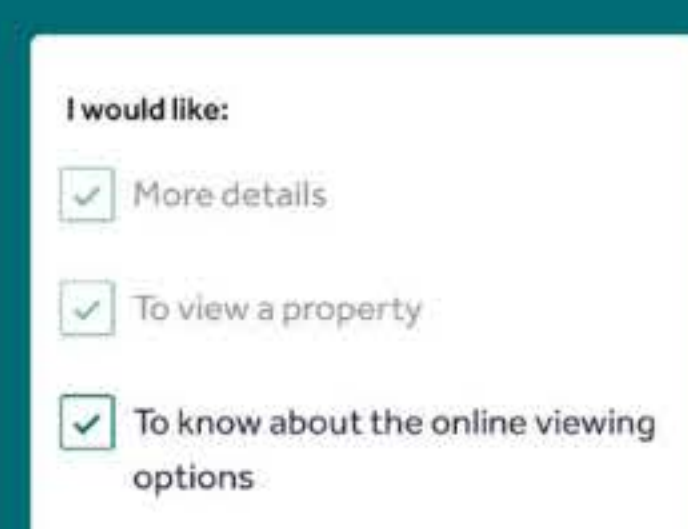


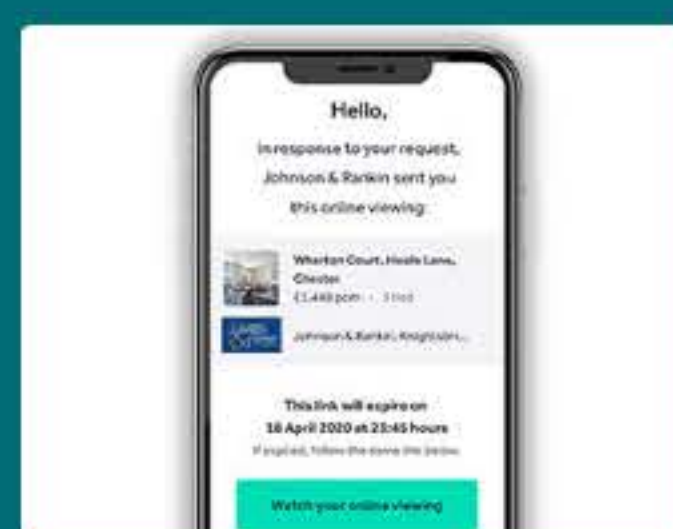
Lead forms with online viewing options and your video in someone's inbox

Plus, more qualification to help you prioritise the hottest leads for physical viewings

In April, we added an online viewing label on the search results and property details pages for any properties where you had a virtual tour or video available. Now we're taking it a step further...



Add a new option on your lead form for people to indicate their interest in an online viewing



Deliver your video content directly to viewers' inboxes, automatically or manually



Track interactions on your branded video page and qualify the hottest leads

The [government has recommended](#) that people should use virtual viewings before visiting properties in person where possible, to minimise the public health risk of coronavirus.

We've been speaking to property professionals to find out how you plan to offer viewings online and how we can best support the innovations you've been making.

Online viewing. Maximum flexibility

With so many ways of conducting virtual viewings, we've designed new functionality that gives you the maximum flexibility to deliver them in a way that works for you, your customers and your market.

Two new ways to share your online viewings, both included in your Rightmove membership:

1 - Use the online viewing label + online viewing option on the lead form

Highlight that you offer online viewings and give people the option to request an online viewing when they send you a lead.

You might use this option if you want to send something like:

- A link to a video hosted on your own website
- An invitation to a live video walkthrough of a property using a video calling app

Delivery: Manual - you'll need to send the links to each person via your own email system

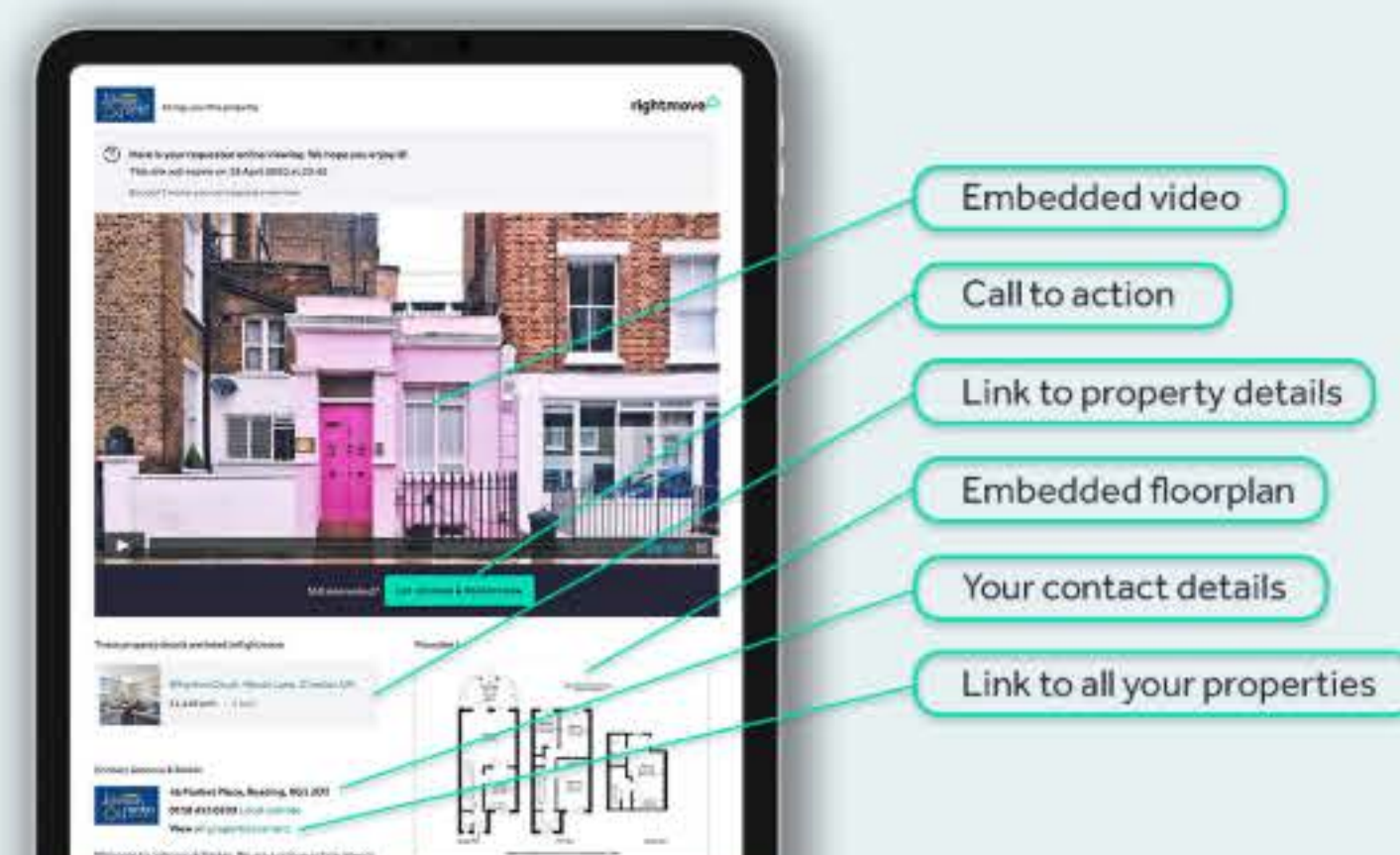
Rightmove reporting & qualification of leads: None – you'll need to set up your own method of measuring video interactions

2 - Use the label + lead form option **PLUS** share a link to your branded video page on Rightmove, sent straight to the viewer's email inbox

You can either:

- Upload the video to Rightmove Plus
- Upload the video to Vimeo and paste the link into Rightmove Plus

We'll create a branded video page for your property you can share, complete with:



Delivery: You choose - automatic, manual or both, using Rightmove Plus

Automatic: Share the link to your branded video page through an auto-response email. The email will be delivered automatically whenever a lead is sent for that property and the viewer has indicated on the lead form that they're interested in online viewing.

Manual: You can email the link to your branded video page manually whenever you choose, even if you're already using the auto-response option.

Rightmove reporting & qualification of leads: Additional insights give you a strong indication of someone's interest, making it easier to prioritise the hottest leads. Find out if they:

- Visited your branded page
- Viewed the video
- Indicated an interest after viewing the video

Plus: Get these insights at a property level to share with your customers.

Have you been using the Online Viewing label to highlight Virtual Tours or videos on your Rightmove listings?

Where you apply the Online Viewing label in Rightmove Plus will move

Don't worry, if you already added the Online Viewing label to a property with a virtual tour or video, the label will still appear. You can choose to add your video again using the new features to get the added functionality as well.

Be aware: you'll need to add your Virtual Tours and videos to your property listings as you normally would (either through your software using an automatic data feed or via the Media tab when adding a property in Rightmove Plus) AND add it to the new online viewing feature to get both the on-site feature and the email functionality.

What happens next?

We'll be releasing this new feature over the next week. We'll let you know as soon as it's ready to use and we'll give you a step by step guide on how to do it.

We're telling you in advance that this improved feature, included as part of your Rightmove membership, is coming soon so you can arrange to get new video content in whatever way you think will work best for you, your customers and the current government coronavirus guidance in your area.

Part of our **10 Point Plan**

We know that you have a lot on your plate at the moment – we hope that you're able to make use of the improved Online Viewing features to cut down on the number of physical viewings you need to carry out and better prioritise your hottest leads.

Stay safe and well,



Dave Anderson
Agency and New Homes Director

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