

**RIGHTMOVE PRODUCT GUIDELINES**  
**ESTATE AGENCY AND LETTINGS**  
**July 2025**

**DEFINITIONS**

**“Active Campaign”** means one of the following 8 products: (1) Branded Email Campaigns, (2) Facebook Campaigns, (3) Full Active Campaigns, (4) Investor Email Campaigns, (5) Local Residents Email Campaigns, (6) Re-mail Campaigns, (7) Targeted Email Campaigns and (8) Targeted SMS Campaigns.

**“Additional Products”** means the additional Services which You can purchase on top of Your Core Membership.

**“Channel”** means resale and/or lettings.

**“Core Membership”** means the basic Services on Our Platforms to which You are entitled in return for Your Core Membership fee.

**“Enhanced Leads”** means Users who have expressed interest in the relevant rental property via Our Platforms; provided additional pre-qualification information related to the tenancy to enable You to determine the suitability of such User; and consented to a Soft Credit Check.

**“Package”** means one of the following 10 options: (1) Optimiser Edge, (2) Additional Profile, (3) Essential, (4) Essential Extra, (5) Enhanced, (6) Optimiser 2020, (7) Optimiser (no longer available to purchase or downgrade after 1<sup>st</sup> January 2020), (8) Silver (No longer available as of 1<sup>st</sup> September 2016), (9) Gold (No longer available as of 1<sup>st</sup> December 2016) and (10) Premium (No longer available as of 1<sup>st</sup> February 2017).

**“Package Threshold”** means Your minimum net product spend, after all Package discounts, required for You to remain eligible for Your Package.

**“Parent Branch”** means the main branch from where the Additional Profile is trading.

**“Pricing Category”** is for the Brand Plus product only and is the Price Schedule based on Your average stock levels published on Our Platforms for the appropriate Channel over the last 3 months.

**“Product Request Form”** means the form You complete when committing to purchase Additional Products, or an alternative Package. This Form details the Additional Products and/or Packages to be taken, the applicable Price Schedule and the minimum Term.

**“Property Products”** means the Premium Listing, Featured Property and Featured Property of the Week Additional Products.

**“Rent Guarantee Insurance Policy”** means an appropriate rent guarantee insurance policy, authorised by the Financial Conduct Authority, and based on the wants and needs of the specific user, pursuant to Your contract with RLTS.

**“RLTS”** means Rightmove Landlord and Tenant Services Limited, Company Registration Number: 07064255.

**“RLTS Agents Terms of Business”** means the terms available at: [www.rightmove.co.uk/advertise-with-us](http://www.rightmove.co.uk/advertise-with-us).

**“RLTS Reference”** has the same meaning as “Reference Report” in the RLTS Agents Terms of Business.

**“Search Based Products”** means Featured Agent, Local Homepage, Homepage for Mobile product, Premium Agent Profile Lettings, Premium Agent Profile Resale, Local Valuation Alert, Discover and Property Alert Sponsor.

**“Soft Credit Check”** means checking a User’s credit history using information which the User has provided to establish whether the User is suitable for the tenancy, including but not limited to information used to identify the User and their affordability.

**“Special Offer”** means where We provide Packages and/or Additional Product(s) at a preferential Price Schedule for a set period of time, whether or not marked as a Special Offer.

**“Underspend”** means the difference between Your actual calendar monthly spend and Your minimum calendar monthly Package Threshold.

**“Virtual Location”** means any virtual branch(es) created for You where We deem You to be a Geographical Advertiser based on Your location and stock as defined in Our Geographical Advertising Guidelines. Virtual Locations only apply where We notify You and You will be charged in accordance with Your Price Schedule.

**“Your Advertisement”** means any image, text, website link or other material provided by You which We display or embed in any page on Our Platforms as part of any Display or Search-Based Additional Product.

## GENERAL

1. These Product Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions.
2. If there is any conflict between the Product Guidelines and the Rightmove General Membership Terms and Conditions, the Rightmove General Membership Terms and Conditions prevail.
3. By applying for Additional Products or Packages detailed on the Product Request Form(s) You acknowledge and confirm that:
  - 3.1. Your Membership shall be subject to both Our current General Membership Terms and Conditions, as well as the current Product Guidelines;

- 3.2. You will comply with all obligations contained in the Product Guidelines that apply to the Additional Product or Package that You have purchased; and
- 3.3. If in Our opinion, You breach these Product Guidelines and We take any action to remedy Your breach, You will remain fully liable to pay Us all Charges which apply to the selected Product or Package for the remainder of the Term.
4. Additional Products or Packages purchased by You may be terminated or suspended by You or Us in accordance with Clause 10 of Our General Membership Terms and Conditions.
5. Unless otherwise agreed by Us in writing, minimum Terms do not include any discounted period, therefore any applicable minimum Term for Additional Products and Packages will be calculated from the end of any such discounted period.
6. Unless otherwise agreed by Us in writing, if We (pursuant to clause 10.2.1 of Our General Membership Terms and Conditions) or if You (for any reason) terminate Your Contract and/or an Additional Product and/or a Package before the expiry of the minimum Term, We have the right to charge You the Price Schedule for the remainder of such Term. We will raise an invoice for the Charges which is payable by You within 30 days.
7. If Your Package is terminated by You or Us, You agree to Us pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products You continue to purchase.
8. As part of Your Membership We will provide You with a trackable telephone number for use on Our Website. This number will have a local dialling code based on Your geographical location.
9. You acknowledge that You will receive Our telephone recording service, details of which are set out in the Telephone Recording Terms published on Our Website.
10. From time to time, We may offer services from or share Member Data with any of Our subsidiary companies (as defined under Section 1159 Companies Act 2006). Where You enter into a contract for those services offered by Our subsidiary companies, You will also agree to the relevant Terms and Conditions of the relevant subsidiary.

## PRODUCT GUIDELINES

### 1 General Product Guidelines

- 1.1. Any Additional Products or Packages purchased by You will commence on the latter of the date specified and agreed by Us or alternatively the date upon which You are notified by Us that Your Additional Products or Packages (excluding mobile products, Local Valuation Alert and Discover) first become live and available for You to use on Our Platforms (**“the Effective Date”**).
- 1.2. Charges for Additional Products will not be pro-rated unless otherwise specified in these guidelines. Any initial ‘part month’ periods may be charged pro-rata to the full calendar monthly cost where applicable.
- 1.3. You will continue to purchase each Additional Product, after the end of the initial Term, on a rolling monthly Term until You provide at least 30 days’ prior written notice which shall commence on the date that the notice is deemed to have been received by Us pursuant to clause 11.6 of the General Membership Terms and Conditions and will expire on the last

day in a calendar month on or after the expiry of the 30 day period. For example, where the Notice Period commences on 1 January, it will expire on 31 January. Where the Notice Period commences on 15 February, it will expire on 31 March.

- 1.4. We reserve the right to change the pricing of any of Our Additional Products, as long as You are outside the Minimum Term for the product in question and We give You at least 30 days' notice in writing.
- 1.5. In the event of early Termination of Your contract, You will pay for the remaining balance of Charges under your Contract up to the expiry of the then current Term. For example, if Your contract is terminated early prior to the completion of the Minimum Term, You will be liable for Charges up to the expiry of the Minimum Term.

## 2 General Product Guidelines – Property Products

- 2.1. We reserve the right to remove any properties from a Featured Property, Featured Property of the Week or Premium Listing which do not comply with the Technical Guidelines.

## 3 General Product Guidelines – Search Based Products

- 3.1. Search Based Product pricing:
  - 3.1.1. Search Based Products, excluding Discover, are priced at a search term level, given the expected number of searches in a typical month.
  - 3.1.2. Discover is priced at a search term level, given the average property value in the postcode.
- 3.2. All of Your Advertisements are subject to Our Display Products Text Content Guidelines.
- 3.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any Search Based Product without prior notice. In the event that the product is withdrawn or suspended by Us, We will refund You on a pro-rata basis such proportion of any payment which You have already made in respect of the Display or Search Based Product, by reference to the time period during which the product was no longer made available to You by Us.
- 3.4. Quotes are valid for 14 days unless otherwise specified.

## 4 General Product Guidelines – Design Products

- 4.1. The Design Additional Products (Local Homepage, Mobile Homepage, Premium Agent Profile, Featured Agent, Property Alert Sponsor and Native Search Advertisement) are subject to the following guardrails in respect of the frequency of updates and volumes of proofing:

Change Type	Category	Definition of Change	Frequency	Volume of Proofs
Ad Manager		Agent own artwork uploaded via Ad Manager	Unlimited	N/A
Pick Your Own Banners		Artwork created from Our "Pick Your Own" suite of designs	Maximum once per	0

			calendar month	
Bespoke	Amends	Updating existing creative e.g. text or image change	Once every 3 months	1
	New Order	Creation of new artwork for a new product or package.	N/A	Maximum 2

## 5 Featured Property

### 5.1. Product description:

- 5.1.1. Property displayed in a Featured Property product ("Featured Property") will appear at the top of such search results pages of Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Property will appear.

### 5.2. Product pricing:

- 5.2.1. Featured Property boxes are charged per calendar month, per box, on a subscription basis.
- 5.2.2. Where a Featured Property has been provided by Us to You and is used by You to display property at any time during a particular calendar month, the Featured Property may be charged by Us to You at the full amount applicable for that month, irrespective of the actual number of days that You have chosen to display property within it.

### 5.3. Minimum Term:

- 5.3.1. 3 complete calendar months.

### 5.4. Product usage constraints:

- 5.4.1. You will ensure that an individual property listing will only appear in a single Featured Property purchased by You at any time.
- 5.4.2. You have the right to nominate any of Your property listings to appear in a Featured Property, provided that:
  - 5.4.2.1. Any such properties or land are currently offered by You as 'for sale' or 'for let'; and
  - 5.4.2.2. You or Your Client have received an instruction at Your Location to which the Featured Property is allocated from a third party to sell/let such property or land or alternatively the property is newly built and is being both developed and sold by You.

- 5.4.3. Subject to the following provisions of this clause You may, at Your discretion, change the property listing which is displayed in a Featured Property. We do reserve the right to restrict, at Our discretion:
  - 5.4.3.1. The number of individual property listings placed in a particular Featured Property; and
  - 5.4.3.2. The number of times each property is nominated by You to appear in a particular Featured Property.
- 5.4.4. If You change the property listing displayed in a Featured Property via Rightmove Plus, We will use reasonable endeavours to reflect those changes on Our Platforms within 15 minutes.
- 5.4.5. If You ask Us to change the property listing displayed in a Featured Property, We reserve the right to limit such changes to one per week for each Location.

## 6 Featured Property of the Week

- 6.1. Product description:
  - 6.1.1. The Featured Property of the Week product ("Featured Property of the Week") will make the property it is applied to appear at the top of such search results pages on Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Property of the Week will appear.
  - 6.1.2. Once applied to a specific property, You cannot transfer the Featured Property of the Week credit to another property.
  - 6.1.3. We will format an individual property listing as a Featured Property of the Week for:
    - 6.1.3.1. A period of 7 days for properties for sale/ to let; or
    - 6.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 7 days for properties for sale/to let. No refund shall be given for properties which are in the Featured Property of the Week slot for less than 7 days.
- 6.2. Product pricing:
  - 6.2.1. Featured Property of the Week are purchased as credits. Each credit entitles You to configure one individual property listing as a Featured Property of the Week.
- 6.3. Product usage constraints:
  - 6.3.1. You will ensure that an individual property listing will only appear in a single Featured Property of the Week purchased by You at any time.
  - 6.3.2. You have the right to nominate any of Your property listings to appear in a Featured Property of the Week, provided that:
    - 6.3.2.1. Any such properties or land are currently offered by You as 'for sale' or 'for let'; and
    - 6.3.2.2. You or Your Client have received an instruction at Your location to which the Featured Property is allocated from a third party to sell/let such property or land or alternatively the property is newly built and is being both developed and sold by You.
  - 6.3.3. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Featured Property of the Week credits purchased from Us by You are valid for

use. Any Featured Property of the Week credits purchased by You which are not used within 6 months from the date of purchase will expire and will not be usable. No refunds will be given by Us to You in respect of unused or expired credits.

## **7 Auto Featured Property**

- 7.1. Property featured via the Auto Featured Property product (“Auto Featured Property”) will appear at the top of such search results pages of Our Platforms as We may in Our sole direction provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Auto Featured Property will appear.
- 7.2. Auto Featured Property is where We will automatically Feature Your relevant property listings as a Featured Property when it meets one of three criteria, as defined by Us:
  - 7.2.1. The property is newly listed;
  - 7.2.2. The property has a price reduction; or
  - 7.2.3. The property falls through.
- 7.3. In each instance We will feature an individual property listing for:
  - 7.3.1. A period of 7 days for properties for sale / to let; or
  - 7.3.2. The duration of the property’s continuous listing on Our Platforms if less than 7 days for properties for sale/to let.
- 7.4. Product Pricing:
  - 7.4.1. Auto Featured Property is charged per calendar month, per Branch Location, on a subscription basis.
  - 7.4.2. Where Auto Featured Property has been provided by Us to You, Auto Featured Property may be charged by Us to You at the full rate applicable for that month, irrespective of the actual number of properties or days properties are Featured for.
  - 7.4.3. As this is a ‘Branch Location’ based product, any fees that apply will be subject to clause 5.3 of Our General Membership Terms and Conditions and will be proportionate to the volume of property stock that You list on Our Platforms.
- 7.5. Minimum Term:
  - 7.5.1. 3 complete calendar months from the date the product becomes chargeable.
- 7.6. Product usage constraints:
  - 7.6.1. You will ensure that any individual property listing will only appear in a single Featured Property purchased by You at any time.
  - 7.6.2. We will feature any properties or land that follow the criteria set out in 7.2 provided that:
    - 7.6.2.1. Any such properties are currently offered by You as ‘for sale’ or ‘for let’ and;
    - 7.6.2.2. You or Your Client have received an instruction at Your location to which the Featured Property is allocated from a third party to sell/let such property or land or alternatively the property is newly built and is being both developed and sold by You.
  - 7.6.3. We reserve the right to limit the number of times an individual property is featured.
  - 7.6.4. We reserve the right to alter the criteria used to determine if a property should be featured.

## **8 Premium Listing**

8.1. Product description:

- 8.1.1. The Premium Listing product ("**Premium Listing**") is an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.
- 8.1.2. Once applied to a specific property, You cannot transfer the Premium Listing credit to another property.
- 8.1.3. We will format an individual property listing as a Premium Listing for:
  - 8.1.3.1. A period of 12 months for properties for sale and 2 months for properties to let; or
  - 8.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 12 months for properties to sell and 2 months for properties to let; or
  - 8.1.3.3. The duration of the property's continuous listing on Our Platforms if the property in question is newly built and is being both developed and sold/let by You.

8.2. Product pricing:

- 8.2.1. The Premium Listing product is purchased as credits. Each credit entitles You to configure one individual property listing as a Premium Listing which gives You access on all of Our Platforms.
- 8.2.2. The minimum subscription-based purchase is one Premium Listing credit in a calendar month. Additional subscription-based credits can be purchased.
- 8.2.3. One-off credits for Premium Listing can be purchased on an ad-hoc basis without a Term.

8.3. Minimum Term:

- 8.3.1. 3 complete calendar months.

8.4. Product usage constraints:

- 8.4.1. You will not apply Premium Listing to property listings that are currently draft or invisible. You have the right to apply Premium Listing to any of Your property listings, provided that:
  - 8.4.1.1. Any such properties or land are currently offered by You as 'for sale' or 'for let'; and
  - 8.4.1.2. You or Your Client have received an instruction at one of Your Locations to which the Premium Listing is allocated from a third party to sell/let such property or land or alternatively the property is newly built and is being both developed and sold by You.
- 8.4.2. If a property listing formatted in Premium Listing is subsequently deleted by You and is then uploaded again at a later date to Our Platforms by You, it will not be shown by Us as a Premium Listing.
- 8.4.3. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Premium Listing credits purchased from Us by You are valid for use. Any Premium Listing credits purchased by You which are not used within 6 months from the date of purchase will expire and will not be usable. No refunds will be given by Us to You in respect of unused or expired credits.

## 9 Flexible Premium Listing for Lettings only

9.1. Product description:

- 9.1.1. The Flexible Premium Listing for Lettings Product ("Flexible Premium Listing") entitles You to configure one individual property listing as an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.



9.2. Product pricing:

9.2.1. The Flexible Premium Listing product is available in multiples of 5 slots and are charged per calendar month, on a subscription basis.

9.2.2. Where Flexible Premium Listing has been provided by Us to You and is used by You to display properties at any time during a particular calendar month, Flexible Premium Listing may be charged by Us to You at the full rate applicable for that month, irrespective of the actual number of days or the actual slots that You have chosen to display property within.

9.3. Minimum Term:

9.3.1. 3 complete calendar months.

9.4. Product usage constraints:

9.4.1. Flexible Premium Listing slots can be reused throughout the month by selecting and deselecting property listings to appear within each slot, or by using one of the automatic rotation options available.

9.4.2. You will ensure that an individual property listing will only appear in a single Flexible Premium Listing purchased by You at any time.

9.4.3. You have the right to nominate any of Your property listings to appear in a Flexible Premium Listing, provided that:

9.4.3.1. Any such properties are currently offered by You as 'for let'; and

9.4.3.2. You or Your Client have received an instruction at Your Location to which the Flexible Premium Listing is allocated from a third party to let such property or alternatively the property is newly built and is being both developed and rented by You.

9.4.4. Subject to the clauses below, You may, at Your discretion, change the property listing which is displayed in a Flexible Premium Listing slot.

9.4.5. If You change the property listing displayed in a Flexible Premium Listing via Rightmove Plus, We will use reasonable endeavours to reflect those changes on Our Platforms within 15 minutes.

9.4.6. If You ask Us to change the property listing displayed in a Flexible Premium Listing, We reserve the right to limit such changes to 1 per week for each Location.

## 10 Brand Plus

10.1. Product description:

10.1.1. Brand Plus ("Brand Plus") is where We apply a single logo to Your relevant property listings displayed on Our Platforms, excluding Featured Properties.

10.2. Minimum Term:

10.2.1. 3 complete calendar months.

10.3. Product usage constraints:

10.3.1. We reserve the right to remove a logo from Your property listings if the applied logo is not a unique trading style of Your business or if the logo does not belong to You.

## 11 Featured Agent

11.1. Product description:

- 11.1.1. The Featured Agent product ("Featured Agent") is where Your Advertisement will appear in such relevant search results pages of Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Agent will appear.
- 11.2. Minimum Term: 3 complete calendar months from the date the product becomes chargeable.
- 11.3. Product usage constraints:
  - 11.3.1. Requests by You to amend creative before going live must be made within 2 full working days (any day other than Saturdays, Sundays, or bank holiday on which legal business can be conducted) of proof being supplied. Further amendment requests by You once live on Our Platforms are limited to one per calendar month and can take up to 10 working days to be updated on Our Platforms.
  - 11.3.2. Creative and/or creative content must be supplied by 5pm on the Final Reservation Date or the search term(s) selected will be released. Your Advertisement(s) must be published live on Our Platforms within 9 days of this product being purchased (Go Live date).

## **12 Local Homepage**

- 12.1. Product description:
  - 12.1.1. The Local Homepage product ("Local Homepage") is the display of Your advertisement on the search criteria page of Our Platforms for the search terms purchased as outlined on the Product Request Form.
  - 12.1.2. Local Homepage and Homepage for Mobile are joint products and are sold together.
- 12.2. Minimum Term: 3 complete calendar months.
- 12.3. Product usage constraints:
  - 12.3.1. Requests by You to amend creative before going live must be made within 2 full working days (any day other than Sundays, Saturdays or bank holiday on which legal business can be conducted) of proof being supplied. Further amendment requests by You once live on Our Platforms are limited to one per calendar month and can take up to 10 working days to be updated on Our Platforms.
  - 12.3.2. Creative and/or creative content must be supplied by 5pm on the Final Reservation Date or the search term(s) selected will be released. Advertisement (s) must be published live on Our Platforms within 9 days of this product being purchased (Go Live date).

## **13 Local Valuation Alert**

- 13.1. Product description:
  - 13.1.1. The Local Valuation Alert product ("Local Valuation Alert") offers Users the opportunity to request a valuation from You at relevant points on Our Platforms including, but not restricted, to Our email confirmation page.
  - 13.1.2. Local Valuation Alert includes the display of Your Brand, logo and branch summary description to Users for the postcode term purchased by You that matches the postcode of the address provided by the User.

- 13.1.3. The Local Valuation Alert will be supplied to You via email and text message. Leads will be sent to Your nominated valuation email address and a notification sent to Your nominated mobile phone number. If no valuation email address or mobile phone number are nominated leads will be sent to the default branch email address and no text message will be sent.
- 13.2. Minimum Term: 3 complete calendar months from the date the product becomes chargeable.
- 13.3. Product usage constraints:
  - 13.3.1. The brand name, logo, and branch summary description will be taken automatically from Your branch profile as held by Us in reference to Your Core Membership. We, at Our sole discretion, reserve the right to amend any text which, in Our opinion, is inappropriate for display as part of the Local Valuation Alert product.
  - 13.3.2. Any Company may only purchase one slot in any given search term.
  - 13.3.3. Where Your Company has multiple Brands, You must not pass on the details of that User to other Brands within Your Company.
  - 13.3.4. Where Your Company has multiple Brands, You must not contact the User from one of Your other Brands. Only a representative from the Brand which the User contacts is entitled to contact the User.

## 14 Discover

- 14.1. Product description:
  - 14.1.1. Discover offers individuals the opportunity to request a valuation from You by responding to electronic marketing campaigns that We send on Your behalf.
  - 14.1.2. Discover includes Rightmove sending a series of electronic marketing campaigns each month that display Your Brand name, logo, address of your Branch Location, along with content written by Us, to targeted individuals that We believe live in the postcode term purchased by You.
  - 14.1.3. The valuation lead will be supplied to You via email. Leads will be sent to Your nominated valuation email address. If no valuation email address is nominated, leads will be sent to the default email address for Your Branch Location.
- 14.2. Product pricing:
  - 14.2.1. Discover is charged per calendar month, per postcode area, on a subscription basis.
  - 14.2.2. Discover is not included within Your Package Threshold for the Optimiser 2015 Package.
  - 14.2.3. Discover is included within the Package Threshold for the Enhanced, Optimiser 2020 and Optimiser Edge Packages.
- 14.3. Minimum Term:
  - 14.3.1. 6 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 complete calendar months later.
- 14.4. Product usage constraints:
  - 14.4.1. Discover can only be purchased if You have a Residential Sales Membership.

- 14.4.2. Discover is only available with Enhanced, Optimiser 2015, Optimiser 2020 and Optimiser Edge Packages via the Resale channel. If, at any time, Your Location stops purchasing the Resale channel, and/or is no longer purchasing an Enhanced, Optimiser 2015, Optimiser 2020 or Optimiser Edge Package, Discover will be automatically cancelled.
- 14.4.3. Your Brand, address and logo will be taken automatically from Your Locations as held by Us in relation to Your Core Membership.
- 14.4.4. The content of the email campaign has been designed by Us to attract the best response for You and by purchasing Discover You agree to this content being sent on Your behalf.
- 14.4.5. We will use Our standard written content for all Discover emails. Where agreed and notified by Us, You may request the written content in the Discover email to be changed. Upon agreement by Us, You indemnify Us for all costs arising from any such claim or action taken by a competent authority in relation to Your changed written content.
- 14.4.6. Where You operate through a company or Group which has multiple brands, You must not pass on any User Data to other brands within Your company or Group.
- 14.4.7. Where Your company or Group has multiple brands, You must not contact the User using one of Your other brands. Only a representative from the company or Location using the brand through which the User made contact is entitled to contact the individual.

## **15 Discover on Demand Product Guidelines**

- 15.1. Product description:
  - 15.1.1. Discover on Demand offers individuals the opportunity to request a valuation from You by responding to electronic marketing campaigns that We send on Your behalf.
  - 15.1.2. Discover on Demand includes Rightmove sending two electronic marketing campaigns per outcode term purchased by You that display Your Brand name, logo, Location address, along with content written by Us, to targeted individuals that We believe live in that outcode.
  - 15.1.3. Valuation requests will be supplied from Users to You via email to the email address nominated.
- 15.2. Minimum Term:
  - 15.2.1. There is no minimum Term.
- 15.3. Product pricing:
  - 15.3.1. Discover on Demand is charged on a one-off, per outcode basis.
  - 15.3.2. For Enhanced and Optimiser Packages, Discover on Demand does not contribute towards Your Package Threshold.
- 15.4. Product usage constraints:
  - 15.4.1. The electronic marketing campaigns will be delivered within 30 days of the purchase date.
  - 15.4.2. The exact date of sends will be at Our sole discretion.
  - 15.4.3. Discover on Demand is only available for those on a Residential Sales Membership or Dual Residential Sales and Lettings Membership.
  - 15.4.4. Your Brand, Location address and logo will be taken automatically from Your Locations as held by Us in relation to Your Core Membership.

- 15.4.5. The content of the electronic marketing campaigns has been designed by Us to attract the best response for You and by purchasing Discover on Demand You agree to this content being sent on Your behalf.
- 15.4.6. Where You operate through a company or Group which has multiple brands, You must not pass on the User's details to other brands within Your company or Group.
- 15.4.7. Where Your company or Group has multiple brands, You must not contact the User using one of Your other brands. Only a representative from the company or Location using the brand through which the User made contact is entitled to make contact.
- 15.4.8. We will use Our standard written content for all Discover on Demand electronic marketing campaigns. Where agreed and notified by Us, You may request the written content in the Discover on Demand electronic marketing campaign to be changed. Upon agreement by Us, You indemnify Us for all costs arising from any such claim or action taken by a competent authority in relation to Your changed written content.

## 16 Premium Agent Profile

- 16.1. Product description:
  - 16.1.1. There are two Additional Products:
    - 16.1.1.1. Premium Agent Profile Lettings will give You access to a number of exclusive features where You can advertise Your business and services. The features include branded banner, mid page advertisement, additional call to actions, testimonials, let properties carousel, showcasing industry affiliations and a branch and network section; and
    - 16.1.1.2. Premium Agent Profile Resale will replace Your current Resale Agent Profile Page and gives You access to a number of exclusive features where You can advertise Your business and services. The features include branded banner, mid page advertisement, additional call to actions, testimonials, sold properties carousel, showcasing industry affiliations and a branch and network section,
- together, **"Premium Agent Profiles"**.
- 16.2. Product pricing:
  - 16.2.1. Premium Agent Profiles are charged on a per profile basis per month. For the avoidance of doubt if Your branch handles both Resale and Lettings properties, and You wish to purchase both Premium Agent Profile Resale as well as a Premium Agent Profile Lettings, then You will be charged for them separately.
- 16.3. Minimum Term: 3 complete calendar months.
- 16.4. Product usage constraints:
  - 16.4.1. We will refresh properties on the current properties and sold/let properties features of the Premium Agent Profiles automatically.
  - 16.4.2. We reserve the right to remove any text or images from Premium Agent Profiles which, in Our opinion, is in breach of these terms or of Our Search Based Products Content Guidelines.
  - 16.4.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any of these features without prior notice.

- 16.4.4. You can manage testimonials from Your Clients via RightmovePlus and You agree to comply with all Applicable Laws in relation to such testimonials and You acknowledge that it is Your responsibility to remove such testimonials if You do not wish for them to be displayed.

## **17 Property Alert Sponsor (not available to purchase)**

17.1. Product Description:

- 17.1.1. The Property Alert Sponsor product ("Property Alert Sponsor") is the display of Your Advertisement within email property alerts sent to Our registered Users.

17.2. Product pricing:

- 17.2.1. The Property Alert Sponsor product is available in a minimum of 1,000 inserts, per channel, per month and are charged per calendar month on a subscription basis.

17.3. Minimum Term:

- 17.3.1. 3 complete calendar months from the date the product becomes chargeable.

17.4. Product Usage Constraints:

- 17.4.1. This product is only available with a Premium, Enhanced, Optimiser or Optimiser 2020 Package.
- 17.4.2. We will display Your Advertisement in email property alerts for geographical areas determined by Us, based upon Your existing Additional Products and the location of Your property stock, subject to availability of email property alerts in those areas.
- 17.4.3. As Our email database is dynamic and being updated in real time by Users and alerts are only sent when matching properties become available, We cannot guarantee a particular volume of alerts.
- 17.4.4. Where there is more than one Property Alert Sponsor for a search area, Your Advertisements will be inserted in a random order. If You are the only Property Alert Sponsor advertiser in the alert, then Your Advertisements will be the first to appear. Rightmove marketing advertisements will be displayed below.
- 17.4.5. Requests by You to amend creative once Your Advertisement is live on Our Platforms are limited to one per calendar month and can take up to 10 working days to be updated.
- 17.4.6. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of Property Alert Sponsor without prior notice.
- 17.4.7. You must purchase a minimum of 1,000 inserts, per channel, per month. Any additional inserts above this must be purchased at a multiple of 1,000 inserts. This is in addition to any free inserts You may receive as part of a Premium Package.
- 17.4.8. Your alert can only be made live once You have confirmed Your artwork.

## **18 Sold By Me**

18.1. Product Description:

- 18.1.1. Sold By Me will showcase Your relevant sold properties from the last 6 months in a relevant search results page of Our Platforms for the search terms purchased as outlined on the Product Request Form.

18.2. Minimum Term:

- 18.2.1. 3 complete calendar months.

**18.3. Product Pricing:**

18.3.1. Sold By Me is charged per calendar month, per Term, on a subscription basis at a branch level.

18.3.2. Sold By Me is only available for purchase with an Optimiser Edge Package, or if You have already purchased Sold By Me with an Optimiser 2020 Package.

18.3.3. Sold By Me can count towards Your Optimiser 2020 and Optimiser Edge Package Threshold.

**18.4. Product usage constraints:**

18.4.1. Only properties sold by You within the last 6 months which have been marked as SSTC/SSTCM or Under Offer can be displayed.

18.4.2. Only the advertising agent who achieved the sale can have their property included.

18.4.3. Only available for sales properties.

18.4.4. We will refresh properties displayed on a daily basis. It is Your responsibility to ensure Your properties are marked in the correct status if You wish them to be featured in Sold By Me.

18.4.5. Properties which are either live or archived on Our Platforms which have a SSTC/SSTCM applied by You may be featured in the Sold by Me. If You do not wish a property to be featured in Sold By Me, You must notify Us in Writing.

## **19 Opportunity Manager**

**19.1. Product Description:**

19.1.1. Opportunity Manager is a tool which helps You to prioritise the leads that You receive from Us.

**19.2. Product Pricing**

19.2.1. This is included as part of the Optimiser Edge Package only when all sales Branch Locations which have Residential Sales Memberships and/or Dual Residential Sales and Lettings Memberships and have taken the Optimiser Edge Package.

**19.3. Product usage constraints:**

19.3.1. Opportunity Manager must be taken across all Branch Locations which have Residential Sales Memberships and/or Dual Residential Sales and Lettings Memberships.

19.3.2. When You first make contact with a User as a result of data provided by Opportunity Manager, You are responding to a specific enquiry submitted by the User;

19.3.3. You only market Your service offerings to a User if:

19.3.3.1. You have handled that User's specific enquiry; and

19.3.3.2. You do so on an informed and lawful basis having captured adequate consent to permit You to market Your services to that User. You acknowledge that You are responsible for ensuring that You have the necessary consents to market and contact Users and that such consent is compliant with Data Protection Law and Privacy Law;

19.3.4. You are required to ensure that Your geographic coverage of Your Locations ('Patch') is set up correctly within Opportunity Manager (and Rightmove Plus) in order to represent Your true Patch. We reserve the right to amend Your Patch in Our absolute discretion for any reason including, without limitation, if We believe that Your Patch is inaccurate or incorrect.

19.3.5. The data You input into Opportunity Manager must be a full, complete and accurate representation of Your contact with the User and must not be misleading.

19.3.6. You may only disclose details of a User identified by Opportunity Manager to other sales Branch Location(s) who have the same Trading Style.

## **20 Premium Price Guide**

20.1. Product Description:

20.1.1. **“Premium Price Guide”** is a market appraisal tool within Rightmove Plus, which enables Members to conduct searches for properties that have historical listings on Rightmove in order to create a bespoke report in the form of a printable PDF document or a dynamic and interactive digital web page.

20.2. Product Pricing:

20.2.1. This is included as part of the Optimiser Edge Package only when all sales Branch Locations which have the same Trading Style have taken the Optimiser Edge Package.

20.3. Product Usage Constraints:

20.3.1. Premium Price Guide must be taken across all sales Branch Locations which have the same Trading Style.

20.3.2. When You first make contact with a User as a result of data provided by Premium Price Guide, You are responding to a specific interaction/action by the User;

20.3.3. You only contact the user if:

20.3.3.1. You do so on an informed and lawful basis having captured adequate consent to permit You to follow up. You acknowledge that You are responsible for ensuring that You have the necessary consents to market and contact Users and that such consent is compliant with Data Protection Law and Privacy Law;

20.3.3.2. The data You input into Premium Price Guide must be a full, complete and accurate representation of Your contact with the User and must not be misleading.

## **21 Native Search Ad**

21.1. Product description:

21.1.1. Native Search Ad is where Your Advertisement (whether by an image carousel or video) will appear in such relevant search results pages of Our Platforms as We may in Our sole discretion provide to Users.

21.2. Product Pricing

21.2.1. Native Search Ads are charged per calendar month, per search term, on a subscription basis at a Branch Location level.

21.3. Product Usage Constraints:

21.3.1. We do not guarantee on which page of the relevant search results displayed to a User a particular Native Search Ad will appear.

21.3.2. Creative and/or creative content for Native Search Ads must be supplied by 5pm on the Final Reservation Date or the search term(s) selected will be released. Your Advertisement(s) must be published live on Our Platforms within 9 calendar days of Native Search Ads being purchased (Go Live date).



21.3.3. Requests to amend creative for Native Search Ads must be made at least 2 calendar working days of proof being supplied. Further amendment requests after the Go Live date once live on Our Platforms are limited to one per calendar month and can take up to 10 working days to be updated on Our Platforms.

## 22 Tenancy Manager

### 22.1. Product description:

22.1.1. Tenancy Manager is a platform which allows You to progress tenancies efficiently and in compliance with Relevant Legislation and Codes.

22.1.2. Tenancy Manager enables You to produce tenancy agreements on standard terms provided by Us ("**Tenancy Agreements**"); arrange digital signature of such Tenancy Agreements using the Adobe Sign e-signature tool (provided by Adobe Systems Software Ireland Limited) (the "**Adobe Sign Tool**"); and facilitate initial payments such as the holding deposit, the first months' rent and security deposit from the tenants.

### 22.2. Product Pricing:

22.2.1. Tenancy Manager is charged per calendar month, per Branch Location, on a subscription basis.

22.2.2. Tenancy Manager does not contribute to Your Package Threshold.

### 22.3. Minimum Term:

22.3.1. 3 complete calendar months.

### 22.4. Product usage constraints:

22.4.1. You must use the Tenancy Agreement provided by Tenancy Manager.

22.4.2. Tenancy Manager is only available to those Members with a RightmovePlus account.

22.4.3. Tenancy Manager can only be used once a Member has passed Our vetting requirements to Our satisfaction.

22.4.4. Your use of Tenancy Manager is conditional upon You using RLTS References for the tenant(s) in respect of whom You use Tenancy Manager. Your use of RLTS shall be subject to a separate contract with RLTS and You hereby agree to RLTS Agents Terms of Business.

22.4.5. From 14 May 2025, We will undertake sanctions and politically exposed persons checks on guarantors and permitted occupiers as part of the RLTS Reference. However, We will not undertake verification of identity, therefore You agree that You are responsible for verification of the guarantor and/or permitted occupier's identity.

22.4.6. In order to facilitate e-signature of the Tenancy Agreements, You hereby agree to Adobe Sign Tool's licensing terms available at: [www.adobe.com/legal/terms.html](https://www.adobe.com/legal/terms.html). Your relationship in respect of the Adobe Sign Tool is with Adobe Systems Software Ireland Limited and We are not in control of, nor will We be liable for, the availability, operation, security or data protection of the Adobe Sign Tool, and we make no assurances in respect of it or Adobe Systems Software Ireland Limited.

22.1.3 You agree that You will comply with Data Protection Laws in Your use of Tenancy Manager, including but not limited to:

22.4.7. informing the landlords and tenants in respect of whom You use Tenancy Manager of any data processing activity and providing documentary evidence of this to Us on Our request;

- 22.4.8. Refraining from including any special category data (as that term is defined by the Data Protection Laws) or criminal offence data in any free text fields within the Tenancy Manager platform.

## **23 Enquiry Manager**

### **23.1. Product Description:**

- 23.1.1. Enquiry Manager allows You to: receive Your Enhanced Leads; offer a rental property viewing to Users at relevant points on Our Platforms including, but not limited, to Your rental property details pages; prioritise and manage enquiries from Users (including Your Enhanced Leads); conduct relevant Soft Credit Checks on Your Enhanced Leads; and perform an RLTS Reference where applicable.

### **23.2. Product Pricing:**

- 23.2.1. Enquiry Manager is charged per calendar month, per Branch Location, on a subscription basis.
- 23.2.2. Enquiry Manager does not contribute towards Your Package Threshold.

### **23.3. Minimum Term:**

- 23.3.1. 3 complete calendar months.

### **23.4. Product usage constraints:**

- 23.4.1. Enquiry Manager is only available to those Members with a RightmovePlus account and a Residential Lettings Membership; and for rental properties.
- 23.4.2. Your use of Enquiry Manager is conditional upon You using RLTS References for the tenant(s) in respect of whom You use Enquiry Manager. Your use of RLTS shall be subject to a separate contract with RLTS and You hereby agree to RLTS' Agent Terms of Business. You are required to respond to Users within a reasonable time frame and use reasonable endeavours to attend confirmed viewings (in Our opinion).
- 23.4.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any of this Product without prior notice.
- 23.4.4. We make no warranty to the accuracy and validity of the information provided to You by the User. It is Your responsibility to pre-qualify tenants and undertake due diligence.
- 23.4.5. We make no warranty that the User will attend the viewing/appointment booked.

## **24 Referencing in RightmovePlus**

### **24.1. Product Description:**

- 24.1.1. Referencing in RightmovePlus allows You to order references for prospective tenants; view the progress of the reference; view the outcome of a reference; and put a Rent Guarantee Insurance Policy in place.

### **24.2. Product Pricing:**

- 24.2.1. Referencing in RightmovePlus is free of all Charges.

### **24.3. Minimum Term:**

- 24.3.1. The minimum Term for Referencing in RightmovePlus is equal to the minimum Term for Your purchase of Tenancy Manager.

### **24.4. Product usage constraints:**

24.4.1. Referencing in RightmovePlus is only available to those Members with a RightmovePlus account and those Members using the Tenancy Manager Additional Product.

24.4.2. Your use of Referencing in RightmovePlus is conditional upon You using RLTS References for the tenant(s) in respect of whom You use Referencing in RightmovePlus. Your use of RLTS shall be subject to a separate contract with RLTS and You hereby agree to RLTS Agents Terms of Business.

## 25 Bespoke Lead and Conversion Analysis

25.1. Product Description:

25.1.1. Bespoke Lead and Conversion Analysis is where You provide Us with Your sales and/or lettings data for Us to analyse and provide You with feedback on the leads that You have received from Our Platforms.

25.2. Minimum Term:

25.2.1. There is no minimum term.

25.3. Product Usage Constraints:

25.3.1. The data You provide to Us for analysis must be a full, complete and accurate representation of Your sales and letting business activity over a defined period.

25.3.2. We will delete the data that you provide to us within 30 days of providing You with Our analysis.

25.3.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of the Product without prior notice.

## 26 General Product Guidelines – Active Campaign

26.1. Product description:

26.1.1. There are 8 separate products:

26.1.1.1. **Branded Email Campaigns** offer You access to a broadcast by Us to a relevant audience of Our Users interested in a specific geographical area as defined by Us.

26.1.1.2. **Facebook Campaigns** can be only be purchased as part of a Full Active Campaign. The Facebook **Campaign** offers You a branded advert on the social media platform Facebook, served only to a targeted group of Our Users.

26.1.1.3. **Full Active Campaigns** gives You access to Targeted Email Campaign, Targeted SMS Campaign and Facebook **Campaign**.

26.1.1.4. **Investor Email Campaigns** offers You a **broadcast** by Us to Our investor database.

26.1.1.5. **Local Residents Email Campaigns** offer You access to a broadcast by Us to a relevant audience of Our Users located in a specific geographical area as defined by Us.

26.1.1.6. **Re-mail Campaigns** can be purchased after the broadcast of a Targeted Email Campaign. The Re-mail Campaign will be sent to the same group as the original Targeted Email Campaign. The Re-mail Campaign must be broadcast within 15 working of the original Targeted Email Campaign.

26.1.1.7. **Targeted Email Campaigns** offer You a broadcast by Us to a targeted group of Our Users.

26.1.1.8. **Targeted SMS Campaigns** can only be purchased as part of a Full Active Campaign. The SMS Campaign will be **sent** to a targeted group of Our registered Users, for whom We have a mobile telephone number on record.

26.2. Active Campaign pricing:

26.2.1. Active Campaign prices are available from Your account manager and depend on the product type and/or the number of Users to which We send or serve the Active Campaign.

26.2.2. Should You be eligible for a discounted Targeted Email Campaign in any given calendar month, We will inform You on the first working day of that month. The discount will only apply to Targeted Email Campaigns booked during that calendar month and broadcast within 15 working days of the date on which they are purchased.

26.2.3. Where You book 3 or more Investor Campaigns on the same booking, You will be eligible for a discount on those Investor Campaigns only.

26.3. Product usage constraints:

26.3.1. Active Campaigns will only be served by Us to a relevant group of Our Users as defined by Us. Unique identifiers (such as email addresses) that We use to contact our Users on behalf of You will not be shared.

26.3.2. We offer a free quotation service based on estimated Match Counts. Match Counts are only valid for 15 working days.

26.3.3. Active Campaigns can only be requested on the basis of a signed copy of the Active Campaign Membership Form or an email from You confirming You wish to proceed.

26.3.4. Active Campaigns are booked on a strictly first come first served basis.

26.3.5. All Active Campaigns attracts a service charge of £100+VAT per order.

26.3.6. The campaign service charge is waived upon successful broadcast of the campaign.

26.3.7. Failure by You to authorise broadcast of a campaign before Your database Match Count expires constitutes cancellation and will incur the Active Campaign service charge.

26.3.8. Should You wish to proceed with an Active Campaign after Your database Match Count expires, We will treat the campaign as a brand new order.

26.3.9. A minimum order spend of £700+VAT applies to each Active Campaign.

26.3.10. Each HTML template design created by Us is valid for 6 months and must be amended for each new Active Campaign broadcast send (which involves the use of email). Amendments will incur a fee. Where You or Your supplier provides the creative for Your Active Campaign, We will send it as received (without verifying any links or content) unless We have to make any editorial or content changes to conform to Our Search Based Products Content Guidelines. If We make any significant changes, We will send You the revised version as it would be received and ask You to authorise broadcast.

26.3.11. We will send You the final proof of Your Advertisement at least 2 hours prior to broadcast. You should rigorously test all the relevant links You require. We will not be responsible for either mistakes or faulty/incorrect/missing links once sent. Unless We hear from You, We will broadcast Your Advertisement as booked.

26.3.12. All artwork assets must be emailed to [digitalmarketing@rightmove.co.uk](mailto:digitalmarketing@rightmove.co.uk) no less than 3 working days prior to the agreed broadcast date. Any late artwork that delays the campaign go-live will potentially incur charges.

- 26.3.13. We will endeavour to serve Your Active Campaign at the time You prefer. However, We reserve the right to vary the go-live date to accommodate Our other communications and manage the number of campaigns received by Our Users.
- 26.3.14. Moving or rescheduling an Active Campaign by You within one calendar month of the planned broadcast date will incur a 15% surcharge.
- 26.3.15. You have the right to cancel a booking. If You wish to cancel a booking then You must provide Us with written notice of cancellation. If You cancel Your booking within the prescribed timeframes below then You will have to pay the applicable cancellation charges (set out below). The amount You pay changes depending on when You cancel. If You cancel:
  - 26.3.15.1. Within 14 days of the date of broadcast, You shall pay 100% of the total order value to Us;
  - 26.3.15.2. Within 15 to 30 days of the date of broadcast, You shall pay 50% of the total order value to Us; and
  - 26.3.15.3. Within 31 to 60 days of the date of broadcast, You shall pay 25% of the total order value to Us.
- 26.3.16. We will only publish Active Campaigns that meet Our Display Products Text Content Guidelines and We retain editorial control over all communications sent by Us to Users.
- 26.3.17. We reserve the right to refuse Your application for access to Our Active Campaign service. No request for an Active Campaign will be deemed as accepted until it is confirmed by Us. We are not obliged to accept any request by You nor give You reasons should We choose to decline.
- 26.3.18. We reserve the right to refuse broadcast of an Active Campaign relevant to one or more of Your Locations if the properties available at that Location have not been continuously advertised on Our Platforms for at least 30 days in the absence of written notice.

## **PACKAGE GUIDELINES**

### **27 General Package Guidelines**

- 27.1. We have 10 Packages: (1) Optimiser Edge (2) Additional Profile, (3) Essential, (4) Essential Extra, (5) Enhanced, (6) Optimiser 2020 (no longer available to purchase or downgrade to from 01 July 2023), (7) Optimiser (no longer available to purchase or downgrade after 1<sup>st</sup> January 2020), (8) Silver (No longer available as of 1<sup>st</sup> September 2016), (9) Gold (No longer available as of 1<sup>st</sup> December 2016) and (10) Premium (No longer available as of 1<sup>st</sup> February 2017).
- 27.2. Any Package will apply only to You where You are specifically notified by Us of Your qualification and if You select a Package of Additional Products from the options agreed and offered to You by Us.
- 27.3. If You choose to downgrade Your Package at the end of the Term, the Package You downgrade to will operate for a minimum period of 6 complete calendar months.
- 27.4. If You choose to upgrade Your Package at the end of the Term, the Package You upgrade to will operate for the minimum Term for such Package as set out in these Guidelines

- 27.5. At Our sole discretion, We reserve the right to change the Additional Product discount of any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 27.6. The terms of any Package contained herein apply either on a per Location basis, or if agreed by Us, at a Group level based on average monthly spend per Location.

## 28 Additional Profile Package

- 28.1. Package Description
  - 28.1.1. Additional Profile is a Package where You receive Core Membership, Brand Plus and a 50% discount on Rightmove Additional Products as outlined in these Guidelines.
- 28.2. Package Pricing:
  - 28.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.
- 28.3. Minimum Term
  - 28.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.
  - 28.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.
- 28.4. Package Threshold
  - 28.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
  - 28.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
  - 28.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).
  - 28.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 28.5. Other Package Guidelines
  - 28.5.1. Additional Profile will be charged for the applicable Membership; Residential Sales and/or Residential Lettings and requires that You:
    - 28.5.1.1. Operate from the same trading address as Your Parent Branch;
    - 28.5.1.2. Have a separate data feed for Your Properties;
    - 28.5.1.3. Share the same legal entity as Your Parent Branch;
    - 28.5.1.4. Share the same payer reference as Your Parent Branch; and
    - 28.5.1.5. Offer the same service as Your Parent Branch (for example if the Parent Branch has a Residential Sales only Membership, then the Additional Profile can only take a Residential Sales only membership).

- 28.5.2. The Additional Profile Package is subject to Our Geographical Advertising Guidelines. Any Virtual Locations created will not be eligible for an Additional Profile Package.
- 28.5.3. The Additional Profile Package must contain Your Brand and the geographical location of the Parent Branch when marketed on Our Platforms; for example a Parent Branch in Milton Keynes opening an Additional Profile would be referred on Our Platforms as “Name of Brand – Milton Keynes”.
- 28.5.4. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package.

## **29 Essential Package**

### **29.1. Package Description**

- 29.1.1. Essential is a Package where You receive Core Membership, Brand Plus and a 50% discount on Additional Products as outlined in these Guidelines.

### **29.2. Package Pricing:**

- 29.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

### **29.3. Minimum Term**

- 29.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.
- 29.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.

### **29.4. Other Package Guidelines**

- 29.4.1. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package.

## **30 Essential Extra Package**

### **30.1. Package Description**

- 30.1.1. Essential Extra is a Package where You receive Core Membership, Brand Plus and a 50% discount on Additional Products, with access to Discover, as outlined in these Guidelines.

### **30.2. Package Pricing:**

- 30.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

### **30.3. Minimum Term**

- 30.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.



- 30.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.
- 30.4. Package Threshold
  - 30.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
  - 30.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
  - 30.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).
  - 30.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 30.5. Other Package Guidelines
  - 30.5.1. To be eligible for the Essential Package, You must have been subscribed to the Essential Package for a minimum period of 6 calendar months, or You must not have previously been a Member of Rightmove on an Estate Agent and Lettings Membership.
  - 30.5.2. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Product will also be terminated automatically if You remove the resale channel from Your Membership.

## **31 Enhanced Package**

- 31.1. Package Description
  - 31.1.1. Enhanced is a Package where You receive Core Membership, Brand Plus and a 50% discount on Additional Products, with access to Discover, as outlined in these Guidelines.
- 31.2. Package Pricing:
  - 31.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.
- 31.3. Minimum Term
  - 31.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.
  - 31.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.
- 31.4. Package Threshold
  - 31.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.



- 31.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
- 31.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).
- 31.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 31.5. Other Package Guidelines
  - 31.5.1. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Product will also be terminated automatically if You remove the resale channel from Your Membership.

## **32 Optimiser Edge**

- 32.1. Package Description.
  - 32.1.1. Optimiser Edge is a package wherefor the Residential Sales Membership or Dual Residential Sales and Lettings Membership, You receive Core Membership, Brand Plus, Premium Agent Profiles, Opportunity Manager, a 50% discount on Additional Products and access to Native Search Ad, Discover and Sold By Me as outlined in these Guidelines. The Premium Price Guide will be included exclusively within the Optimiser Edge package, free of all applicable charges.
- 32.2. Package Pricing:
  - 32.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.
- 32.3. Minimum Term
  - 32.3.1. The minimum Term for this Package is 12 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 12 full calendar months later.
  - 32.3.2. If purchased on a Head Start Offer, the minimum Term is 12 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 12 complete calendar months later.
  - 32.3.3. If purchased on a 24-Month 2 Step Upgrade Offer, the minimum Term is 24 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 24 full calendar months later.
- 32.4. Package Threshold:
  - 32.4.1. Subject to You achieving Your Package Threshold on a calendar monthly basis, You will receive, for each Channel to which Your Optimiser Edge Package applies, Your Core

Membership, Brand Plus, Opportunity Manager, Premium Price Guide and Premium Agent Profiles free of all applicable Charges.

- 32.4.2. Your Core Membership Price Schedule is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
- 32.4.3. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Core Membership and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
- 32.4.4. The following Additional Products are eligible towards the Package Threshold (unless otherwise specified): Native Search Ad, Premium Listing, Flexible Premium Listing and Featured Property, Auto Featured Property, Display and Search Based Products (Featured Agent, Featured Property of the Week, Local Homepage, Homepage for Mobile, Local Valuation Alert, Property Alert Sponsor, Discover and Sold By Me).
- 32.4.5. At the expiry of the Term, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 32.5. Other Package Guidelines:
  - 32.5.1. This Package is only available for Members on a Residential Sales Membership or on a Dual Residential Sales and Lettings Membership.
  - 32.5.2. If all Residential Sales and Dual Residential Sales and Lettings within Your Brand are on the Optimiser Edge Package, then all Residential Sales and Dual Residential Sales and Lettings within Your Brand will have access to Opportunity Manager. Should any of Your Residential Sales and Dual Residential Sales and Lettings within Your Brand discontinue the Optimiser Edge Package, then all Residential Sales and Dual Residential Sales and Lettings within Your Brand will not have access to Opportunity Manager from that date.
  - 32.5.3. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover, Sold By Me and Opportunity Manager Additional Products will also be terminated automatically if You remove the Resale Channel from Your Membership.

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#### **HISTORIC MEMBERSHIP TERMS FOR EXISTING CUSTOMERS THAT ARE NO LONGER AVAILABLE FOR PURCHASE/DOWNGRADE**

### **33 Optimiser 2020 Package** (no longer available to purchase or downgrade to after 01 July 2023)

#### **33.1. Package Description**

- 33.1.1. Optimiser 2020 is a Package where, for the Resale Channel, You receive Core Membership, Brand Plus, Premium Agent Profiles, Opportunity Manager, a 50% discount on Additional Products and access to Discover and Sold By Me, as outlined in these Guidelines.
- 33.1.2. Optimiser 2020 is an enhanced version of the Optimiser Package.

### 33.2. Package Pricing:

33.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

### 33.3. Minimum Term

33.3.1. The minimum Term for this Package is 12 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 12 full calendar months later. This means that if for example, the Effective Date was as 1st January 2021 the Term would end on 31st December 2021.

33.3.2. If purchased on a “2-Step offer”, the minimum Term is 24 months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 24 full calendar months later. This means that if for example, the Effective Date was as 1st January 2021 the Term would end on 31st December 2022.

33.3.3. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.

### 33.4. Package Threshold

33.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.

33.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.

33.4.3. The following Additional Products are eligible towards the Package Threshold (unless otherwise specified): Premium Listing, Flexible Premium Listing and Featured Property, Auto Featured Property), Display and Search Based Products (Featured Agent, Local Homepage, Homepage for Mobile, Local Valuation Alert, Property Alert Sponsor, Discover and Sold By Me.

33.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.

33.4.5. Subject to You achieving Your Package Threshold on a calendar monthly basis, You will receive, for each Channel to which Your Optimiser Package applies (Residential Sales and/or Residential Lettings), Your Core Membership, Brand Plus and Premium Agent Profiles will be free of charge.

### 33.5. Other Package Guidelines

33.5.1. This Package is only available for Members on a Residential Sales Membership or on a Dual Residential Sales and Lettings Membership.

33.5.2. If all Residential Sales and Dual Residential Sales and Lettings within Your Brand are on the Optimiser 2020 Package, then all Residential Sales and Dual Residential Sales and Lettings within Your Brand will have access to Opportunity Manager. Should any of Your Residential Sales and Dual Residential Sales and Lettings within Your Brand discontinue the Optimiser 2020 Package, then all Residential Sales and Dual Residential Sales and Lettings within Your Brand will not have access to Opportunity Manager from that date.

- 33.5.3. Products within the Branch Additional Product mix must not have been cancelled and/or reduced by another Branch Location during the relevant Term or the six calendar months prior to the start of the Term.
- 33.5.4. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover, Sold By Me and Opportunity Manager Additional Products will also be terminated automatically if You remove the resale channel from Your Membership.

#### **34 Optimiser Package** (no longer available to purchase or downgrade after 1<sup>st</sup> January 2020)

- 34.1. Package Description
  - 34.1.1. Optimiser is a Package where, for each Channel, You receive Core Membership, Brand Plus, Premium Agent Profiles and a 50% discount on Additional Products as outlined in these Guidelines.
- 34.2. Package Pricing:
  - 34.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.
- 34.3. Minimum Term
  - 34.3.1. The minimum Term for this Package is 12 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 12 full calendar months later. This means that if for example, the Effective Date was as 1<sup>st</sup> January 2021 the Term would end on 31<sup>st</sup> December 2021.
  - 34.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.
- 34.4. Package Threshold
  - 34.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
  - 34.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
  - 34.4.3. The following Additional Products are eligible towards the Package Threshold (unless otherwise specified): Premium Listing, Flexible Premium Listing and Featured Property, Auto Featured Property), Display and Search Based Products (Featured Agent, Local Homepage, Homepage for Mobile, Local Valuation Alert, Property Alert Sponsor, Discover and Sold By Me.
  - 34.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
  - 34.4.5. Subject to You achieving Your Package Threshold on a calendar monthly basis, You will receive, for each Channel to which Your Optimiser Package applies (Residential Sales and/or Residential Lettings), Your Core Membership, Brand Plus and Premium Agent Profiles will be free of charge.

#### 34.5. Other Package Guidelines

- 34.5.1. Products within the Branch Additional Product mix must not have been cancelled and/or reduced by another Branch Location during the relevant Term or the six calendar months prior to the start of the Term.
- 34.5.2. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Additional Product will also be terminated automatically if You remove the resale channel from Your Membership.

### 35 Silver Package (No longer available as of 1<sup>st</sup> September 2016)

#### 35.1. Package Description

- 35.1.1. Silver was a Package where, for each Channel, You received Core Membership services and a 25% discount on Additional Products. Please note this Package is no longer available to upgrade or downgrade to or take as a new Package.

#### 35.2. Package Pricing:

- 35.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

#### 35.3. Minimum Term

- 35.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.
- 35.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.

#### 35.4. Package Threshold

- 35.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
- 35.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
- 35.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).
- 35.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.

#### 35.5. Other Package Guidelines

- 35.5.1. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Product will also be terminated automatically under the following conditions or if You remove the resale channel from Your Membership.

**36 Gold Package** (No longer available as of 1<sup>st</sup> December 2016)

## 36.1. Package Description

- 36.1.1. Gold is a Package where, for each Channel, You receive Core Membership and a 50% discount on Additional Products, with access to Discover, as outlined in these Guidelines.

## 36.2. Package Pricing:

- 36.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

## 36.3. Minimum Term

- 36.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.

- 36.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.

## 36.4. Package Threshold

- 36.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.

- 36.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.

- 36.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).

- 36.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.

## 36.5. Other Package Guidelines

- 36.5.1. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Product will also be terminated automatically under the following conditions or if You remove the resale channel from Your Membership.

**37 Premium Package** (No longer available as of 1<sup>st</sup> February 2017)

## 37.1. Package Description

- 37.1.1. Premium is a Package where, for each Channel, You receive Core Membership and a 50% discount on Additional Products, with access to Discover, as outlined in these Guidelines.

- 37.1.2. “Premium Freeze” is a subset of Premium.

## 37.2. Package Pricing:

- 37.2.1. This Package is charged per calendar month, per Branch Location, on a subscription basis.

## 37.3. Minimum Term

- 37.3.1. The minimum Term for this Package is 6 complete calendar months (or for an extended period that We agree at Our sole discretion) depending on the Package selected, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 full calendar months later. This means that if for example, the Effective Date was 5th October 2020 the Term would end on 30th April 2021.
- 37.3.2. At the end of the minimum Term, the contract will continue on a rolling monthly basis until You give Us notice equal to the Notice Period.
- 37.4. Package Threshold
  - 37.4.1. Your Package Core Membership rate is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.
  - 37.4.2. If You fail to meet Your Package Threshold, You will no longer be eligible for Your Package Core Membership rate and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
  - 37.4.3. All subscription-based Products are eligible towards the Package Threshold (unless otherwise specified).
  - 37.4.4. If You meet the Package Threshold, You will receive, subject to availability, up to 500 Property Alert Sponsor inserts per calendar month, for each Channel to which Your Premium Package applies (Residential Sales and/or Lettings).
  - 37.4.5. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.
- 37.5. Other Package Guidelines
  - 37.5.1. In the event of Termination of Your Package being served by Us or You, You agree to pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that will continue to be purchased after the Termination of Your Package. The Discover Product will also be terminated automatically under the following conditions or if You remove the resale channel from Your Membership.

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## 38 Group Package Threshold Guidelines

- 38.1. Group Packages Thresholds are available for the following Rightmove Packages:
  - 38.1.1. Enhanced;
  - 38.1.2. Silver (not available to new members from 1st September 2016);
  - 38.1.3. Gold (not available to new members from 1st December 2016);
  - 38.1.4. Premium Membership (not available to new members from 1st February 2017);
  - 38.1.5. Optimiser;
  - 38.1.6. Optimiser Edge; and
  - 38.1.7. Optimiser 2020.
- 38.2. A Group Package Threshold applies at the Group level only to Branch Locations signed to one of the above Packages.



**38.3. Minimum Monthly Spend threshold:**

- 38.3.1. The minimum monthly spend threshold for a Group Package Threshold is the sum of the minimum monthly Package Thresholds for each of the Locations in the Group.
- 38.3.2. The Group Package Threshold allows the minimum monthly spend threshold, as defined within Your Contract, to be spread across multiple Locations in the Group. Different Locations can have different Additional Products which all contribute towards the cumulative minimum monthly Group Package Threshold. For example, a Group with two Resale branches, one on a Gold Package and one on a Premium Package, could have a minimum monthly spend threshold of £675 (£275+£400), however under the terms of the Group Package Threshold, one Branch Location could spend £675 on additional products and the other £0, and the minimum monthly Group Package Threshold would still be met.
- 38.4. Groups on an Optimiser Package must also meet within this, their aggregated minimum spend commitment of £250 net on Property Products and £250 net on Display and Search Based Products per Location. For example, a Group with two Branch Locations must meet a minimum commitment of £500 net on Property Products and £500 net on Display and Search Based Products, excluding Discover.
- 38.5. An Additional Profile package has no threshold, however, any Additional Products purchased on the Additional Profile count towards Group Package Thresholds.

## **SPECIAL OFFER GUIDELINES**

### **39 General Special Offer Guidelines.**

- 39.1. Special Offers are only available where You are specifically notified of Your qualification by Us and only then if You select a Package or Additional Products from the options agreed and offered to You by Us.
- 39.2. Unless agreed otherwise with Us at Our sole discretion, Special Offers commence on the first day of the calendar month after it has been confirmed by Us that We have received a Product Order Form signed by You.
- 39.3. Irrespective of the Effective Date for Your Package or Additional Product(s), the expiry of Your Special Offer remains the same.
- 39.4. Unless agreed otherwise with Us at Our sole discretion, Special Offers are not available in conjunction with any other offers.
- 39.5. Special Offers are non-transferable.
- 39.6. We reserve the right to withdraw the availability of any Special Offer at any time and are not obliged to give reasons why We choose to withdraw a Special Offer.
- 39.7. Unless otherwise agreed by Us, if You receive a Special Offer, and You subsequently terminate Your Contract in the three calendar months following the expiry of the period during which You received the Special Offer, We have the right to charge You for the difference between the discounted Charges and the full Charges which would have been payable by You had You not received the Special Offer.



**40 New Business Introductory Offer (“NBI Offer”)****40.1. Special Offer pricing:**

- 40.1.1. You will receive a preferential Price Schedule of a 50% discount on Your Core Membership and Additional Products before Package discount for the first complete 6 calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
- 40.1.2. If You upgrade Your Additional Products and/or Packages within the first complete 6 calendar months of the Term, You will continue to benefit from the 50% discount on Your Additional Products and/or Packages for the remainder of the first 6 complete calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
- 40.1.3. Any Additional Product to which You are entitled can be purchased during the Term but only those purchased on a subscription basis can benefit from the discounts available under this Special Offer.

33.1.1 The NBI Offer does not include any Active Campaigns.

**40.2. Minimum Term**

- 40.2.1. You will receive the preferential Price Schedule for the first 6 calendar months only of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
- 40.2.2. Where a Membership Application Form is signed mid-month, the NBI Offer will include any initial ‘part-month’ up to the beginning of the next calendar month after the Effective Date.

**40.3. Special Offer usage constraints**

- 40.3.1. The NBI Offer is not available with the Optimiser Edge Package.
- 40.3.2. You will not be eligible for the NBI Offer if You have been in Membership of Us within the six calendar months preceding the date Your Contract was signed.

**41 One Month Free Offer (“OMF Offer”)****41.1. Special Offer pricing:**

- 41.1.1. You will receive a preferential Price Schedule of a 100% discount on Your Core Membership and Additional Products and/or Packages for the first complete calendar month during the Term.
- 41.1.2. If You upgrade Your Additional Products and/or Packages within the Term, You will continue to benefit from the 100% discount on Your new Additional Products and/or Packages for the remainder of the first complete calendar month of the Term.
- 41.1.3. Any Additional Product to which You are entitled can be purchased during the Term but only those purchased on a subscription basis can benefit from the discounts available under this Special Offer.
- 41.1.4. The OMF Offer does not include Discover or any Active Campaigns.

**41.2. Minimum Term**

- 41.2.1. You will receive the preferential Price Schedule for the first calendar month only of the Term.

- 41.2.2. Where a Membership Application Form is signed mid-month, the OMF Offer will include any initial 'part-month' up to the beginning of the next calendar month after the Effective Date.
- 41.3. Special Offer usage constraints
  - 41.3.1. You will not be eligible for the NBI Offer if You have been in Membership of Us within the six calendar months preceding the date Your Contract was signed.

## **42 Dual Introductory Offer ("DI Offer")**

- 42.1. Special Offer pricing:
  - 42.1.1. You will receive a preferential Price Schedule of a 50% discount on the upgraded service of Your Core Membership only for the first complete 6 calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
  - 42.1.2. If You upgrade Your Packages within the first complete 6 calendar months of the Term, You will continue to benefit from the 50% discount on Your Package for the upgraded service of Your Core Membership only for the remainder of the first 6 complete calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
  - 42.1.3. Additional Products cannot benefit from the discounts available under this Special Offer.
- 42.2. Minimum Term
  - 42.2.1. You will receive the preferential Price Schedule for the first 6 calendar months only of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
  - 42.2.2. Where a Membership Application Form is signed mid-month, the DI Offer will include any initial 'part-month' up to the beginning of the next calendar month after the Effective Date.
- 42.3. Special Offer usage constraints
  - 42.3.1. This DI offer is only available for the upgraded part of Your Membership only where a:
  - 42.3.2. Residential Sales customer is upgrading their Membership to also include Residential Lettings; or
  - 42.3.3. Residential Lettings customer is upgrading their Membership to include Residential Sales.

## **43 24-Month 2 Step Upgrade Offer**

- 43.1. Special Offer pricing:
  - 43.1.1. During the first 12 complete calendar months of the Term, You will receive a fixed rebate per Branch Location per calendar month provided on You meet the monthly Price Schedule as stated on Your Product Order Form.
  - 43.1.2. During the second 12 complete calendar months, no rebate is offered.
  - 43.1.3. Should You cancel this Special Offer before the 15th day of the 12th full calendar month of the Term, You must refund Us 100% of the rebate You have received.
  - 43.1.4. Should You cancel after the 15th day of the 12th full calendar month of the Term, You will remain liable for the full Charges until the end of the Term.
- 43.2. Minimum Term:

- 43.2.1. 24 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the 24 complete calendar months later.
- 43.2.2. Where a Product Order Form is signed mid-month, the 2 Step Upgrade Offer will include any initial 'part-month' up to the beginning of the next full calendar month after Effective Date.
- 43.3. Special Offer usage constraints:
  - 43.3.1. The Optimiser and Enhanced 2 Step Upgrade Offer is only available to Residential Resale, Lettings or Dual customers upgrading to either an Enhanced, Optimiser Edge or Optimiser 2020 Package, or when a Member is charged for an Additional Profile.

#### 44 Head Start Offer

- 44.1. Special Offer pricing:
  - 44.1.1. During the first 6 complete calendar months of the Term, You will receive a fixed rebate per Branch Location per calendar month provided on You meet the monthly Price Schedule as stated on Your Product Order Form.
  - 44.1.2. During the second 6 complete calendar months, no rebate is offered.
- 44.2. Minimum Term:
  - 44.2.1. 12 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day 12 complete calendar months later.
  - 44.2.2. Where a Product Order Form is signed mid-month, the Head Start Offer will include any initial 'part-month' up to the beginning of the next full calendar month after Effective Date.
  - 44.2.3. Should You cancel this Special Offer before end of the Term, You must refund Us 100% of the rebate You have received and You will remain liable for the full Charges until the end of the Term.
- 44.3. Special Offer usage constraints:
  - 44.3.1. The Head Start Offer is available to Members on a Residential Sales, Residential Lettings or Dual Residential Sales and Lettings Membership upgrading to either an Enhanced, Optimiser Edge or Optimiser 2020 Package.
  - 44.3.2. The Head Start Offer is available when a Member is charged for an Additional Profile.

#### 45 Trial Special Offer

- 45.1. Special Offer description:
  - 45.1.1. We may trial new initiatives, including but not limited to Additional Products or Packages, and may invite You to participate in such new initiatives.
- 45.2. Special Offer pricing:
  - 45.2.1. Free of all Charges.
- 45.3. Minimum Term:
  - 45.3.1. Such Term as We may communicate to You in Our sole discretion, based on the particular Trial Special Offer.

45.4. Special Offer Usage Constraints:

- 45.4.1. In the event that You choose to participate in a Trial Special Offer, You acknowledge that We do not guarantee that such Trial Special Offer will achieve Your desired results and We shall not be liable in the event that such Trial Special Offer does not achieve Your desired results.

**46 Additional Profiles Low Stock Offer**

46.1. Special Offer Description:

- 46.1.1. This offer applies to Estate Agency and Lettings Additional Profiles in qualifying Branches identified as having a daily average available stock of 5 or less will be given a 50% discount on their core and package threshold. We designate an Additional Profile where a Branch has a secondary Branch and/ or secondary brand associated or registered at the same address as its primary Branch and/or primary brand.

46.2. Special Offer Pricing:

- 46.2.1. You will receive a 50% discount on Your Core Membership and Additional Products before Package discount or for such other Special Offer Term that We may, at Our sole discretion, determine.

46.3. Minimum Term:

- 46.3.1. Such Term as We may communicate to You in Our sole discretion.

46.4. Special Offer Usage Constraints:

- 46.4.1. The daily average stock is taken over a 12-month period.  
46.4.2. Branches will be re-assessed 3 times per year to establish if they qualify for the offer.  
46.4.3. Qualifying Branches will be communicated to at least 30 days prior to any changes are made to their bill and any changes to their bills will be displayed in February, June, and October.

**47 New Business Introductory Offer (NBI Offer): Lead to Keys Starter Pack**

47.1. Special Offer Description:

- 47.1.1. New Business Introductory Offer for Members taking the Lead to Keys Starter Pack which will attract a relevant rebate as set out in the Product Order Form and as terms apply to the NBI Offer above.

47.2. Special Offer Pricing:

- 47.2.1. You will receive a preferential Price Schedule of a 50% discount on Your Core Membership and Additional Products before Package discount as well as the relevant £75 rebate (or as stipulated in the Product Order Form) for the first complete 6 calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).

47.3. Minimum Term:

- 47.3.1. 6 months, or such Term as We may communicate to You in Our sole discretion.

47.4. Special Offer Usage Constraints:

- 47.4.1. This offer applies to Lettings Members only that have taken the Starter Product Bundle.

#### 48 Optimiser Edge New Business Introductory Offer (“Opti Edge NBI Offer”)

##### 48.1. Special Offer pricing:

- 48.1.1. You will receive a preferential Price Schedule of a 50% discount on Your Core Membership and Additional Products before Package discount for the first complete 12 calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion as We may determine).
- 48.1.2. If You upgrade Your Additional Products and/or Packages within the first complete 12 calendar months of the Term, You will continue to benefit from the 50% discount on Your Additional Products and/or Packages for the remainder of the first 12 complete calendar months of the Term of Your Contract (or such other Special Offer Term in Our sole discretion We may determine).
- 48.1.3. Any Additional Product to which You are entitled can be purchased during the Term but only those purchased on a subscription basis can benefit from the discounts available under this Special Offer.

33.1.2 The Opti Edge NBI Offer does not include any Active Campaigns.

##### 48.2. Minimum Term

- 48.2.1. You will receive the preferential Price Schedule for the first 12 calendar months only of the Term of Your Contract (or such other Special Offer Term in Our sole discretion as We may determine).
- 48.2.2. Where a Membership Application Form is signed mid-month, the Opti Edge NBI Offer will include any initial ‘part-month’ up to the beginning of the next calendar month after the Effective Date.

##### 48.3. Special Offer usage constraints

- 48.3.1. The Opti Edge NBI Offer is only available with the Optimiser Edge Package.
- 48.3.2. You will not be eligible for the Opti Edge NBI Offer if You have been in Membership of Us within the six calendar months preceding the date Your Contract was signed.

## COMPETITION GUIDELINES

#### 49 GENERAL COMPETITION GUIDELINES

- 49.1. You agree to co-operate with Us in order to ensure that any individual vendor who wins a prize in any competition run by Us (a “**Prize Winner**”) which includes as part of the prize any of Our Additional Products in relation to a property which You are then marketing on behalf of that Prize Winner. In particular, You agree that in such circumstances We are entitled to specify that the property belonging to the Prize Winner shall receive any Additional Products at any time and for such a period of time as We may specify.