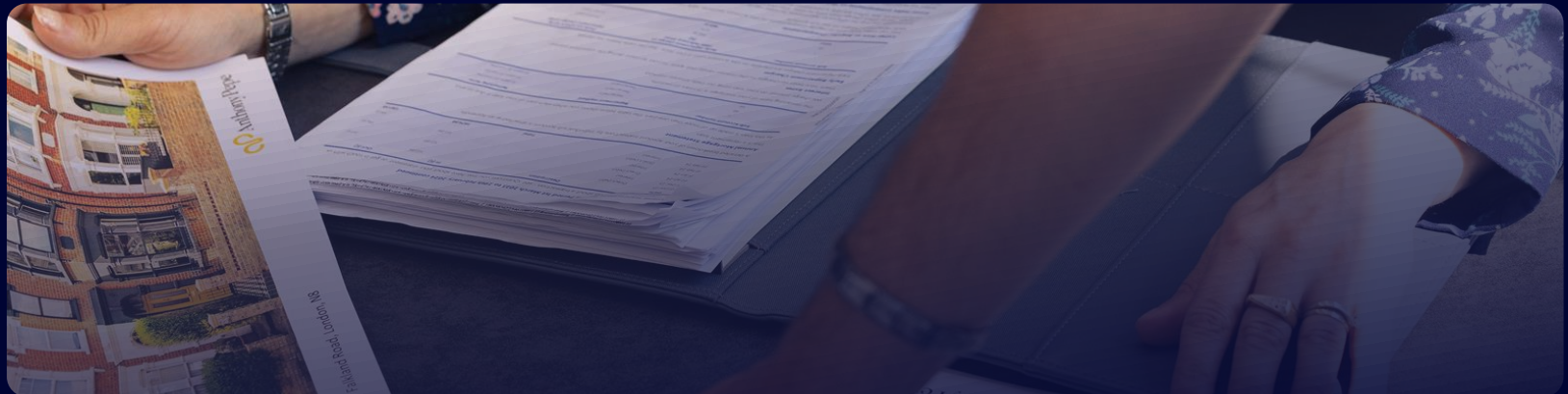


# Estate Agency & Lettings Membership Guide

rightmove   
believe it



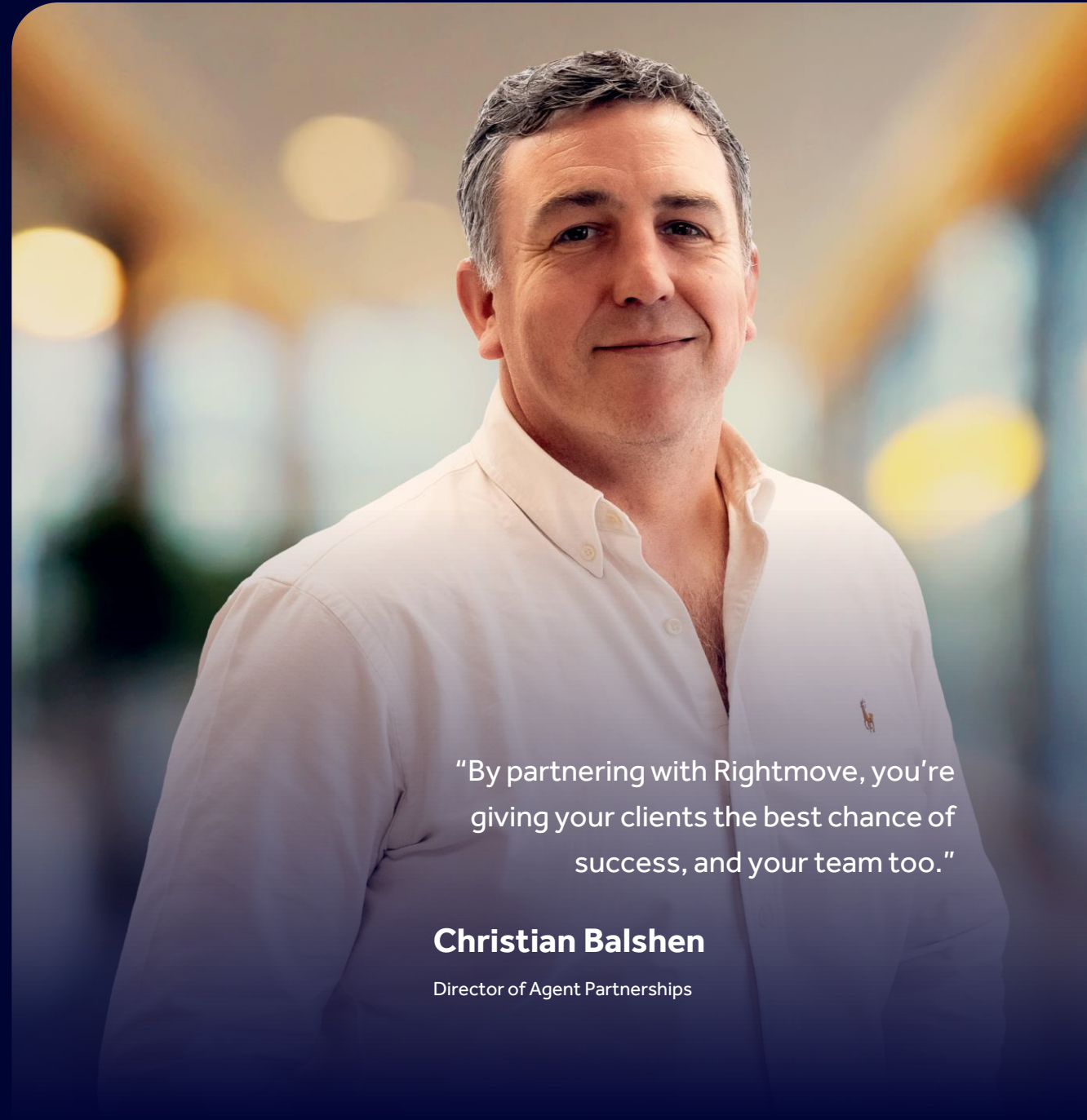
# Making the most of Rightmove

"Your property listings and brand will be seen by the UK's largest and most engaged audience of home movers.

And your team have access to our ever-evolving toolkit designed especially for agents to help you keep your pipeline moving and your team best-in-class.

This guide contains a brief overview of what's available to you as a Rightmove member. For help identifying the tools and products which will deliver the best results for your business, speak to your dedicated Account Manager. "

Thank you for choosing Rightmove.



"By partnering with Rightmove, you're giving your clients the best chance of success, and your team too."

**Christian Balshen**

Director of Agent Partnerships



Estate & Letting Agents

# What's in this guide?

- > 1. Building Success Together
- > 2. Your Rightmove Toolkit
- > 3. Products to support your entire pipeline
- > 4. Lead to Keys
- > 5. Additional services for landlords



# Building Success Together

Helping agents unlock more revenue opportunities through our four focus areas:

Inspiring your success  
with **insight**



Market data, industry insight and consumer behaviour trends that support your business.

Optimising your success  
with **training**



Accredited training solutions that keep you and your teams compliant and ahead of the crowd.

Powering your success  
with **control**



Tools and resources that give you greater visibility and control over your membership.

Backing agents' success  
with **advocacy**



Understanding the issues that matter to you and identifying opportunities for change so we can advocate on your behalf.

See how these translate throughout our products and tools...



# More success for agents



**3 out of 4 lettings**  
**4 out of 5 sales**  
result from leads sent to  
agents via Rightmove

Source: [rightmove.co.uk/claims/](https://www.rightmove.co.uk/claims/)

 **building  
success  
together**

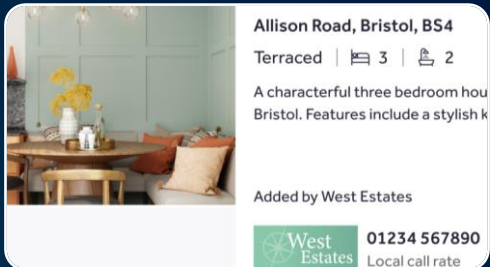


# Your Rightmove Toolkit

All the essentials included in your membership as standard

## Branded Listings

By advertising your properties on Rightmove, you give your clients the most exposure to the biggest audience of active home-movers.



**Use me to:** get more enquiries on your properties

## Account Management

Discuss your challenges and opportunities and develop strategies to maximise your success with insight only available through your Account Manager.

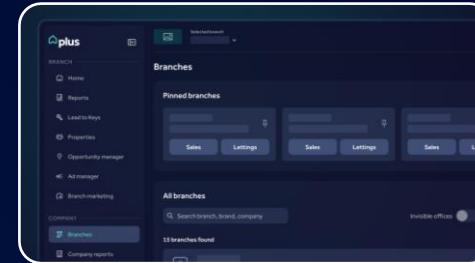


**Use me to:** maximise your business success and reach your goals with unique data and insight.

## Rightmove Plus

[More>](#)

Your secure dashboard where you can access performance reports, manage your listings and customise the contents of advertising products.

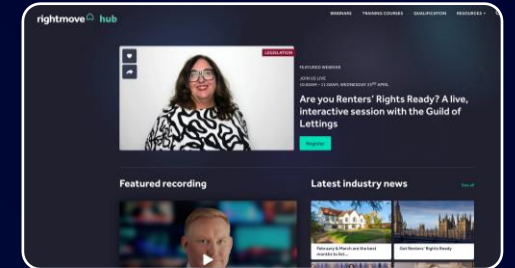


**Use me to:** manage your Rightmove account and review your performance.

## Rightmove Hub

[More >](#)

Your go-to 'hub' for the latest research, certified training, qualifications and marketing materials.



**Use me to:** get you and your teams trained and stay up-to-date with the latest insight.





Insight

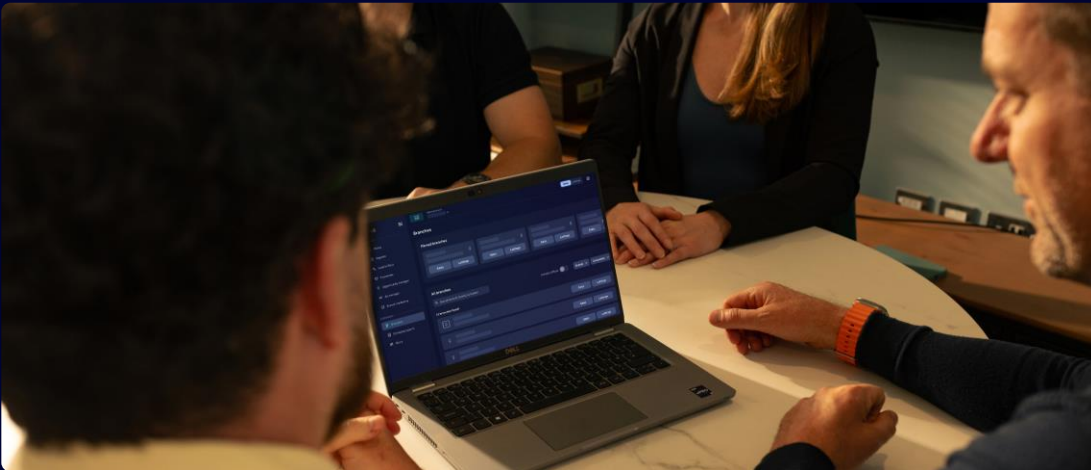


Control

Tools

# Rightmove Plus

Rightmove Plus is designed to support your success! Several tools and reports are available, from comparing your branch's performance and creating vendor-facing reports, to managing your Rightmove set-up.



## Best Price Guide

Create and share data-backed valuation reports digitally.

[More >](#)

Optimiser Edge Only

## Premium Price Guide

Best-in-class valuation reports, which notify you when leads are at their hottest.

[More >](#)

Optimiser Edge Only

## Opportunity Manager

Dashboard, which uses an algorithm to sort, flag and organise your valuation leads.

[More >](#)

## Lead to Keys

Fully integrated advertising, enquiry management and tenancy progression solution for **lettings**.

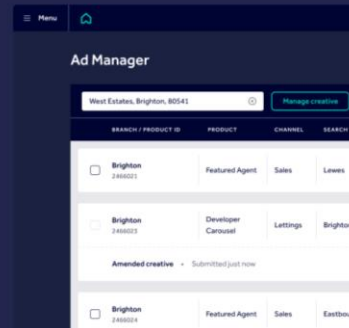
[More >](#)

## Ad Manager

Take control of your advertising products.

A tool to manage and submit your ads in just a few clicks. Reducing turnaround time from days to hours.

**Use me to:** edit, update and submit new ads, fast.





Insight



Control

## Reporting

# Rightmove Plus

### Understand the performance of your business

#### Property Performance Report

Update your listings to get more detail views and drive more interest in your properties.

#### Market Share Report

A printable certificate backed by Rightmove data to show you're a leading agent in sales agreed, new instruction or available stock.

#### Company Level Reports

Spot performance changes, compare metrics against your competitors and make data-driven decisions.

### Uncover new opportunities

#### Lead Reports

Your built-in call-out list used to uncover hidden instruction opportunities.

#### Price Reduction & Time on Market Reports

Spot potential instruction opportunities.

### Support your conversations with vendors and landlords

#### Marketing Report

Overview of your marketing efforts to support vendor and landlord feedback.

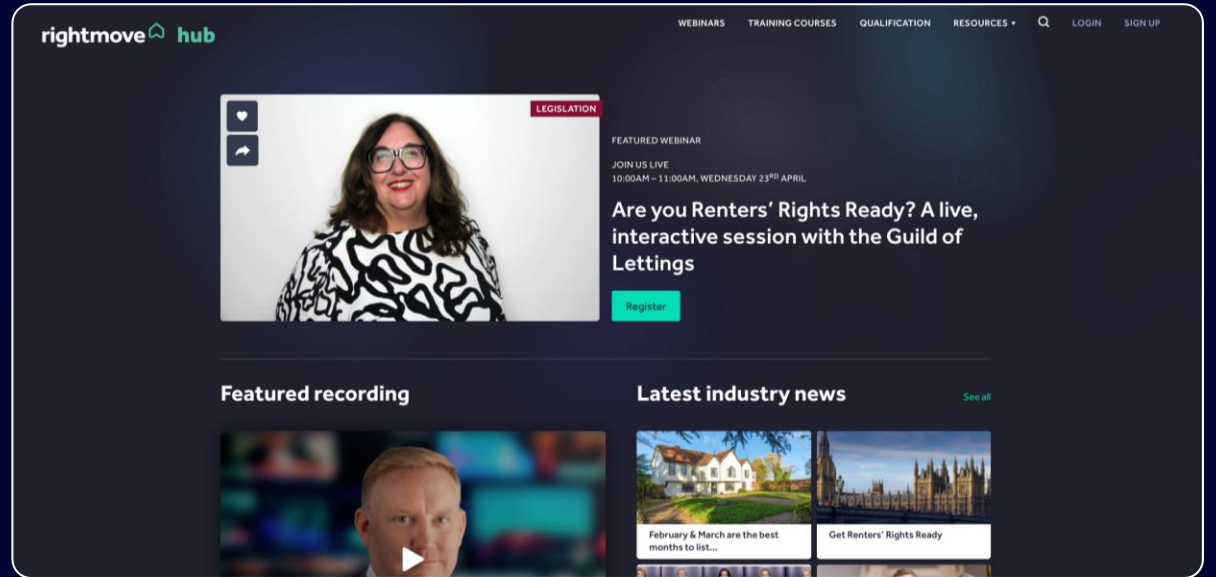






# Rightmove Hub

Your go-to for the latest research, certified training and marketing materials. All our webinars, training and qualifications are CPD-certified, so you can rest assured you're getting reliable, high-quality information.



## Webinars

Live and interactive or on-demand which include:

- Topical news
- Latest legislation
- Market insights and much more...



## Training courses

Get unlimited access to:

- Training programs
- Training CRM

To save you time and money and ensure everyone is trained to the same high standard.

[More >](#)



propertymark

## Qualifications

Get qualified with our Level 3 Certificate for Estate and Letting Agents (CELA).

- Training is free for all Rightmove members.

[More >](#)



## Industry insight

Get insight from our team of experts, including:

- Legislative updates
- Sales and rental trends, and much more...



## Design Studio

Get support from our talented designers to ensure:

- Your marketing on Rightmove stands out
- You get results



## Marketing

Order from a range of printed items and merchandise to attract more vendors and landlords, totally free.





Find me on Rightmove Hub

# Training

Certified training courses and qualifications for you and your team.

## Teams View

Create a bespoke team of learners, allocate training and monitor progress and performance. Make the most of the ever-growing range of free training courses on Rightmove Hub.

Use me to: manage your teams completing their qualifications and certified training courses.



## Get qualified

propertymark

Level 3 Certificate for Estate and Letting Agents (CELA)\*



**Propertymark approved**

Use it to gain membership and apply for ARLA or NAEA.



**Learn from the best**

Written by leading industry experts across both sales and lettings.



**Meets ROPA requirements**

Independently adjudicated by ABBE, Ofqual regulated.

## Certified training courses

Self-service training courses for you and your team



Free training for all your team as part of your membership.



Delivered by leading industry experts and compliant with regulatory standards. Topics include AML, GDPR and the CPRs.



Maximise the impact of your training with 'Rightmove Certified' badges which you can proudly share on email and social.



# Products to support your pipeline at every stage

You have access to a range of market-leading products to support you at every stage of your pipeline. From generating those all-important valuations, to completing and moving in with our Lead to Keys offering.

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in





# Generating valuations

Rightmove Products

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

## Discover

Reach new potential vendors earlier in their journey<sup>1</sup>

Proactively target potential vendors based on the likelihood they will need a valuation, with optimised automated email campaigns, exclusive to just one agent.

Use me to: get invited to more valuations, from new audiences.

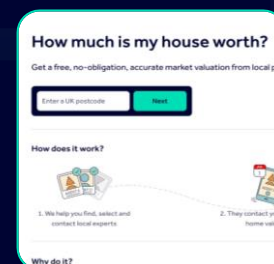


## Local Valuation Alerts

Get on vendor shortlists and let the leads come to you.

With multiple touchpoints for potential vendors to send you a valuation request.

Use me to: get invited to more valuations in your patch.



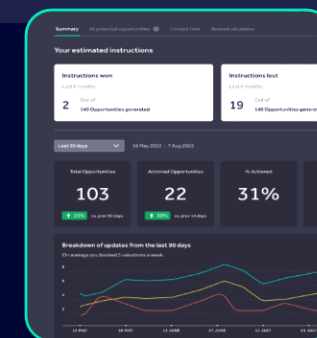
Optimiser Edge Exclusive

## Opportunity Manager

An algorithm –powered tool to sort, flag, and organise your valuation leads.

Opportunity Manager surfaces potential vendors based on their changing behaviour on Rightmove, using our data model. You'll receive an email notification when a new lead is flagged so you can follow up at key moments.

**Use me to:** uncover new valuation opportunities before your competitors and help to organise your leads.



Source 1: 95% of Discover's targeted potential sellers had not previously sent a lead to the contacting agent. Rightmove Internal Data July 2023-June 2024



# Generating and converting valuations

Rightmove **Products**

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

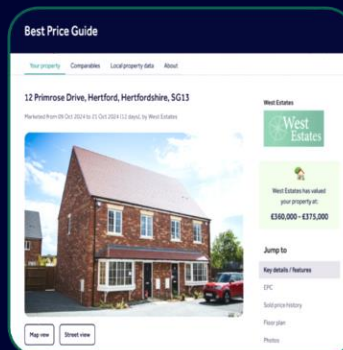
Complete/Move in

## Best Price Guide

Create and share data-backed valuation reports digitally.

A tool to support your expert valuation and back up your advice with a report detailing available or sold properties like theirs.

**Use me to:** turn valuations into instructions.



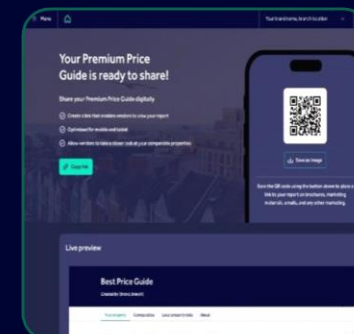
## Premium Price Guide

Best-in-class valuation reports, which notifies you when leads are at their hottest.

Create and share detailed valuation reports to support your appraisals – we'll notify you when they're viewed so you can follow up at key decision-making moments,

**Use me to:** impress vendors with your research to turn valuations into instructions.

Optimiser Edge Exclusive



# Boost your market share

Rightmove **Products**

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

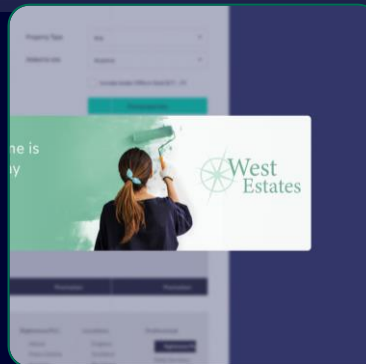
Complete/Move in

## Local Homepage

Get your branding seen first

Advertise your agency on the biggest ad space on Rightmove, exclusive to just a few agents in a particular location.

Use me to: get noticed by potential vendors at the start of a search.



## Native Search Ads

Branded adverts with dynamic retargeting.

Designed to look like helpful content rather than an ad to boost engagement. Even if a vendor relocates, your branding will still reach them through retargeting.

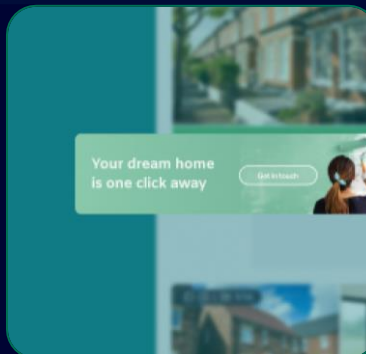
Use me to: reach more potential vendors and get remembered.

## Featured Agent

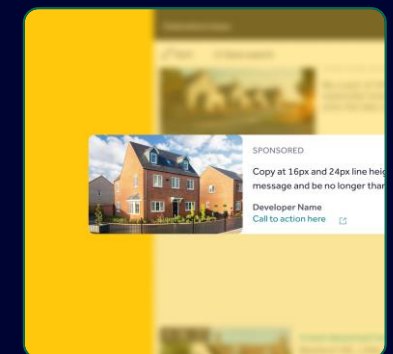
Get your branding seen repeatedly

Get your branding seen repeatedly with eye-catching banners on the pages home-movers spend the most time.

Use me to: get seen and remembered by potential vendors.



Optimiser Edge Exclusive





# Boost your market share

Rightmove **Products**

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

## Premium Agent Profiles

Get your branding seen in more places

Your branding plastered across all your property detail pages, plus a dedicated website to outline why a vendor or landlord should choose you.

Use me to: get more branding on your listings.

Formerly  
Microsites



## Sold by Me

A carousel which automatically displays your recently sold properties

A branded feature on the search results page which automatically displays your recently sold properties and allows you to choose your target areas.

Use me to: showcase your selling success to potential vendors.

Optimiser Edge Exclusive



# Showcase your stock at its best

Rightmove **Products**

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

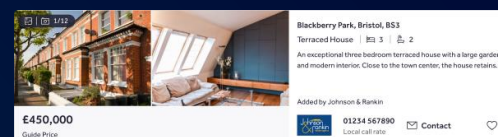
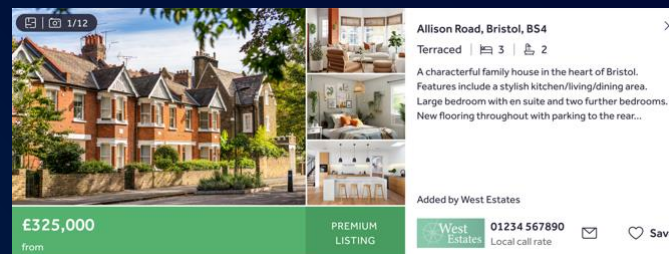
Promote your properties and give them the best exposure by selecting one of our listing options:

**Featured Property**– boosts your listings to the top of search results. Be seen first and twice.

**Premium Listing**– a larger highlighted listing to stand out from the crowd.

**Standard Listing**– the building blocks to get your properties seen by our in-market audience.

Use me to: showcase your stock to attract more attention from potential vendors.



## 3 ways to buy Featured Property

### Featured Property

Rotates through either your new instructions or your best-performing stock.

Suitable for 3-7 properties.

### Featured Property of the Week

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

Suitable for 1-3 properties.

### Auto Featured Property

Applied automatically to all your properties at key points when they need to get noticed - when newly listed, reduced in price or relisted after a fall-through.

Suitable for 8+ properties.

# Lead to Keys

Find me on Rightmove Plus

Valuation

Instruction

Buyer/Tenant leads

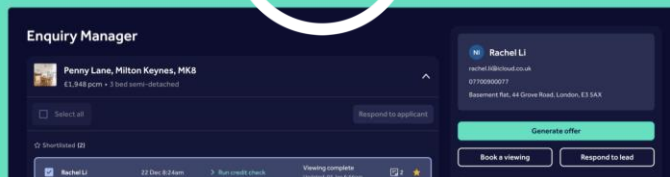
Secure Buyer/Tenants

Progression

Complete/Move in

The UK's first fully integrated property advertising, enquiry management and tenancy progression solution for **letting agents**.

Everything you need  
in one place





# Lead to Keys: find and qualify tenants

Rightmove Products

Valuation

Instruction

Buyer/Tenant leads

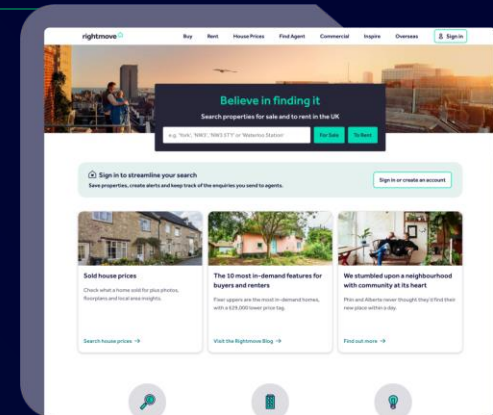
Secure Buyer/Tenants

Progression

Complete/Move in

## 1. Advertising

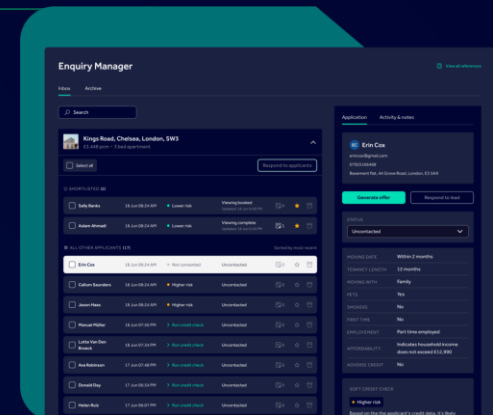
Get your properties listed on the UK's number one lettings marketplace.



## 2. Enquiry Manager

Find the right tenant without all the admin.

Pre-qualified rental enquiries sent directly from your Rightmove listings to your new enquiry management tool.



# Lead to Keys: progress tenants

Rightmove Products

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

## 3. Referencing

Get tenants referenced quicker and with less chasing.

Combining the best available technology and a proactive customer support team, Rightmove's comprehensive service takes the stress out of tenant referencing.

The screenshot displays the Rightmove Referencing service interface. At the top, it shows the Rightmove logo and the address "246 Rochester Avenue, Luton LU2 7PS". The main section is titled "Applicant: Mr Ryan Murphy" and "Overall result: Pass". Below this, a summary states: "The applicant has been thoroughly assessed. The applicant's income is more than sufficient for the proposed tenancy, and their credit score is quite good. The applicant is understood to be employed. No previous landlord check was possible as the applicant is currently living with family. No evidence of CCJ, fraud or serious credit history problem could be found." A table of results follows:

Rent share	£400pcm	Affordability	Pass
Affordability ratio	3.8x	Landlord reference	Pass
Has guarantor	Yes	Credit history	Pass
Preferred move-in date	04 July 2022		

Below the table, there are two sections: "Affordability" and "Landlord reference", both marked "Pass". The "Affordability" section includes: Rent share (£500 pcm), Affordability ratio (3.8x), and Verified savings (£10,000). The "Landlord reference" section includes: Rent always paid on time (Yes), Property maintained acceptably (Yes), and Recommends tenant (Yes).

## 4. Tenancy Manager

Save time without compromising on compliance.

Manage your entire tenancy progression in one simple system.

The screenshot displays the Rightmove Tenancy Manager interface. It features a search bar at the top right with a filter icon. Below the search bar, there are tabs for "New tenancies", "Tenancies", "Completed", and "Drafts". The main section is titled "3 tenancies in progress" and includes a "To: Starts on" dropdown and a "Filter" button. The list of tenancies includes:

- 21 Park Lane** | Jane Davidson | 10 days | 4 days | Action required
- 18 Penny Lane** | Richard L | 10 days | 4 days | Action required
- 14 Baltham Place** | James D | 10 days | 4 days | Action required
- 49 Marsham Street** | Louise B | 10 days | 4 days | Action required

Each tenancy entry shows a progress bar with stages: Offer, Holding deposit, Referencing, Contract, Move in, Deposit protection, and Documents. The progress bars indicate the current stage and the time remaining for each stage.



# Rent Guarantee insurance with legal expenses

Use me to: protect your income and boost your managed service

## Agent Revenue Protection

If the tenant doesn't pay the rent this policy:

- Will pay the agent's management fee each month – up to 15% of the monthly rent\*
- Provides all the legal services to obtain possession of the property



Letting agent's income protected

## Agent Rent Guarantee

If the tenant doesn't pay the rent this policy:

- Will pay the rent in full to the letting agent (until vacant possession)\*
- Provides all the legal services to obtain possession of the property



Letting agent's and landlord's income protected

## Landlord Rent Guarantee

If the tenant doesn't pay the rent this policy:

- Will pay the rent in full directly to the Landlord (until vacant possession)\*
- Provides all the legal services to obtain possession of the property



Landlord's income protected

Rent Guarantee insurance policies from Rightmove Landlord and Tenant Services can protect your landlord's income, your income or both.\*

Legal expenses are covered in all available policy types.\*

**Ask your Rightmove Account Manager to learn more.**



All subject to terms and conditions.

\*Terms and conditions apply. Subject to eligibility criteria. Always check the policy wording for full benefits and exclusions. Rent guarantee payments may be paid up to policy indemnity limits for an indefinite number of months until vacant possession is gained, except where the tenant provides a valid defence to the eviction in which case payments are capped at 12 months. 75% of the monthly rent paid after vacant possession is gained in some circumstances. Total payment for any one claim is capped at £100,000. Policies are administered by Legal Protection Group Ltd and underwritten by Financial & Legal Insurance Company Ltd.





**Request a call back**

