

Maximising your Opportunity Through AI



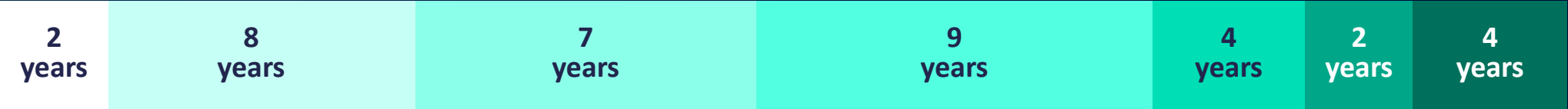
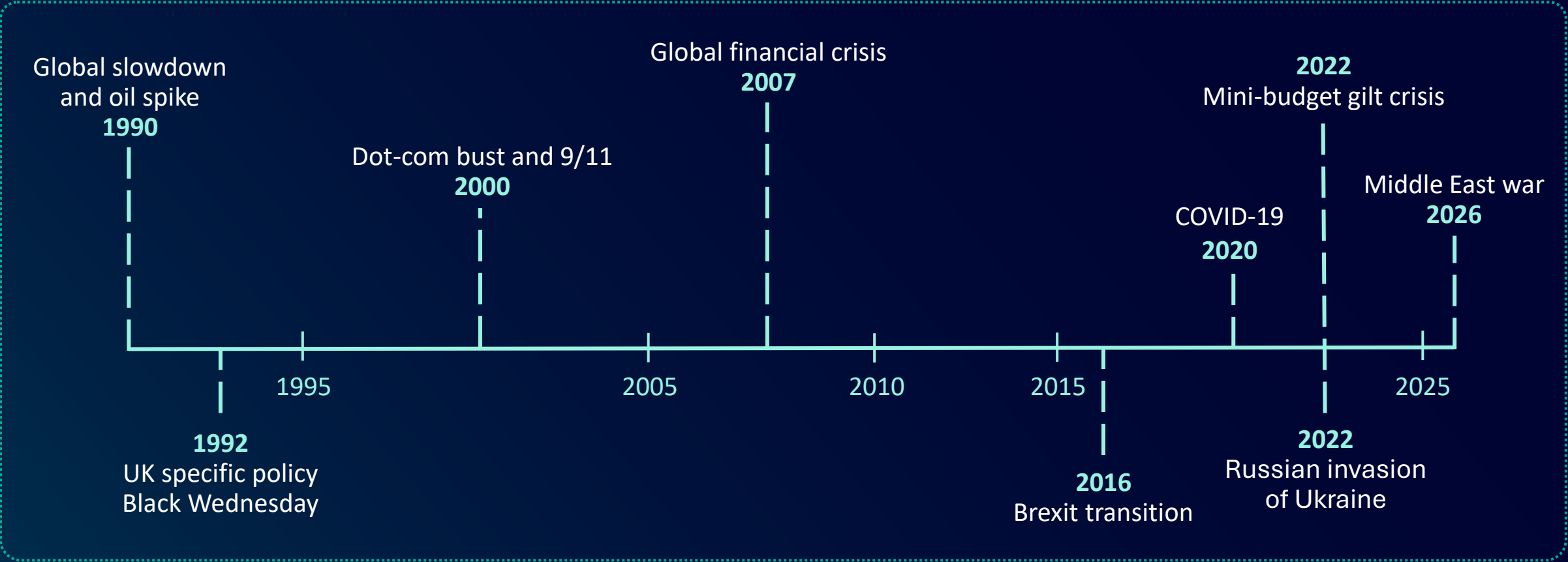
LEHMAN COLLAPSE

SENDS SHOCKWAVES

ROUND WORLD

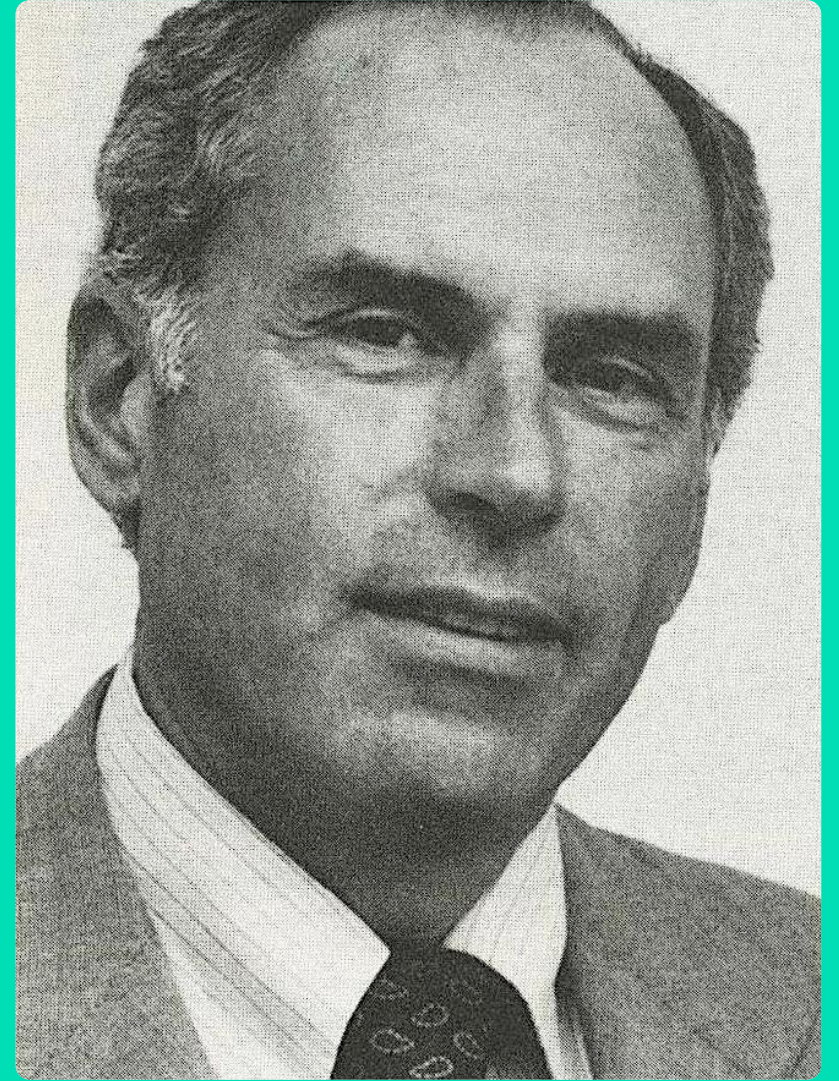


Global Economic Shocks Are the New Norm



“We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.”

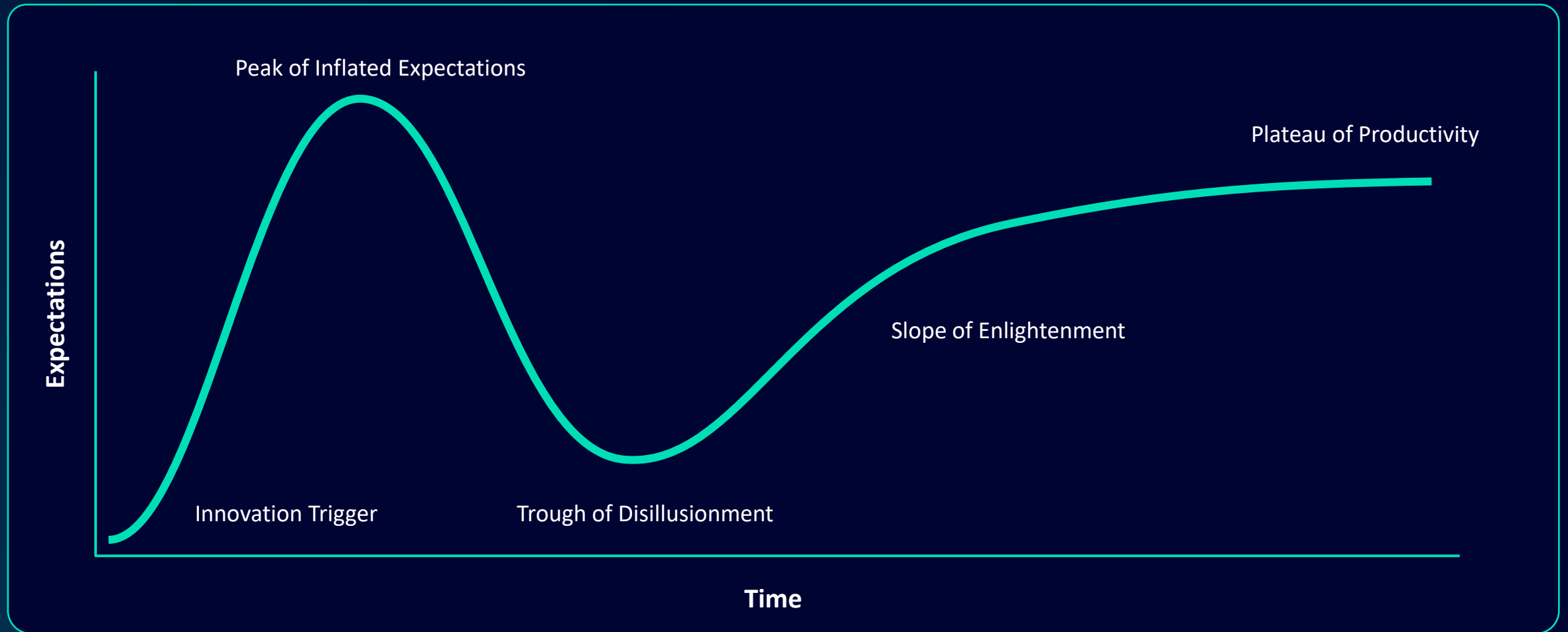
Roy Amara



The pace of technology adoption is increasing



The hype cycle



Source: Gartner, *Hype Cycle™*, originally developed by Jackie Fenn (1995)



A conversation with ChatGPT



1

Hallucination

2

Homogeneity

3

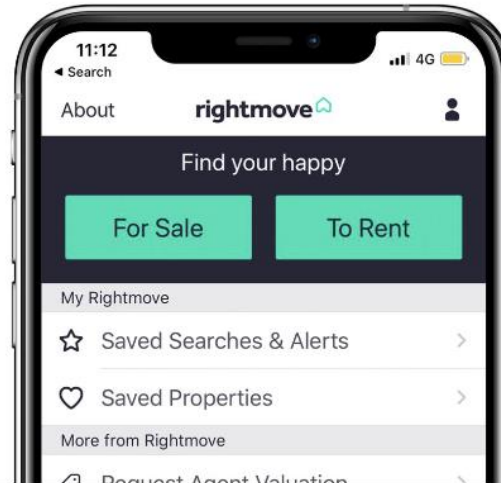
Sychophancy



Hallucination

“What do you know about Rightmove and Van Mildert?”

 Rightmove +  Vanessa Mildert



Homogeneity

Word	Increase 2022 → 2024	Usage multiplied by
Delve	+1,617%	17.2x
Underscore	+261%	3.6x
Meticulous	+207%	3.1x

Source: Matsui, K. (2025), *"Delving Into PubMed Records: How AI-Influenced Vocabulary has Transformed Medical Writing since ChatGPT"*, **Perspectives on Medical Education**, 14(1), 882–890.

 pme-14-1-1929

Percentage increases calculated from the study's underlying PubMed usage-rate data, comparing 2022 with 2024.

Sycophancy

“You spotted something that didn’t feel right. That’s **exactly** how you avoid building assumptions on bad data. In property and business strategy, getting the people right matters, because influence sits with specific roles and operators.”

AI Powered Rightmove Discover

rightmove

believe it

On behalf of
BRAND NAME

Do you know the current value of your property?

Arrange my free valuation

Hi First Name,

I reached out recently letting you know that I was confident an up-to-date market appraisal of your home would be useful to you. Our team here at **Brand Name** are available to provide a valuation of your home.

We've had a lot of interest from homeowners like you in MK7 who want to know exactly what their home is worth. As such, we'll be visiting properties nearby over the coming weeks and would love to visit you too.

We offer market appraisals free of charge and without obligation. If you're the owner of your home, [click the button below](#) to claim yours.

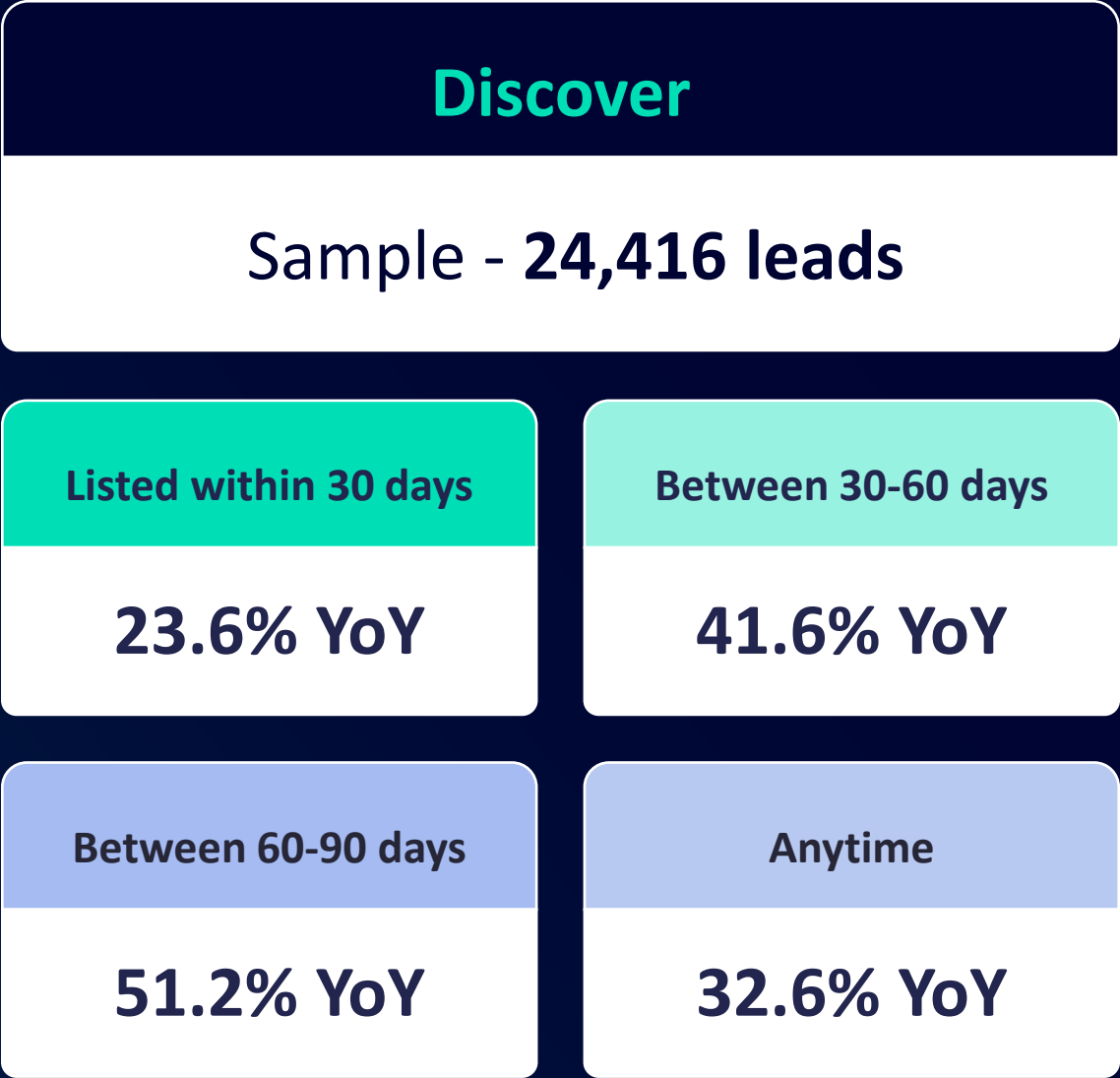
Signatory Name

Signatory Position

Brand Name

Address

Arrange my free valuation



Voice intelligence

EA Partner

Live
path
finding



 Selected branch
Milton Keynes ▾

Sarah Johnson (+44 1234 56980)

Date: Monday, June 25, 2026 Time: 14:20

02:45 / 06:20



 Download

Caller [00:15]

Hello, I'm calling about the two-bedroom property you have listed on your site. It's located at Maple Avenue. Is it still available?

Agent [00:15]

Hi there! Thanks for reaching out. I'd be happy to help you with the property you found on our website at Maple Avenue. Let me check its availability and pricing for you. One moment, please!

Caller [00:15]

Thanks for your assistance! Also, I'm looking into getting a mortgage at the moment - do you have a broker that you would recommend?

Agent [00:15]

Certainly! Let me just check for you... yes, it's still on the market. Are you looking to book a viewing?

 Call analysis  Caller details

 AI call summary

Action items

- Send property brochure for the 2-bed semi on Maple Avenue by end of day.
- Book a viewing at 42 Maple Avenue for next Saturday morning.
- Share mortgage broker referral details and first-time buyer scheme info.

 Buyer is pre-approved but nervous about hidden costs — clear fee breakdowns will build trust.



Call tags

Click on the tags below to view time stamps of when this was said in the transcript.

Caller profile

 First-time buyer



Rightmove Plus AI Assistant

EA Partner

Live
beta
test

West Estates

Selected branch

Coventry

Property performance

Search

120 listings

☐ Include sold STC

Listing - price	Health	Daily views	vs. prev 7 days
Flat 79 Merlin Court, Handley Drive Coventry, Warwickshire, CV2 0EH £375,000 May 26, 2026	✓ 21	41	↑ +22
Garden Flat, 7 Brussels Road Coventry, Warwickshire, CV4 8HL £320,000 May 10, 2026			
Flat A, 189 Brookwood Avenue Coventry, Warwickshire, CV1 8UZ £440,000 Apr 26, 2026			
Ground Floor Flat, 6 Kent Road Coventry, Warwickshire, CV8 2JG £360,000 Apr 22, 2026			

Listing image

LISTING PRICE

£450,000

41 Cranwell Crescent, Eaton Leys, Milton Keynes MK17 9GS

Property type: Semi-detached

Bedrooms: 3 Bathrooms: 2

View Premium Price Guide

Property health

48%
Average

50% of material information fields missing

10 Photos below the average property listing

8 Photos added

2 Floor plans added

2 Days Since last update

Improve this listing

IMPROVE

GOOD

GOOD

Performance summary

Flat 79 Merlin Court, Handley Drive

Coventry, Warwickshire, CV2 0EH

Summarise performance

Performance snapshot (past 7 days)

- On average, your property got 41 daily views.
- Properties like yours in the area get 30 views on average.

👉 Your property is outperforming the local market despite a small recent dip.

Latest listing updates

26 May 2026

Property price reduction from £400K to £375K

Applied Premium listing tag

This increased views from 39 to 41.

4 May 2026

- Updated images.

This increased views from 24 to 39.

👉 Price drops are driving strong spikes in interest in your property.

Optimise your listing

To attract more potential buyers, you should:

- Add a floorplan

We are scaling Ask Rightmove

Consumer

Search Assistant

Q Classic AI Search Beta

Describe the home you're looking for in your own words

Tell us what matters to you

I want a cute seaside cottage in Cornwall under £300k Search

Shown to >6m consumers

For those using Search Assistant:

- +40% time on site
- >2x saved properties
- 2x leads sent



Evaluation Assistant

"What condition is this house in?"

"Is there a garden, or terrace?"

"Would two cars fit in the driveway?"

Home

"Are there any independent coffee shops nearby?"

"How often do the trains to Bristol run?"

"Is the park dog-friendly?"

Area

"What are the closest primary schools and rating?"

"How does this property compare to other 2-beds in a mile radius?"

"What's the price per sq ft?"

"Are average rents going up or down here?"

Market

"What's the average asking price in this area?"



What now?



Devote time to learning how to prompt LLMs properly



Rightmove AI Roadshows

↖ ↗ Maximising
↙ ↘ **your opportunity**

Increase your return with the UK's largest home-moving audience and long-term industry support



Click QR Code to Express Interest
in Rightmove AI Roadshows

