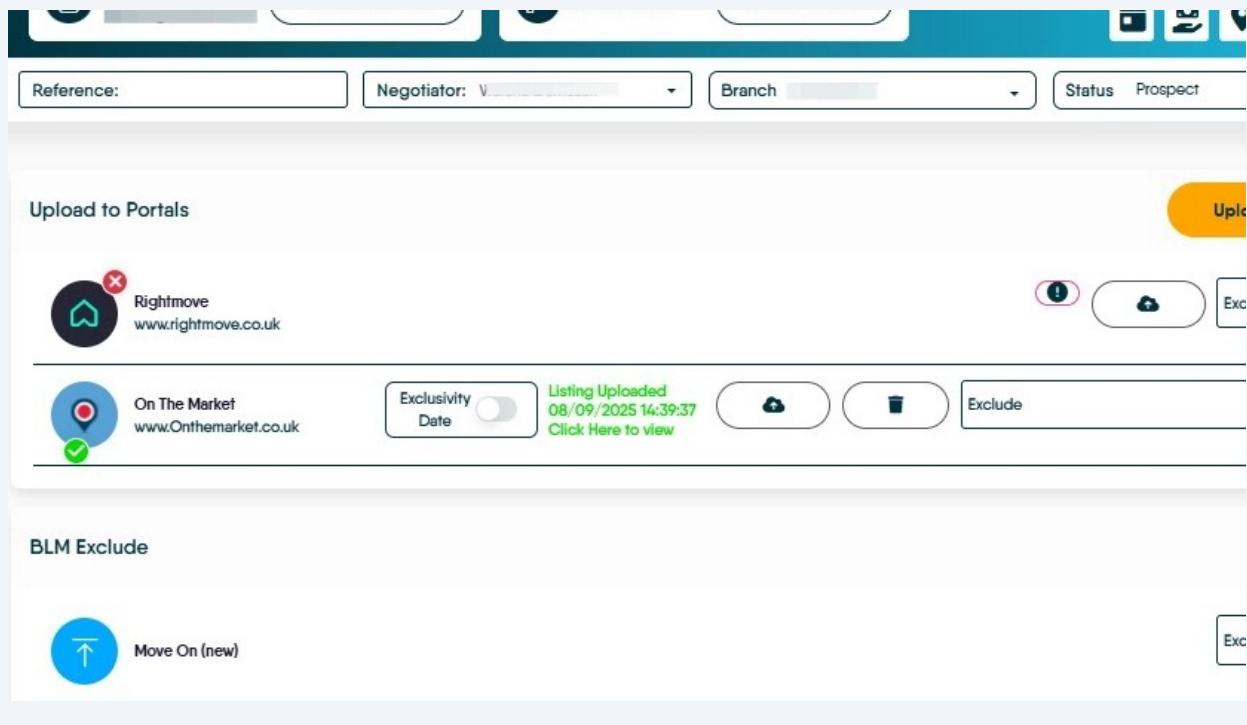


Addressing the Error 'Invalid Element' When Marketing a Property?

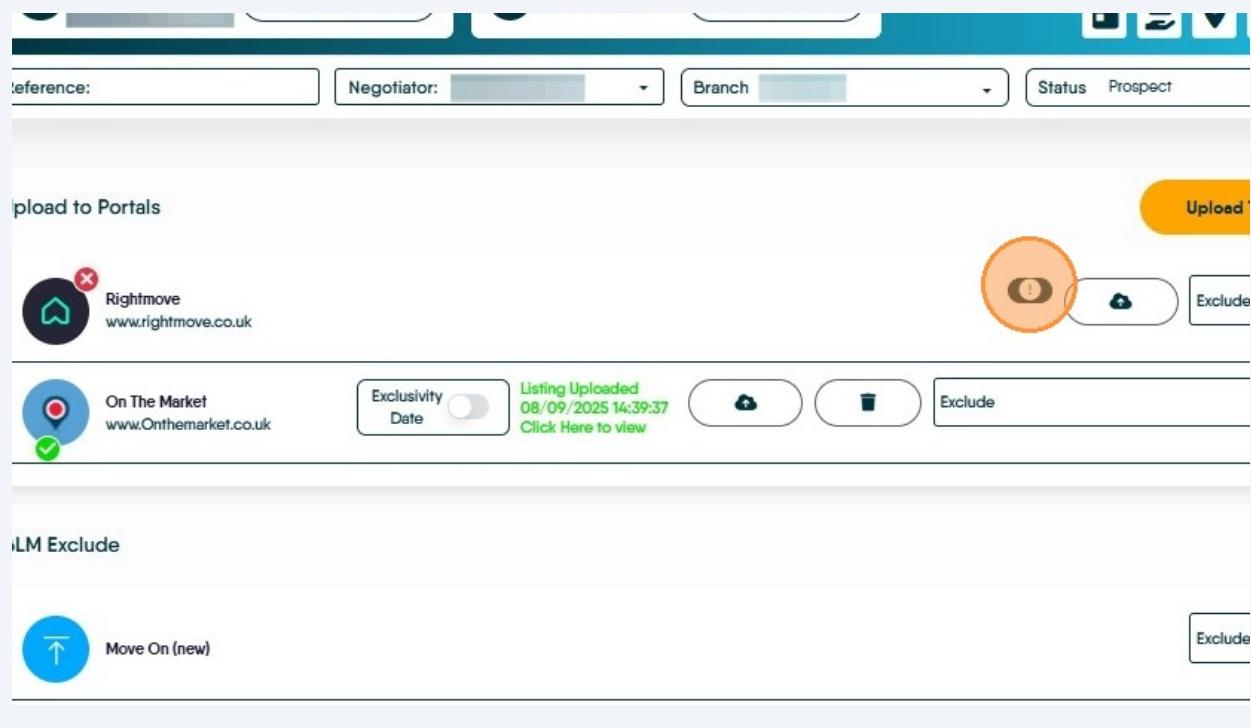


This guide shows how to identify and fix the 'Invalid Element' error when marketing a property. By following the outlined steps, users can ensure their property listings are accurate and compliant, ultimately enhancing visibility and appeal

- 1 If a property fails to upload, a red cross will display on the portal logo, and an exclamation mark button will appear next to the Upload button.



2 Click the exclamation mark button and you'll be shown an error.



Upload to Portals

Rightmove
www.rightmove.co.uk

On The Market
www.Onthemarket.co.uk

Exclusivity Date Listing Uploaded 08/09/2025 14:39:37 Click Here to view

Exclude

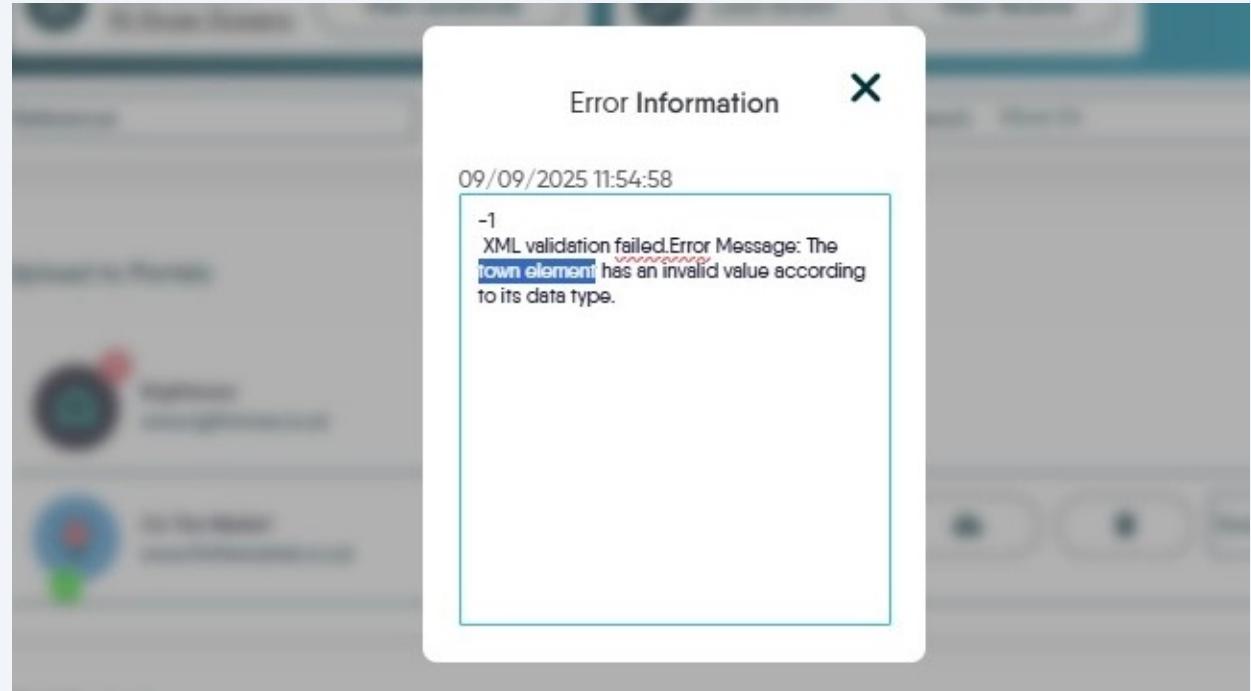
ALM Exclude

Move On (new)

Exclude

Upload

3 The error tells you there is an invalid value in a certain section of the property record. The most common being the Address Line 1, Town, Summary, and Description elements.

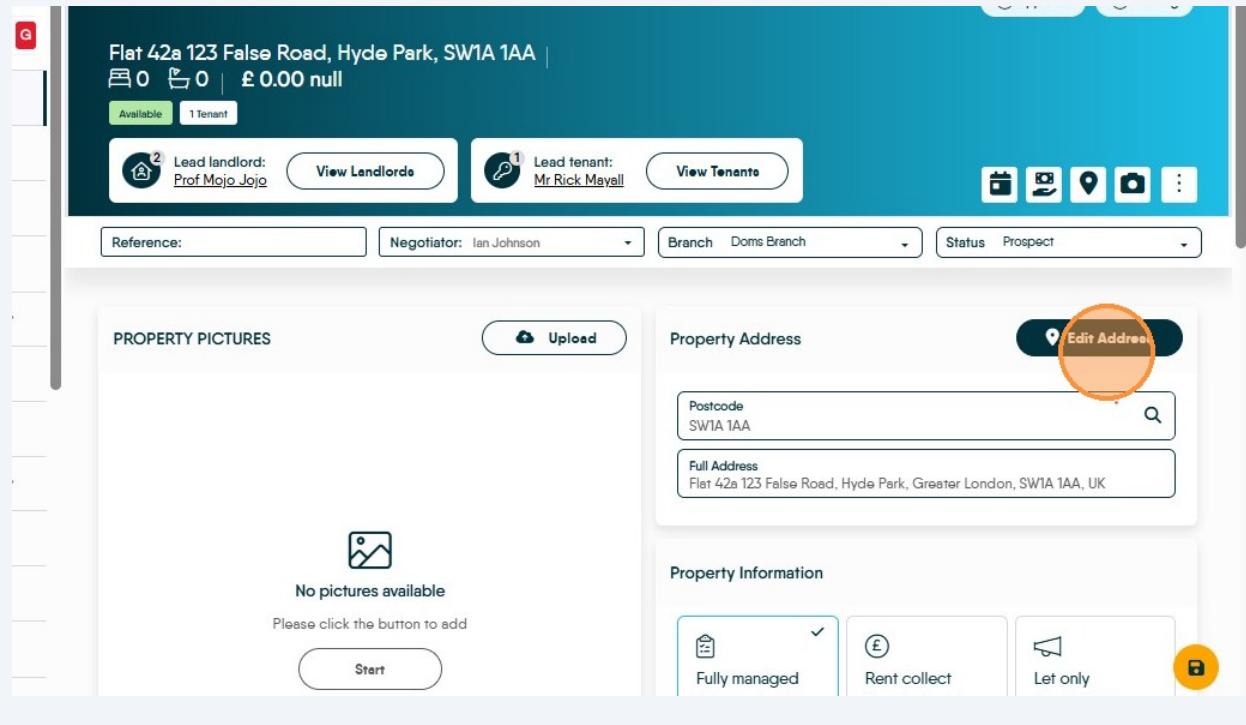


Error Information

09/09/2025 11:54:58

-1
XML validation failed. Error Message: The town element has an invalid value according to its data type.

4 If you see the Address Line 1 or Town Element error, go to the Property Details Page and click the Edit Address button



Flat 42a 123 False Road, Hyde Park, SW1A 1AA | £0 | £0.00 null

Available | 1 Tenant

Lead landlord: Prof Mojo Jojo | View Landlords

Lead tenant: Mr Rick Mayall | View Tenants

Reference: [] Negotiator: Ian Johnson Branch: Doms Branch Status: Prospect

PROPERTY PICTURES **Upload**

No pictures available

Please click the button to add **Start**

Property Address **Edit Address**

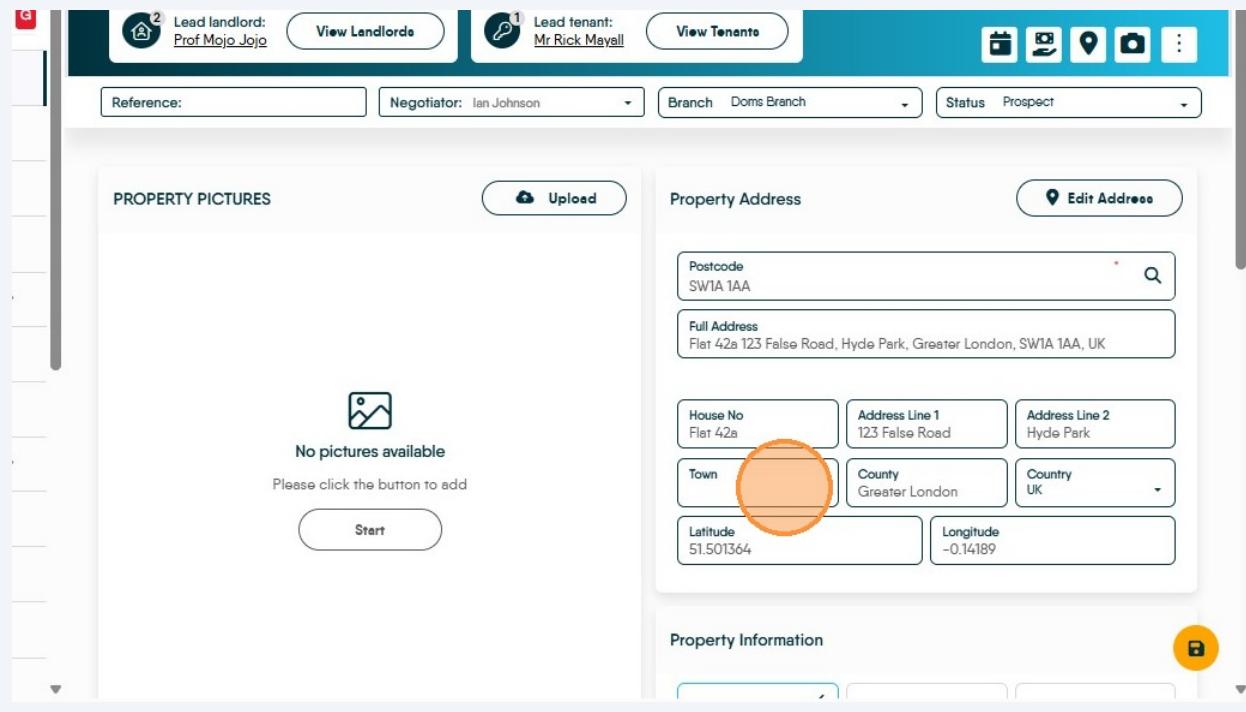
Postcode: SW1A 1AA

Full Address: Flat 42a 123 False Road, Hyde Park, Greater London, SW1A 1AA, UK

Property Information

Fully managed | Rent collect | Let only

5 This will expand the address and allow it to be edited. Here we can see the Town field is empty, and the property will not upload to portals without it.



Flat 42a 123 False Road, Hyde Park, SW1A 1AA | £0 | £0.00 null

Available | 1 Tenant

Lead landlord: Prof Mojo Jojo | View Landlords

Lead tenant: Mr Rick Mayall | View Tenants

Reference: [] Negotiator: Ian Johnson Branch: Doms Branch Status: Prospect

PROPERTY PICTURES **Upload**

No pictures available

Please click the button to add **Start**

Property Address **Edit Address**

Postcode: SW1A 1AA

Full Address: Flat 42a 123 False Road, Hyde Park, Greater London, SW1A 1AA, UK

House No: Flat 42a | Address Line 1: 123 False Road | Address Line 2: Hyde Park

Town **County** **Country**

Town: | County: Greater London | Country: UK

Latitude: 51.501364 | Longitude: -0.14189

Property Information **Save**

6 Add in the missing element

Available 1 Tenant

Lead landlord: Prof Mojo Jojo [View Landlord](#)

Lead tenant: Mr Rick Mayall [View Tenant](#)

Reference: Ian Johnson Branch Doms Branch Status Prospect

PROPERTY PICTURES [Upload](#)

No pictures available

Please click the button to add [Start](#)

Property Address [Edit Address](#)

Postcode SW1A 1AA

Full Address Flat 42a 123 False Road, Hyde Park, Greater London, SW1A 1AA, UK

House No Flat 42a Address Line 1 123 False Road Address Line 2 Hyde Park

Town London County Greater London Country UK

Latitude 51.501364 Longitude -0.14189

7 Save the address

Lead landlord: Prof Mojo Jojo [View Landlord](#)

Lead tenant: Mr Rick Mayall [View Tenant](#)

Reference: Ian Johnson Branch Doms Branch Status Prospect

PROPERTY PICTURES [Upload](#)

No pictures available

Please click the button to add [Start](#)

Property Address [Edit Address](#)

Postcode SW1A 1AA

Full Address Flat 42a 123 False Road, Hyde Park, Greater London, SW1A 1AA, UK

House No Flat 42a Address Line 1 123 False Road Address Line 2 Hyde Park

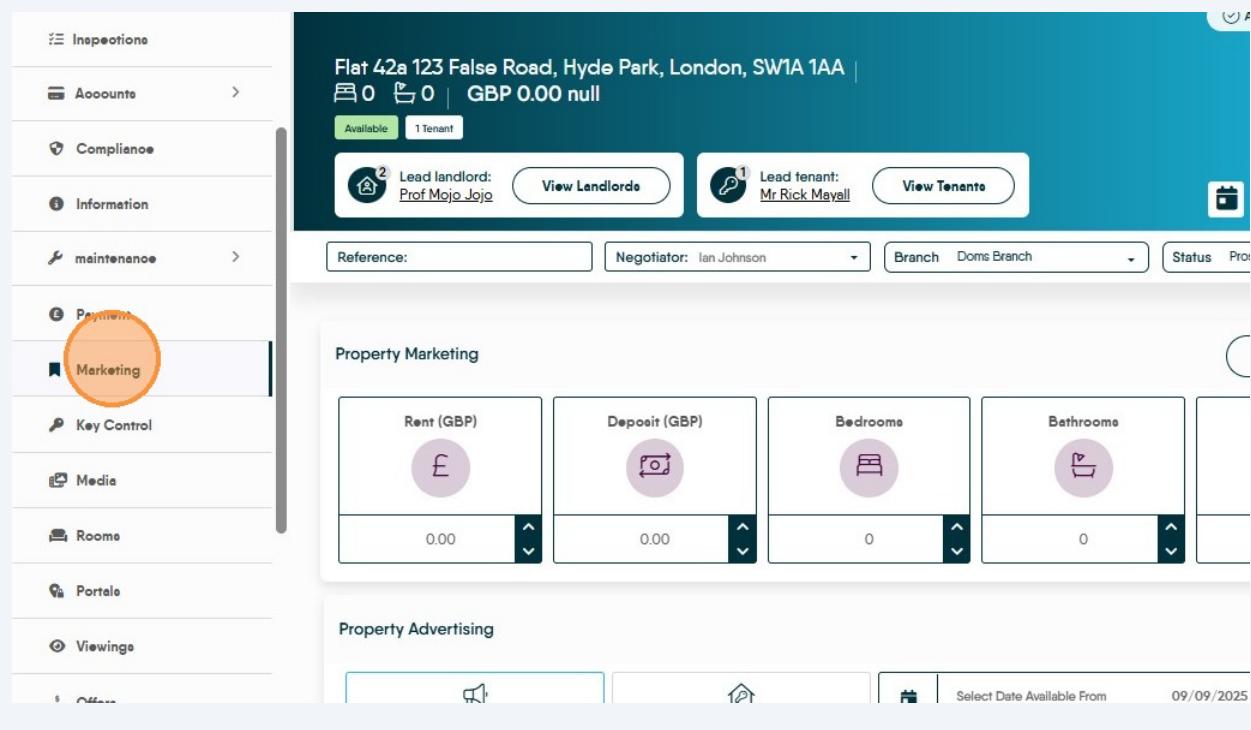
Town London County Greater London Country UK

Latitude 51.501364 Longitude -0.14189

Property Information [Save Changes](#)

8

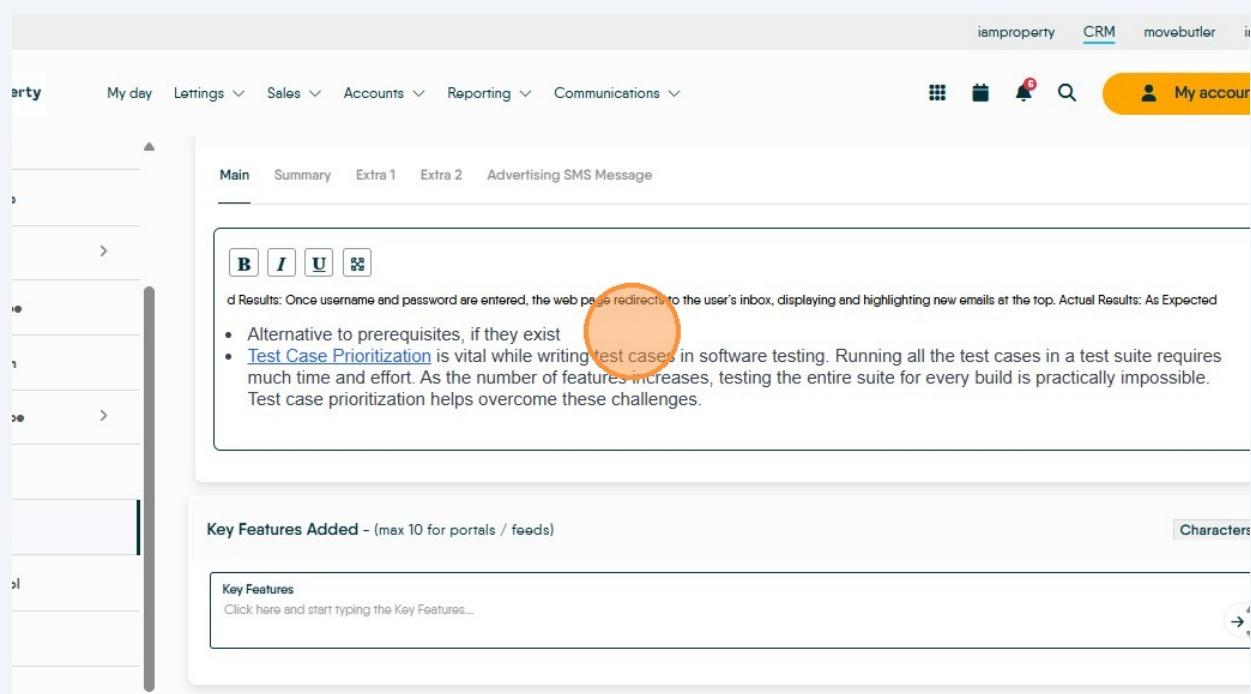
If the Invalid Element in the error is the Description or Summary, the likely cause is the text has been copy-pasted from an email or a website and has formatting that cannot be uploaded. Go to the Marketing tab and scroll down to the text boxes.



The screenshot shows a software interface for property management. On the left, a sidebar lists various tabs: Inspections, Accounts, Compliance, Information, maintenance, Payments, Marketing (which is highlighted with an orange circle), Key Control, Media, Rooms, Portals, Viewings, and others. The main content area displays a property listing for 'Flat 42a 123 False Road, Hyde Park, London, SW1A 1AA'. The listing shows a rent of '0 GBP 0.00 null', an available status, and one tenant. Below this, there are sections for 'Property Marketing' and 'Property Advertising'. The 'Property Marketing' section contains four input fields for 'Rent (GBP)', 'Deposit (GBP)', 'Bedrooms', and 'Bathrooms', each with a circular icon and a dropdown arrow. The 'Property Advertising' section includes a date selector with the value '09/09/2025'.

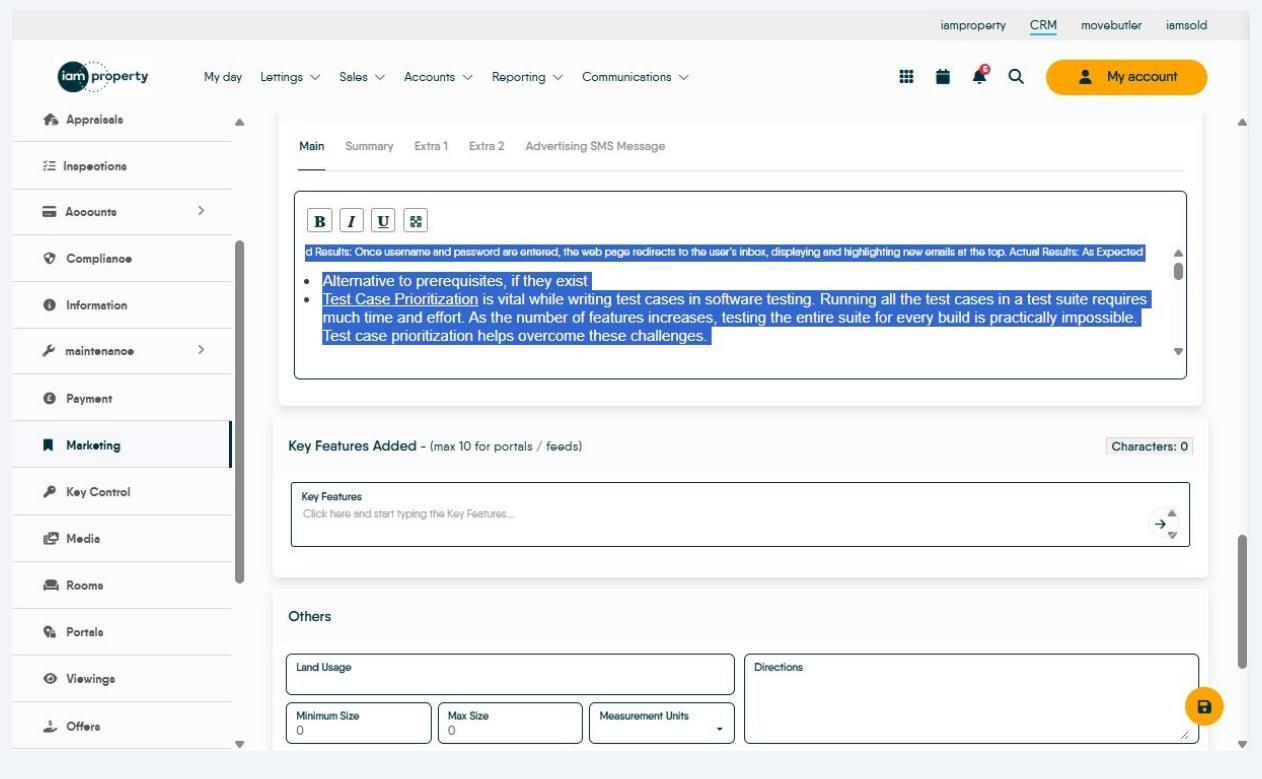
9

There are several clues that the text contains formatting. In this example, you can see different fonts and text sizes are in use, as well as bullet points and a link



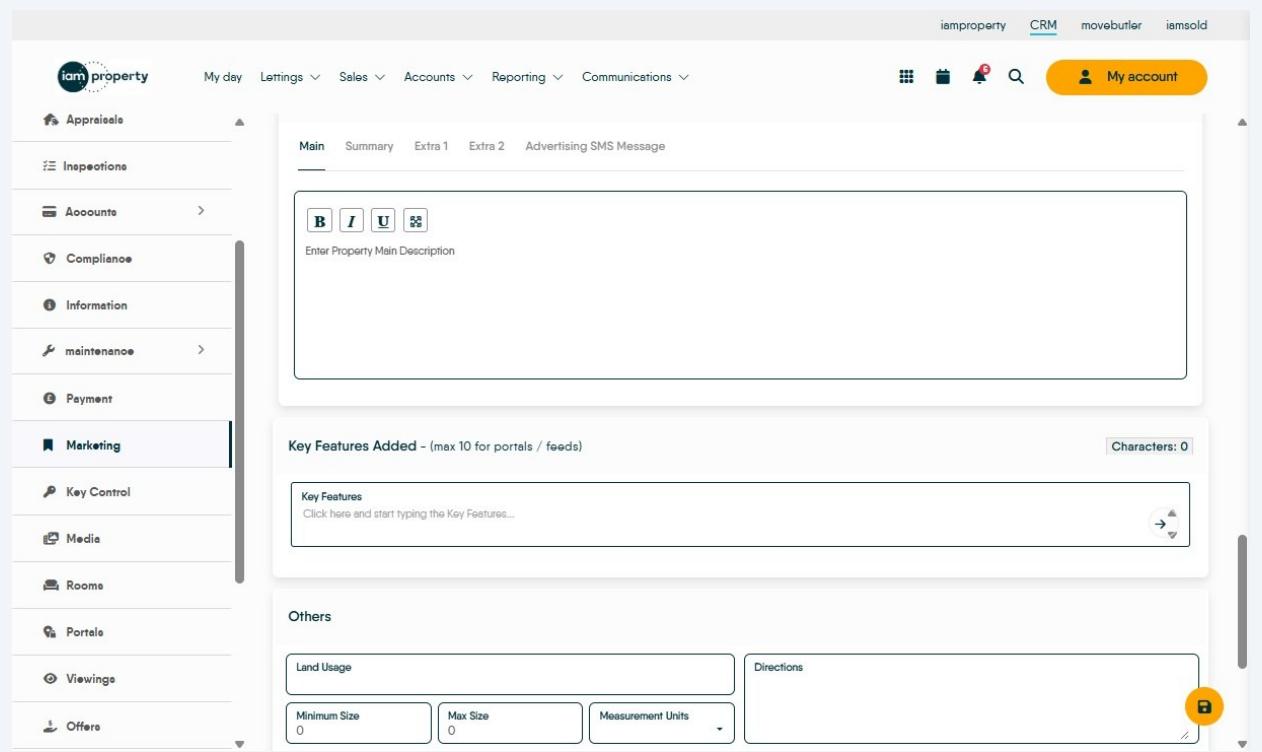
The screenshot shows a software interface with a navigation bar at the top. The main content area has a text editor with a toolbar containing bold (B), italic (I), underline (U), and a list icon. Below the toolbar, a text box contains the following content: 'd Results: Once username and password are entered, the web page redirects to the user's inbox, displaying and highlighting new emails at the top. Actual Results: As Expected'. A bullet point list follows: '• Alternative to prerequisites, if they exist' and '• [Test Case Prioritization](#) is vital while writing [test cases](#) in software testing. Running all the test cases in a test suite requires much time and effort. As the number of features increases, testing the entire suite for every build is practically impossible. Test case prioritization helps overcome these challenges.' At the bottom of the text editor, there is a section for 'Key Features Added - (max 10 for portals / feeds)' with a text input field and a character counter.

10 Press **ctrl + a** to select all of the text in the box



The screenshot shows the iamsold software interface. On the left is a sidebar with various menu items: Appraisals, Inspections, Accounts, Compliance, Information, maintenance, Payment, Marketing, Key Control, Media, Rooms, Portals, Viewings, and Offers. The main content area has tabs at the top: Main, Summary, Extra 1, Extra 2, and Advertising SMS Message. The Main tab is selected. In the Main section, there is a text box with a toolbar (B, I, U, Bold, Italic, Underline, and a copy/paste icon) and a note: "d Results: Once username and password are entered, the web page redirects to the user's inbox, displaying and highlighting new emails at the top. Actual Results: As Expected". Below this is a list of bullet points: "Alternative to prerequisites, if they exist." and "Test Case Prioritization is vital while writing test cases in software testing. Running all the test cases in a test suite requires much time and effort. As the number of features increases, testing the entire suite for every build is practically impossible. Test case prioritization helps overcome these challenges." Below the text box is a section titled "Key Features Added - (max 10 for portals / feeds)" with a note "Characters: 0". A text input field is labeled "Key Features" with the placeholder "Click here and start typing the Key Features...". To the right of the input field is a "Lock" icon. Below this is a section titled "Others" with a "Land Usage" input field and a "Directions" input field. The "Directions" field has a "Lock" icon to its right. The entire screenshot is framed by a thick orange border.

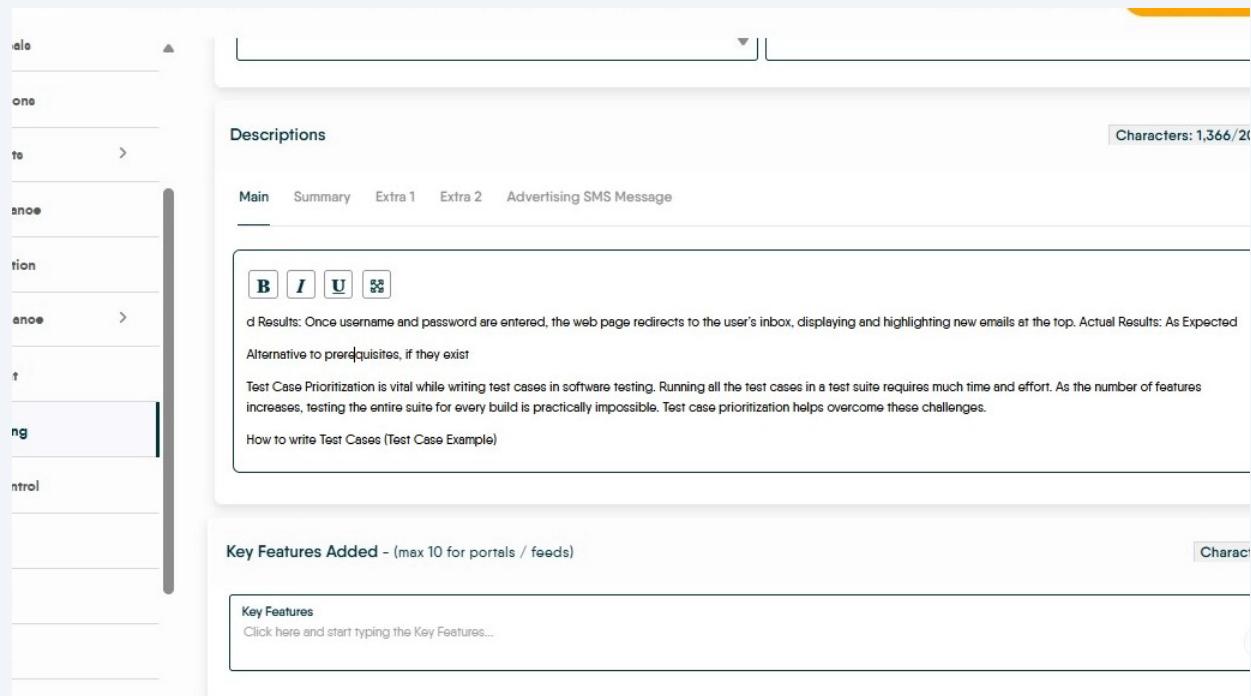
11 Press **ctrl + X** to cut the text, then Press **ctrl + shift + V** to paste it back as plain text.



The screenshot shows the iamsold software interface, identical to the previous one but with a key difference: the text box in the Main section now contains the placeholder "Enter Property Main Description" instead of the previous text. The rest of the interface, including the sidebar, tabs, and other sections, remains the same. The entire screenshot is framed by a thick orange border.

12

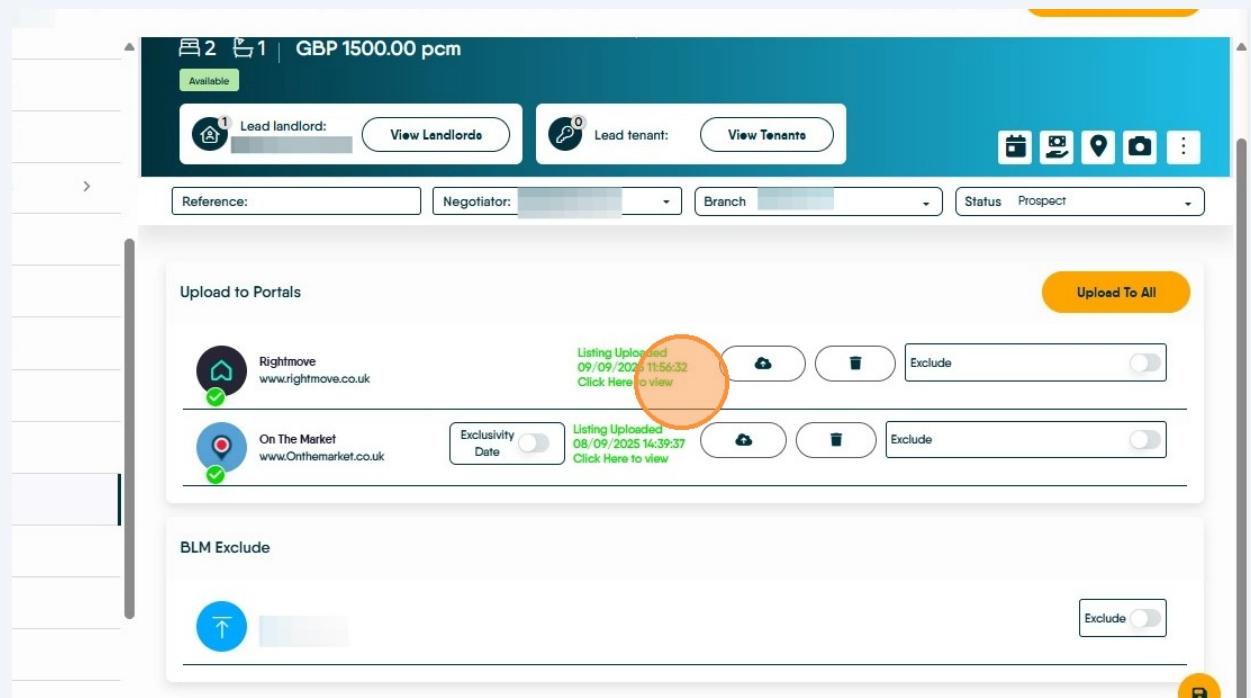
You will be able to tell that the text has had the formatting removed as all fonts and sizing will change to the system font.



The screenshot shows a software interface with a text editor. The text in the editor has been stripped of its original styling, appearing in a plain, system-defined font and size. The interface includes a toolbar with buttons for bold, italic, underline, and other text formats. A status bar at the top right indicates 'Characters: 1,366/20'. The text content discusses test case prioritization and writing test cases, with the original bold and italicized text now appearing in a plain, sans-serif font.

13

With these changes made, reupload the property to confirm there are no other errors.



The screenshot shows a software interface for managing property listings. The 'Upload to Portals' section is highlighted, showing two entries: 'Rightmove' and 'On The Market'. For the Rightmove entry, a green checkmark is present next to the listing status, and a green box highlights the text 'Listing Uploaded 09/09/2025 11:56:32 Click Here to view'. An orange circle is drawn around this text. The 'On The Market' entry also shows a green checkmark and a green box highlighting the text 'Listing Uploaded 08/09/2025 14:39:37 Click Here to view'. Below this section is the 'BLM Exclude' section, which contains a file upload icon and an 'Exclude' toggle switch.