friendly layout
- ☐ Secure hosting and SSL
- ☐ Ongoing content updates

How it works

1 Tell us how you work

We look at your sales and lettings mix, the areas of Jersey you cover and how you like leads to reach you, so the site fits your agency.

2 We design around your properties

A clean layout that puts photography first, with easy valuation and viewing requests and the trust signals sellers look for.

3 We launch and keep it current

Send us new instructions and we keep the site up to date, or we can connect it to how you already manage listings.

What Jersey buyers and tenants need your website to explain

Jersey property is bought in ways that puzzle people from the UK, and your website is the obvious place to explain them. Most homes pass by contract before the Royal Court, which sits for property on Friday afternoons, as freehold or flying freehold (a flat plus a share of the common parts). Others are sold by share transfer, where the buyer buys shares in the company that owns the building. A short explainer saves your negotiators the same conversation every week.

What a buyer will pay is the next question. Stamp duty on freehold purchases and land transaction tax on share transfers use the same bands, starting at £90 plus 0.5%. First-time buyers pay £90 and nothing more up to £350,000, and 1% from £350,000 to £600,000, with the relief tapering away by £700,000; homes that will not be the buyer's main residence pay a higher rate. Link to the [current rates on gov.je](#) rather than copying the tables, because they change with each Budget.

Residential status decides what someone can buy or rent: Entitled residents can buy or rent anything, Licensed residents most property, and newer arrivals much less. The status names changed recently, so make sure any explainer on your site uses the current ones from gov.je's [accommodation rules](#).

For lettings, three rules belong on the landlord pages. Every rented home needs a [rented dwelling licence](#) (£61.50 for two years), held by the owner even when an agent applies. Deposits must be protected with [mydeposits Jersey](#) within 30 days. And under the [Residential Tenancy \(Jersey\) Law](#) as amended in April 2026, rent rises are capped at RPI, at most once a year with two months' written notice, and a landlord ending a periodic tenancy without a ground must give a year's notice.

Estate agents are also registered with the JFSC for anti-money-laundering supervision. That is worth saying plainly, but not as "regulated by the JFSC", which suggests more than it is. Our [guide for JFSC-registered firms](#) explains the difference.

Common questions

Can you show property listings?

Yes. We build clean listing layouts with photo galleries and key details. For larger agencies we can look at connecting to how you already manage your properties.

Can sellers request a valuation online?

Yes. A request-a-valuation form is included as standard: it is one of the most valuable lead sources for an agent, so we make it prominent.

Can you handle both sales and lettings?

Yes. We give sales and lettings their own clear sections so buyers, sellers, tenants and landlords all find what they need quickly.

Will it look good on a phone?

Yes. Most property searches happen on a phone, so every site is built mobile-first with fast-loading images.

Can the site explain share transfer and flying freehold?

Yes. A plain-English page on how Jersey property is bought, the types of title and what buyers pay in stamp duty or land transaction tax answers the questions buyers ask most, and it is exactly what people moving to the island search for.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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