

# Geographical Advertising Guidelines

## Newly identified Geographical Advertisers

If we've been in touch with you before about Geographical Advertising, then take a look at the Guidelines for "Existing Geographical Advertisers and Auction Houses"



## What is Geographical Advertising?

Geographical Advertising applies to our members who advertise a higher than average number of properties (more than 50% of their available stock) outside a 100,000 property radius around their branch location.

In order to work out if you qualify as a Geographical Advertiser we look at your available stock levels in comparison to the national average.

## Why do we have Geographical Advertising?

To ensure members are charged more consistently and fairly for the exposure they receive on Rightmove.

## What are the benefits of Geographical Advertising?

**As part of being a Geographical Advertiser you will have even more brand presence on Rightmove:**

- Gives you virtual branch presence in the local areas where you have the majority of your properties.
- Makes it easier for potential sellers and landlords to find you when looking for agents to sell or let their property.

## How can I manage my monthly costs as a Geographical Advertiser?

When we review your stock to decide if you qualify as a Geographical Advertiser, we only count properties you are marketing as available to buy or rent. The best way to manage your costs is to keep regular tabs on the status of your properties on Rightmove by:

- 1 Marking up SSTC/Let Agreed stock with the correct status on Rightmove
- 2 Removing Sold/Let stock

## How will I know how many branches I will be charged for?

We review your stock levels three times a year and will give you 30 days written notice of:

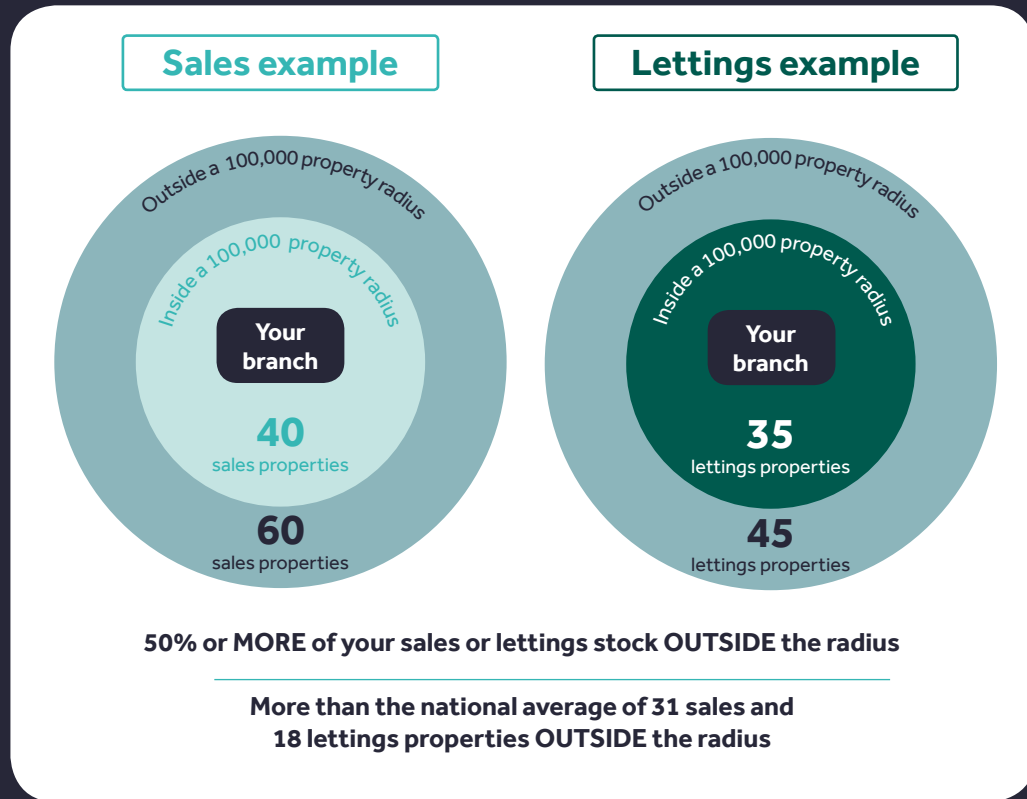
- Number of branches you'll be charged for
- Total monthly membership costs to advertise those properties
- Date the new costs come into effect
- Your next review date

**Need help?** If you have any questions about your membership or simply want to know how to get the most from our range of tools please contact your Account Manager.

## How do we apply this?

In order to work out how much exposure you get from Rightmove and therefore the number of branches you should pay for we use the following criteria:

- 1 Look at a 14 day average of your daily available properties on Rightmove.
- 2 If 50% or more of your available sales or lettings stock is outside of a 100,000 property radius of your branch, then your branch would qualify as a Geographical Advertiser.



- 3 We apply the two calculations below to work out the number of branches for your membership, choosing **the most cost effective for you** (we round down the branch numbers to the nearest whole figure):

OR

	Your average available stock outside the radius	+1	Your total average available stock
	12 month national average available stock per branch		12 month national average available stock per branch
<b>Sales example</b>	$\frac{60}{31}$	+1 = 2 sales branches (1 virtual and 1 principal)	$\frac{100}{31}$ = 3 sales branches (2 virtuals and 1 principal)
<b>Lettings example</b>	$\frac{45}{18}$	+1 = 3 lettings branches (2 virtuals and 1 principal)	$\frac{80}{18}$ = 4 lettings branches (3 virtuals and 1 principal)

The 12 month national average is: **31 sales properties** and **18 lettings properties**<sup>1</sup>. If the national average changes by +/-15% during the 12 month period, then we will adjust the national average.

- 4 If you do qualify as a Geographical Advertiser we will write to you. At this point, you have 14 days to review your stock in order to help manage your costs by:
  - a. marking up any stock which is SSTC or let agreed
  - b. removing sold/let stock which is marketed as available
- 5 We will then look at your property stock again, and will write to you to confirm whether you qualify as a Geographical Advertiser and what your monthly membership costs will be.
- 6 Moving forward, we will review your stock up to three times a year and at each review we'll look at your listings over a three month period. You will be notified of any amendments to the number of branches for which you will be billed. This is in line with our "Existing Geographical Advertisers and Auction Houses" guidelines.

## How does this affect any additional products I take?

The only product that could be affected is Brand Plus if you pay for it separately, rather than as an inclusive part of our Essential package. If you have Brand Plus as a separate product on your principal branch, then we will apply Brand Plus to all your virtual branches when we next review your stock levels. You will be charged per branch for each of these Brand Plus products.

Source: <sup>1</sup> The 12 month national average is based on property listings advertised by estate agents (excluding Geographical Advertisers) on Rightmove between 1st September 2017 to 31st August 2018. We will review the 12 month national average again in September 2019.