

# Playing our part to Get Britain Moving

## Re-igniting your local market

We're all experiencing a challenging break in the market right now. The lockdown will hopefully start to be eased soon, however social distancing will be with us for the foreseeable future - meaning that alongside your urgent requirement to operate cost-efficiently we'll need to adapt to this new world. **We'd like to thank all of you that have been speaking to us about your hopes and fears for the market and how we as Rightmove can help you prepare for the future.** There are common themes in what you said:



It's still impossible to predict how and when sustained momentum will return to the market. We recognise that agents will have a difficult period after existing pipelines complete. While we're only five weeks into our four-month 75% discount, we're closely monitoring the situation as we're profoundly aware that our customers' revenue growth is critical to the way we all move forward in these uncertain times.

With these themes in mind, **our national reach and your local knowledge, we can work together to help kick-start the housing market, when it is safe to do so.** That's why we're launching our 10 point plan to get Britain moving including our biggest ever national marketing campaign.

## Our 10 point plan

### Pipeline – getting existing stock to SSTC with social distancing

- 1. Special Relaunch Email Alerts:** We'll kick-start buyer interest by sending out a series of property relaunch emails involving hundreds of thousands of properties to more than 2 million home-hunters who have active alerts set up.
- 2. Video Strategy:** In anticipation of government guidelines on stringent safe physical viewing protocols, Rightmove is further developing your options for an easy to implement video strategy. We aim to help you receive better qualified leads, making cost-saving efficiencies in order to cut the number of unsuccessful physical viewings you need to do now and in the future.
- 3. Re-assuring home movers that viewing is safe:** We're working with government to use Rightmove's unparalleled reach to educate buyers, sellers, and tenants to feel confident about the stringent safe viewing protocols being introduced so that they don't postpone their move.

### Planning – helping you do more with less

- 4. Insights:** We will share early local sales demand indicators that may help you make decisions about your business, helping you get ahead of your local market recovery.
- 5. Faster qualification of tenant leads reduces costs:** It's complex innovation, but we're working on faster qualification of lettings applicants and streamlined communication with them.
- 6. Back to basics on which leads make you money:** Detailed analysis of the source of leads that result in a sale or a let puts Rightmove as best in class, and

our Account Managers' focus will be to help you use our Lead Report to more efficiently identify in-patch leads.

**7. Overflow Help:** We've agreed an exclusive introductory rate with Money Penny and Viewber should you need help to ensure that you don't miss an important lead or a physical viewing while your staff are stretched.

**8. Training for the new normal:** The Rightmove Hub has attracted more than 20,000 of you using our [live and on-demand webinars](#) with industry experts. We'll keep creating content based on what you tell us you and your team need.

### Prospecting – re-igniting your local market

**9. Biggest Ever National Marketing Campaign:** We'll help you create more opportunities by telling home-movers that the property market is open, using the strength of our brand and investing in our biggest ever national advertising campaign.

**10. New property details page:** Our new property details page is in [testing on Overseas property](#) prior to rollout in lettings and then sales later this year. It will offer more focus on your brand, your photos and your video content in order to capture and qualify more leads for prospecting.

We'll play our part in helping you to get the market in your area moving again, and to do that more innovatively and efficiently. More detail on these actions will be published with time for you to take full advantage of them. **Many of these actions are inspired by your comments to us, so please keep making suggestions on what will help you most.** You can email your Account Manager directly by replying to this email.



Let's get Britain moving together.

Stay safe and well,

**Miles Shippside M.R.I.C.S.**

Commercial Director