

# Your Rightmove membership

Membership Overview & Additional Products

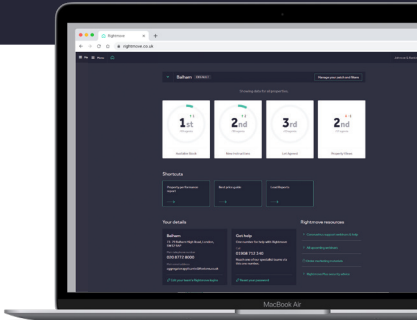
# Included in your Rightmove membership



## Listings

Your properties advertised on the UK's number one property website.

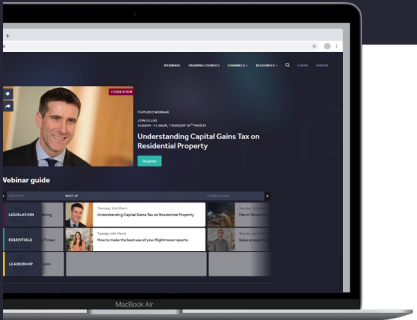
**Use them to:** Get your properties in front of an active, in-market audience.



## Rightmove Plus

Your secure platform for DIY property reports, listing management and account admin.

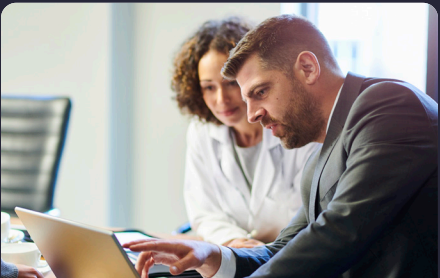
**Use it to:** Access reports & manage your own property listings.



## Rightmove Hub

Your home for regularly scheduled webinars, training courses, marketing materials and industry news.

**Use it to:** Maximise your team performance with on-demand training, topical webinars from industry leaders and regular market insights.



## Dedicated Account Manager

Regularly scheduled calls to identify opportunities and support your business on Rightmove.

**Use them to:** Talk through your challenges, opportunities and targets and develop strategies to maximise the impact of Rightmove for your business.

## Resources on the Rightmove Hub



### Training Courses

Bespoke courses for Rightmove members delivered in bitesize, on-demand videos. Topics include GDPR compliance, sales skills and anti-money laundering.

**Use them to:** Brush up your skills and prove your capability with CPD-accredited learning.



### Webinars

Tune in to our packed schedule of webinars with a string of industry-renowned experts.

**Use them to:** Learn about everything from supporting your fee to the latest in legislation, or to get new starters up to speed fast.



### Marketing Resources

Make the most of our selection of free-of-charge marketing resources.

**Use them to:** Highlight your presence on Rightmove in your windows, valuation packs and other marketing.



### Design Studio Support

Request free-of-charge design support for Rightmove banners and email campaigns from our team of graphic designers.

**Use it to:** Ensure your marketing creative stands out on Rightmove.

## Reports on Rightmove Plus

Support your conversations with vendors and landlords:



#### Best Price Guide

A personalised report that backs up your expert valuation with hard evidence from a trusted brand.

**Use it to:** Turn valuations into instructions



#### Marketing Report

An easily shareable overview of your marketing efforts for any given property listed on Rightmove.

**Use it to:** Deliver regular vendor/landlord feedback, keep stock and support quicker price reductions

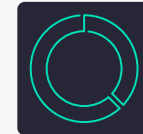
Understand the performance of your business & listings:



#### Property Performance Report

Your at-a-glance guide to the health of your property listings.

**Use it to:** Update your listings to get more detail views and drive more interest in your properties

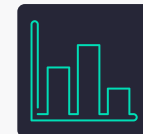


#### Market Share Report

Understand your market share for sales, lettings, stock, new instructions and property views.

**Use it to:** Prove your credibility at valuations with your real-time market share based on powerful Rightmove data

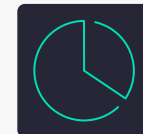
Spot opportunities to win more business:



#### Lead Reports

Your built-in call-out list with call recording.

**Use them to:** Uncover hidden instruction opportunities

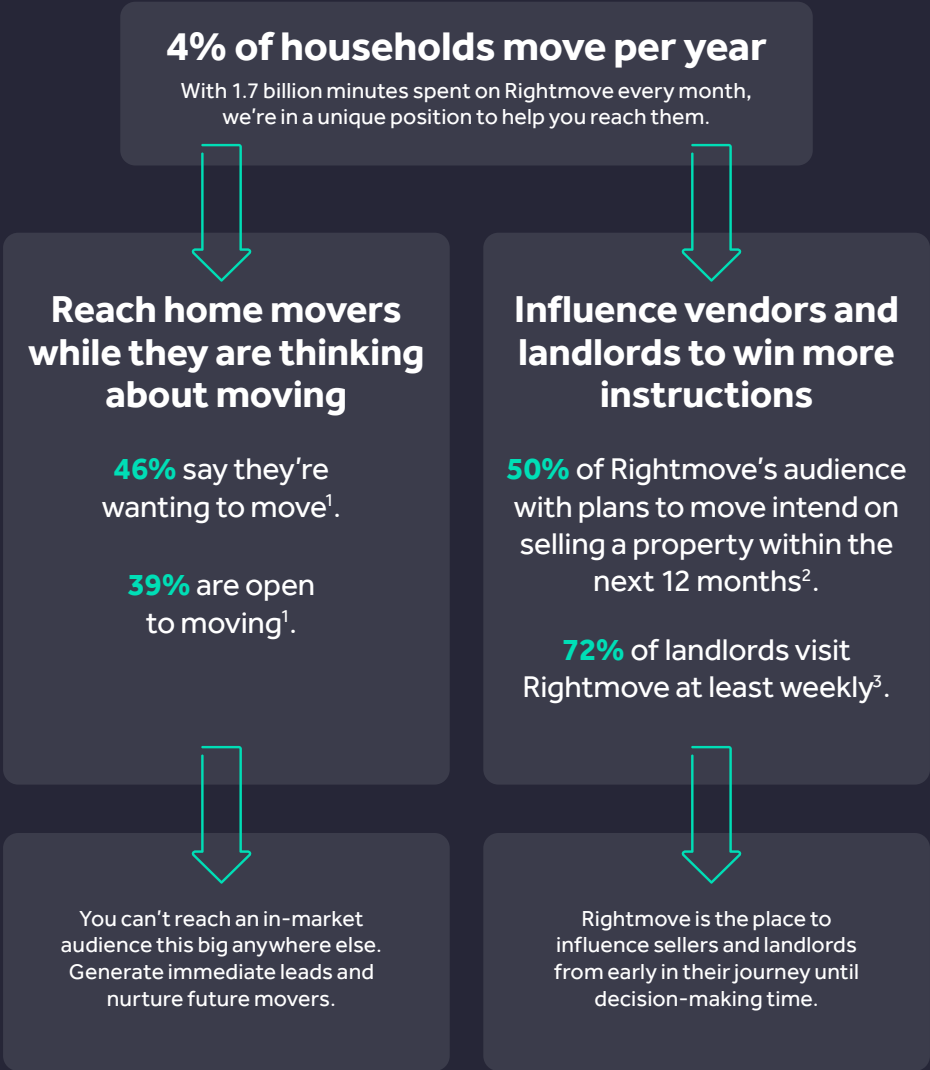


#### Price Reduction & Time on Market Reports

See a list of properties in your area that have recently had their price reduced or have been on the market for a long time.

**Use them to:** Spot potential secondary instruction opportunities where the vendor could be open to instructing a different agent

# Understanding your Rightmove audience



1. Understanding Rightmove Users, February 2021, sample size c. 3,000 2. Rightmove Spring Survey 2021, 821 landlords 3. Rightmove Landlord Survey 2022

# Additional Products and Tools

Your Rightmove Account Manager will work with you to find the right messaging and strategy to make the most of the Rightmove audience across their journey from awareness through to consideration and decision.



# 1. Property Promotion Products

Attract more applicants, attract more valuations.



## Featured Property

### Be seen first

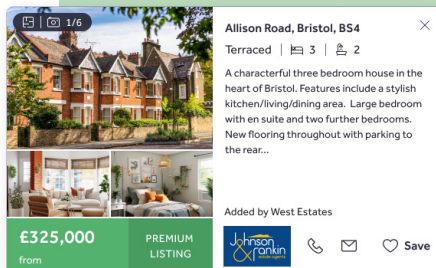
- Larger advert at the top of the search results.
- Gets twice as many detail views as a standard listing, on average.
- Get twice the visibility – standard listing and Featured Property box.



## Standard Listing

### Be seen on the UK's number one property website

- Advertise your properties where more people in the UK go every day to find their next property.



## Flexible Premium Listing

### Apply, attract, rotate

- Larger photos and a bigger listing.
- Apply to several different properties and rotate around your rental stock.

## Premium Listing

### Stand Out

- Larger photos and a bigger listing.
- Applies to sales properties until sold or for 12 months.

# Featured Property

One way to stand out, three ways to use it

Choose the type of Featured Property that suits your stock level & the result you want to achieve

## Featured Property

Suitable for 3-7 available properties

Rotates through either: your new instructions or your best performing stock putting them in the bigger, bolder Featured Property box for a day.

**Use it to:** promote the stock you sell/let to win more valuations of that type

## Featured Property of the Week

Suitable for 1-3 available properties

Puts your property at the top of search in a bigger, bolder box for one week.

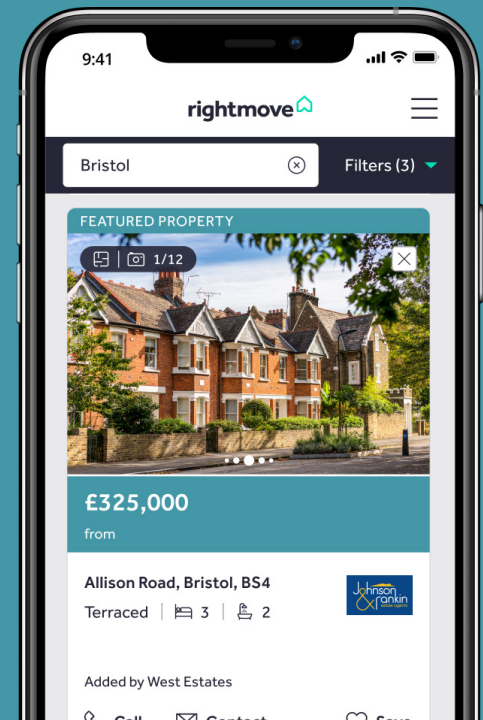
**Use it to:** solve a one-off problem with a vendor/landlord

## Auto-Featured Property

Suitable for 8+ available properties

Applied automatically to all your properties at key points when each property needs to get noticed - when it's new, reduced in price or when it falls through.

**Use it to:** win more instructions, differentiate yourself & support your fee



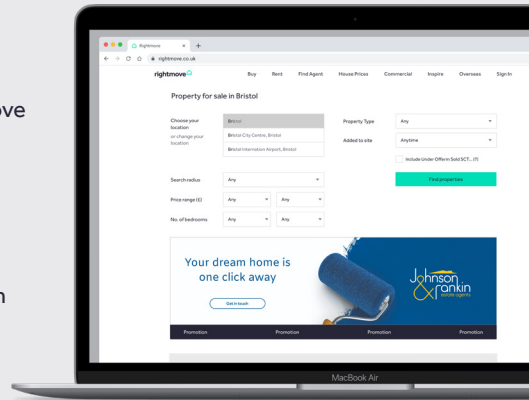
## 2. Branding Products

Get seen, get noticed, get remembered

### Local Homepage

#### Be seen first

- Biggest banner advert on Rightmove
- Exclusive to just a few agents in a particular location
- Inclusive custom graphic design
- Get noticed at the start of a search



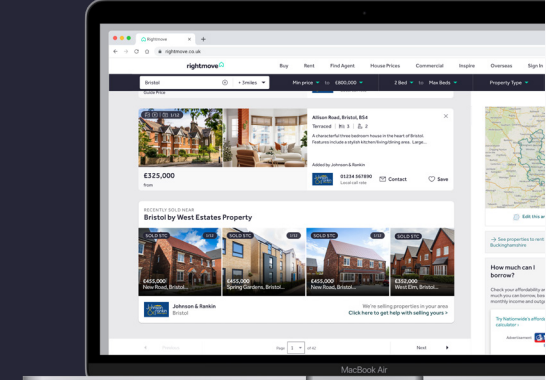
## Exclusive to Optimiser 2020

### Sold By Me

#### A branded feature on the search results page showing your selling success

- Automatically display your most recent sold properties to sellers
- Choose your target areas and re-target out of area sellers by following them wherever they search

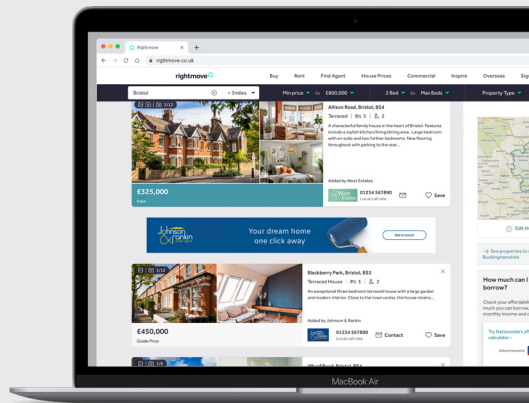
Only available with the Optimiser 2020 package



### Featured Agent

#### Get seen repeatedly

- Eye-catching banner on the pages where searchers spend the most time
- Inclusive custom graphic design



### Agent Microsite

#### Your branding plastered across all of your property details pages

- Includes branding on your listings
- Plus a dedicated website where you can outline all the reasons a client should choose you
- Inclusive custom graphic design

Included with the Optimiser 2020 package



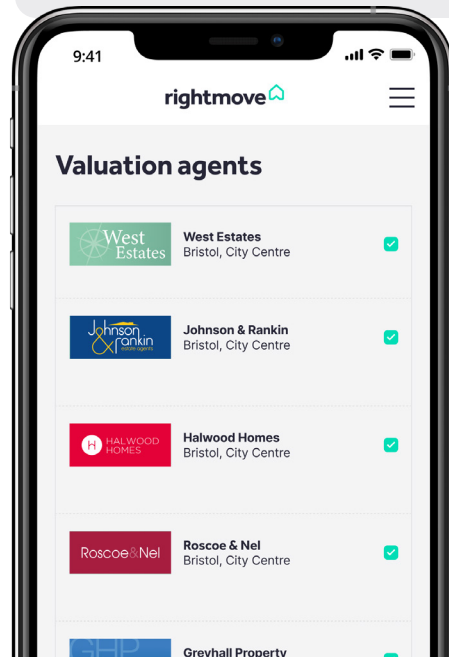
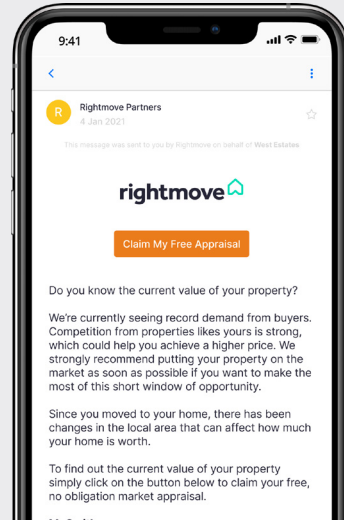
## 3. Valuation Generation Products

Get invited to more valuations

### Rightmove Discover

**Optimised & automated email campaigns targeting sellers when they're not on Rightmove**

- Be the only agent featured in an email to a Rightmove seller audience when they're not on Rightmove & earlier in their journey
- Proactive, behaviour driven targeting based on the likelihood that people will need a valuation
- Optimised landing pages & emails designed to get better conversions



### Local Valuation Alert

#### Be on the shortlist

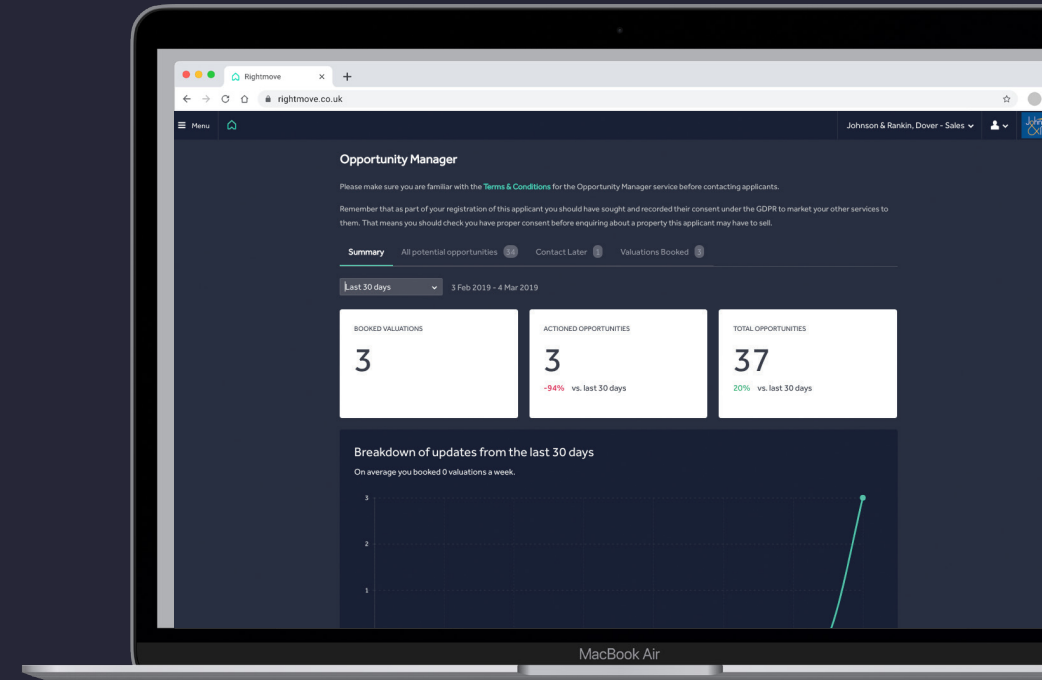
- Be one of a few agents in your chosen area
- A reactive lead where the customer chooses to come to you

## Exclusive to Optimiser 2020

### Opportunity Manager

Surfaces potential vendors based on their changing behaviour on Rightmove.

- Flags the hottest potential valuation opportunities & helps you manage your contact with them
- Uncovers potential valuations just before a vendor is considering instructing an agent
- Powered by an algorithm that is constantly learning & improving the more often you use it



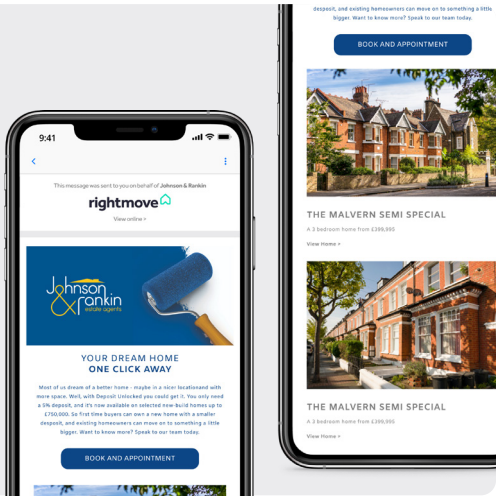
# 4. Branded E-Marketing Products

Your brand, your properties, their inboxes

## E-Leaflets

A virtual leaflet drop to a database of Rightmove users

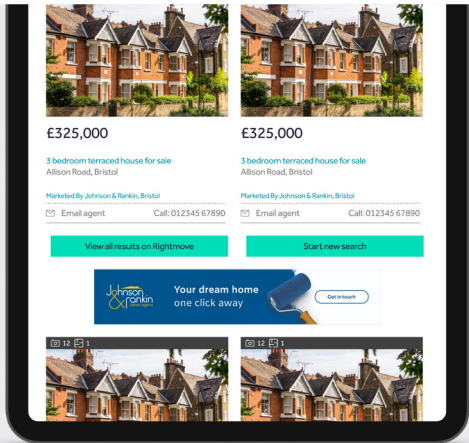
- Highly customisable
- Drive traffic to your website
- Decide on when you want to send your message



## Property Alert Sponsor

Proactively target your audience in their inbox

- A banner advert in email alerts
- Reinforce your brand to potential vendors and landlords as well as buyers and tenants when they are registered and planning their move



# Get the most out of your Rightmove membership with Optimiser 2020

✓	Free access to Opportunity Manager
✓	Exclusive access to Sold By Me
✓	Optimised branding on your property details with inclusive graphic design
✓	Comprehensive campaigns to increase your property and brand exposure
✓	Your own website within Rightmove - Agent Microsite included
✓	50% savings on additional products
✓	Market intelligence reports
✓	Branded property listings
✓	Industry leading webinars & training
✓	No core membership fee



**29x** more brand views compared to Essential branches<sup>1</sup>



**10x** more valuation leads compared to Essential branches<sup>2</sup>



**Double** the new instructions compared to Essential branches<sup>3</sup>

Source: 1: Rightmove Dec 2020 – May 2021, indexed, resale brand views based on Featured Agent, Local Homepage, Sold By Me, Agent Microsite banner views. 2: Rightmove Data Dec 2020 – May 2021, based on valuation leads including leads where the applicant has checked the "request valuation" tick box and Rightmove Discover and Local Valuation Alert valuation request. 3: Rightmove data Dec 2020 – May 2021 new instructions won per branch, per month by package type. All multiples are based on indexed fair share.

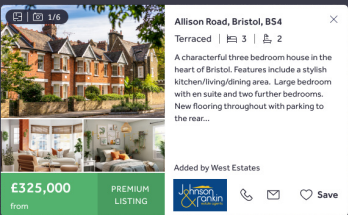
# Rightmove Product Checklist

## Property Promotion Products

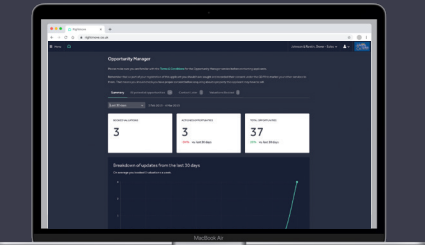
Featured Property ☐



Premium Listing ☐

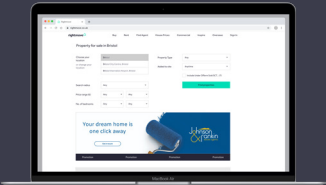


Opportunity Manager ☐



## Branding Products

Local Homepage ☐

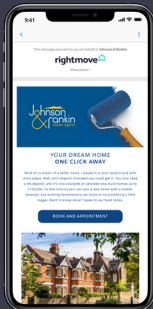


Featured Agent ☐

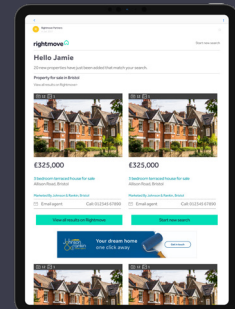


## Branded E-Marketing Products

E-Leaflets ☐

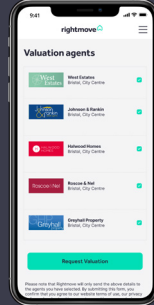


Property Alert Sponsor ☐

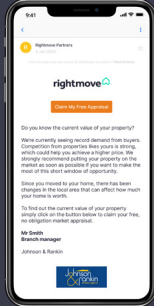


## Valuation Generation Products

Local Valuation Alert ☐



Rightmove Discover ☐



rightmove   
find your happy