The Market Share Reports

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What is Rightmove Intel?

Rightmove Intel is a new application that forms part of the RightmovePlus upgrade. It sits alongside Rightmove Admin as one of two new applications designed to help you get the most out of the information that Rightmove provides as part of your membership.

Rightmove Intel has been specifically designed to host your suite of reporting tools, market share information, lead reporting tools and Best Price Guide, whereas Rightmove Admin has been specifically designed for the uploading and administering of products, as well as monitoring a properties performance.

What are the Market Share Reports?

The Market Share Reports are replacing the Agent Competitor Analysis (ACA) as Rghtmove's main tool to report on what is happening in your local market place.

The market share reports have an increased number of metrics on which to report on that the ACA did not and also include many other features that agents have been requesting for us to provide.

Why are you replacing the Agent Competitor Analysis?

Rightmove conducted an extensive period of research with agents up and down the UK into how we could better our suite of reports.

As part of this path-finding, agents of all types and sizes asked for a modernised version of the ACA.

- Increased flexibility in terms of date ranges and exportability

- New market share metrics that we don't currently report on

- Property level information behind the market share measures

- Ensure that it is visually appealing with data that can be used in the wider market place

As a result of the research and working closely with agents to create this tool, we hope to have built something that meets your requirements.

How do I access Rightmove Intel and the Market Share Reports?

1) Simply log into Rightmove Plus as you do now

2) Within the either SALES or LETTINGS tab for the Agent Competitor
   Analysis tool, you will see a green banner that looks like the below
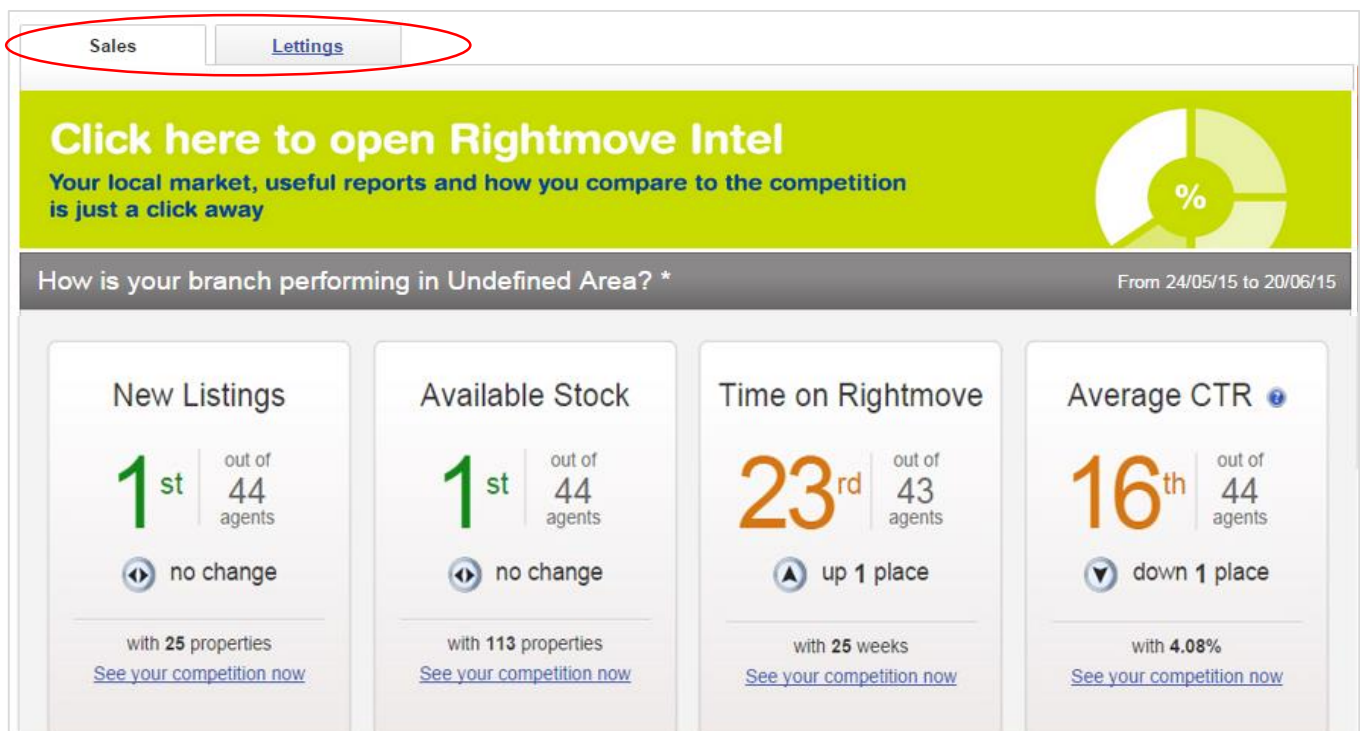
3) Click on the green banner and you will be taken through to the
   Rightmove Intel application and be presented with the dashboard for
   the market share reports

You should now be presented with the dashboard for the new Market Share Reports

The dashboard is designed to give you a snap-shot of your market place on a 3 market share metrics

For sales – Available Stock, New Instructions & Sales Agreed.

For lettings – Available Stock, New Instructions & Let Agreed.

It initially highlights your current position, how that has changed and the number of agents that you are competing against.

The data is defaulted to be based on the previous 7 days, and is correct as of the previous days date. You can change this option to see how you have fared over different time selections. Fuller date ranges are available in the full report.

Available Stock Rank

Dashboard default date range

New Instructions Rank

Sales Agreed Rank (Let Agreed for lettings dashboard)

Number of agents you are competing against

To view the full report, click on the button or on the Market Share tab located at the top of the page

Map area (see next page for how to change your map)

How do I change my map?

We have based your map on your **default** Agent Competitor Analysis map. You currently get one area within the market share reports, but this will be added to.

3) Click on "Edit default area"

2) Change your area by changing the map or using postcodes – then click on "Next"
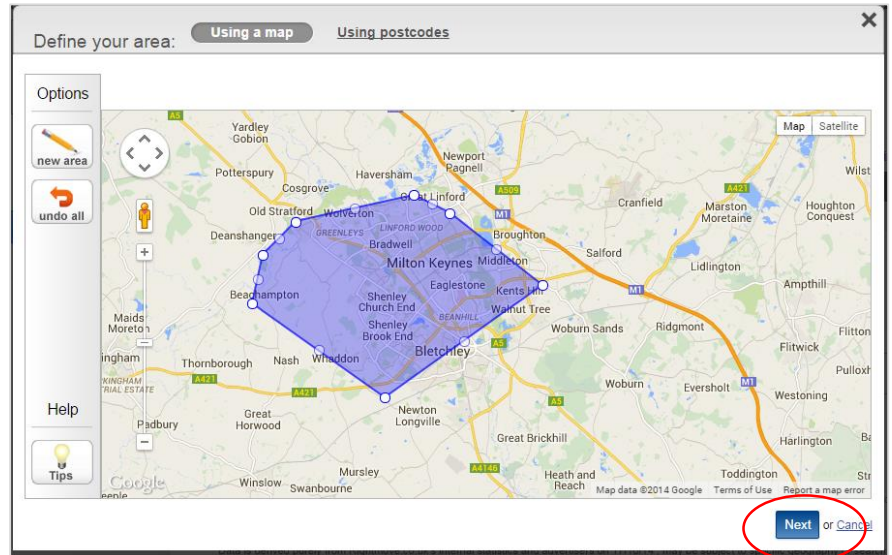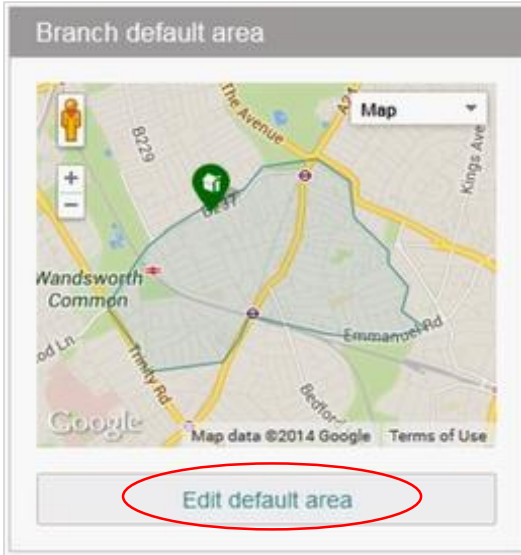
1) Click on "Update". Once the data has reloaded, click "Save". Ensure that your map is set to be your default. Then click the "rightmoveplus" homepage banner.
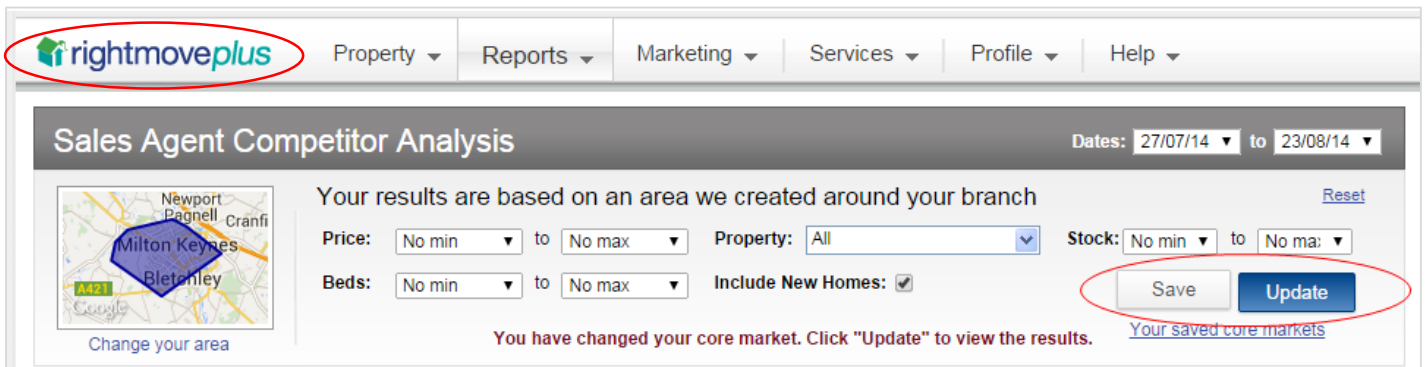
4) You will need to re-enter RM Intel via clicking on the banner on the Sales ACA homepage

How do I change "channels"?

If you are a branch that does both sales and lettings, you will have the choice to change between both "channels".

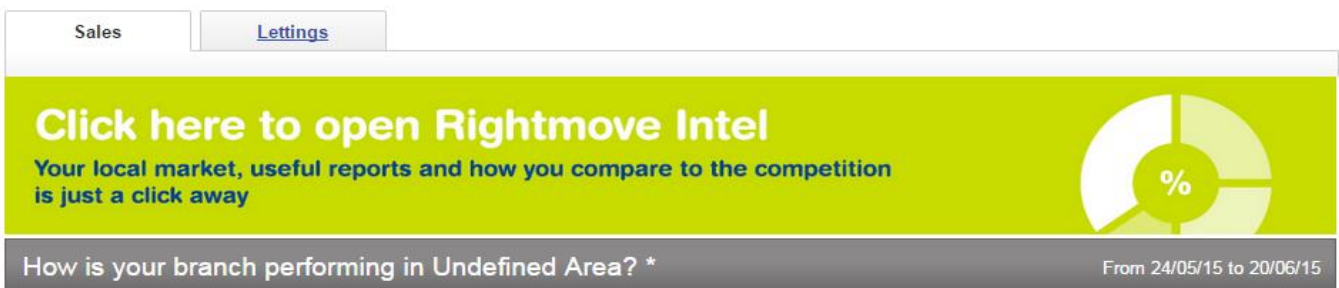To do this, simply use the tabs located in the top right hand side of the screen. These tabs are visible throughout the application.

How do I change offices?

If you have multiple offices assigned to your user profile, you will have the option to view other offices within your network. In order to do so:

1) Click on "Office List" located on the top tool bar (visible throughout the whole application)

2) Choose the office that you would like to view

3) Once on the home page of Rightmove Plus, click on the green banner located above the ACA and you will be taken back into Rightmove Intel for that new branch.

The full reports

You will be presented with the full report of whichever tab you click on via the dashboard. Below is what the data represents. The following page shows you how to change the filters and display the property level information.

Available Market Share Metrics

Your market share (absolute numbers)

Pie chart and underlying property data tabs

Report filters

"Others" – all agents with less than 2% market share are grouped together.

Their details are included in the full data table

Full data table including absolutes and percentages

Email data export button (full data set only)

Update button when you have altered any filter

There are 6 different filters that you can use within the market share reports.

Below are how to use two of the more complicated filters.

Date range

Simply select a custom date range using the calendars

You can select historical data up to a maximum of 14 months with a minimum of a day (but not todays date)

You can select data based on yesterday's date i.e. you cannot select today

Remember to press [C Update]

Postcodes

We convert your drawn map (or selected postcodes) into postcode sectors (e.g. MK7 8) and list them here

You are able to de-select (and re-select) these postcodes in order to focus on more detailed areas

You are quickly able to add custom postcode sectors to your list by entering them in this box and hitting enter. This data will be added to your data in the pie chart and data tables

Please note – your postcode changes will not currently be saved within your map the next time you enter the report – this facility is designed for you to make quick changes to the data.

Remember – with any filter change, press [C Update]

Property data

Once you have clicked on the "Data" tab, you are presented with the full data set.

Each market share metric returns slightly different full data columns.

This data is fully exportable by using the "Email data export" button. You simply need to insert your email address into the field provided and the data will be sent through to you shortly.

You can sort the data by column, by using the buttons located in the column headers.

This data is able to be filtered using the filters provided on the right hand side.

Certificates

Printed certificates

You are allowed to use the Intel market share data in your external advertising on the proviso that you **fully adhere to our usage guidelines.**

The printed certificates are only available for the Available Stock, New Instructions and Sales (or Let Agreed) reports.

Click on the "print certificate" option

Print certificate	>
Print report	>
Email data export	>

You will then be asked to confirm that you adhere to the usage guidelines by clicking continue

Market Share Certificate Usage

If you wish to publicise or employ this information for your marketing, you may only use the complete unedited printed PDF version of this page subject to our usage guidelines.

Continue   Cancel
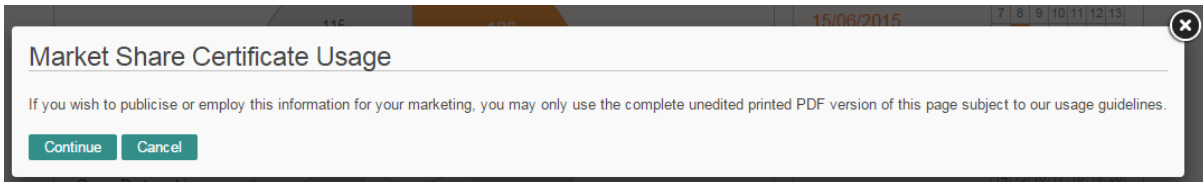
The printed certificate looks like this. *Remember, you can only use this certificate in its entirety* (i.e. no screen shots, cropping, change of layout or removal of any of the data is allowed).

Failure to do so can result in the removal of the use of Intel for you and your branch).
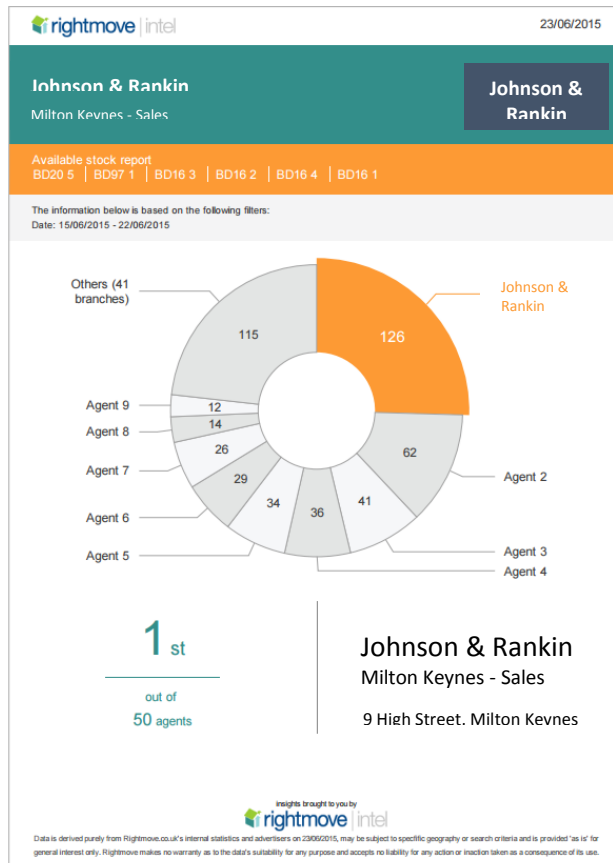
Usage Guidelines to employ this data in your business

Reports available in Rightmove Admin and Rightmove Intel are compiled using Rightmove internal statistics. To avoid inappropriate or unfair use of data, you may only use these reports under the following conditions (which form part of your General Membership Terms and Conditions):

1. Where you employ these reports in your marketing or business activity you must do so in a professional manner and in accordance with your General Membership Terms and Conditions and with any applicable legislation or best practice guidelines in effect.

2. Use of any data taken from Rightmove Admin and Rightmove Intel and used for marketing purposes should adhere to the Code of Advertising Practice (CAP) which stipulates that any claims made are solely the responsibility of the advertiser. For advice on advertising claims, substantiation or adherence to the CAP code, we suggest you contact the Advertising Standards Authority. It is your responsibility to ensure that your marketing material is compliant with all applicable legislation (for example and not limited to; Consumer Protection Regulations; Business Protection Regulations), codes or best practice.

3. Rightmove Admin and Rightmove Intel online reports and print outs are for **internal** use only. Please note that you cannot alter the reports in any way - use of data or images taken directly from Rightmove Admin and Rightmove Intel in any member advertising is not allowed.

4. Printed certificates may be used externally to your branch without our written permission on condition that they are **reproduced in their entirety subject to clause 2.** You must get our written permission to edit, modify or alter the layout or content in any way. You may use data contained within the Market Share Reports within the Rightmove display products subject to the 'Display Products Text Content Guide'

5. Printed certificates may only be used for marketing purposes for a period of 90 days from the date the report was generated. The certificates must include data from within the most recent 3 months period.

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7. Report results are subject to the geographical context and property criteria which have been defined by the user, and as such this must be clearly referenced alongside any use of the data.

8. The "Sales agreed" report is based on properties that have been marked up as Under Offer or Sold Subject to Contract (or SSTCM) on the Rightmove website. It does not represent completions.

9. The "Let Agreed" report is based on properties that have been marked up as Let Agreed on the Rightmove Website. It does not represent completions.

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If you would like further advice on how to get the best from these reports please contact customer support or your local Rightmove Account Manager.