

## RIGHTMOVE PRODUCT GUIDELINES ESTATE AGENCY AND LETTINGS

### EXISTING COMPANIES

#### DEFINITIONS

**"Additional Products"** means the additional Services which You can purchase on top of your Core Membership.

**"Additional Profile"** Membership Package means you receive Core membership services, Brand Plus and 50% discount on Rightmove Additional Products as outlined in these Guidelines.

**"Channel"** means resale and/ or lettings.

**"Core Membership"** means the basic Services on the Rightmove platforms to which You are entitled in return for your Core Membership Fee.

**"Package"** means one of Our alternative membership contract options. Currently there are seven alternative Membership Package options: our Essential Membership Package, our Premium Membership Package, our Enhanced Membership Package, Our Optimiser Membership Package and Our Additional Profile Membership Package.

**"Essential"** Membership Package means you receive Core Membership services, Brand Plus and 50% discount on Rightmove Additional Products as outlined in these Guidelines.

**"Enhanced"** Membership Package means you receive Core Membership services, Brand Plus and 50% discount on Rightmove Additional Products as outlines in these Guidelines.

**"Premium"** Membership Package means that for each Channel you receive Core Membership services and 50% discount on Rightmove Additional Products as outlined in these Guidelines.

**"Optimiser"** Membership Package means that for each Channel you receive Core Membership services, Brand Plus, Agent Microsite and 50% discount on Rightmove Additional Products as outlined in these Guidelines.

**"Package Threshold"** means your minimum net product spend (e.g. after all Package discounts) required for You to remain eligible for Your Package.

**"Product Request Form"** means the form You complete when committing to purchase Rightmove Additional Products, or an alternative Package. This Form details the Rightmove Additional Products and/or Packages to be taken, the rates that are applicable for those Products and/or Packages and the minimum contract length for those Rightmove Additional Products or Packages.

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

**"Virtual Profile/Branch/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 Profiles/Branches/Locations only apply where We notify You and will be charged at the applicable branch rate outlined in Your pricing schedule.

#### 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 Terms and Conditions, the Rightmove General Membership Terms and Conditions prevail.

3. By applying for Rightmove 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 and Package Guidelines;
  - 3.2. You will comply with all obligations contained in the Product and Package Guidelines that apply to the Product or Package that you have purchased; and
  - 3.3. If in Our Opinion You breach these Product and Package Guidelines and we take any action to remedy your breach, you will remain fully liable to pay Us charges which apply to the selected Product or Package for the remainder of the contract term.
4. Products or Packages purchased by You may be terminated or suspended by You or Us in accordance with Clauses 10.3 and 10.4 of our General Membership Terms and Conditions.
5. If Your Package is terminated by You or Us, you agree to pay the prevailing rate for your Core Membership and any Additional Products you continue to purchase.
6. As part of Your Membership We will provide You with a trackable number for use on Our Website. This number will have a local dialling code based on Your geographical location.

## PRODUCT GUIDELINES

### 1. General Product Guidelines

- 1.1. Any Product 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 Rightmove that the complete package of Your selected Rightmove additional advertising products or services (excluding mobile products and Local Valuation Alert), first become live and available for Your use on the Rightmove Website ("the Effective Date").
- 1.2. Any initial 'part month' periods will be charged pro-rata to the full calendar monthly cost.
- 1.3. After the minimum contract term of each product, the product contract will continue to be purchased by You on a rolling monthly basis until You provide at least one month's notice to terminate at the end of the subsequent calendar month.
- 1.4. We reserve the right to change the pricing of any of our products, as long as You are outside the initial term of your product contract, and we give you at least 30 days' notice in writing.

### 2. General Product Guidelines – Property Products

- 2.1. Property Products means the Rightmove Premium Listing, Featured Property and Featured Property of the Week products.
- 2.2. 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 – Branding Products

- 3.1. Branding Products means the Rightmove Brand Plus and Brand Plus for Mobile Products
- 3.2. Branding Product pricing:
  - 3.2.1. Pricing categories for Brand Plus are based on Your average stock levels published on Our Website for the appropriate Channel over the last 3 months.
  - 3.2.2. You may request re-assessment of Your allocated pricing category based on the number of properties being displayed by Your branch(es) once a period of three months has elapsed since the time the price band was agreed with You by Rightmove. Re-assessment of Your allocated pricing category is at Our sole discretion.
  - 3.2.3. We reserve the right to charge You separately for the display of a logo on property listings which are not currently available to buy and/or rent.
  - 3.2.4. Separate charges will apply in respect of properties displayed as 'to let' and properties displayed as 'for sale' when You request the Brand Plus product to be applied to both categories of such properties listed by You.

#### 4. General Product Guidelines - Display and Search Based Products

- 4.1. Display and Search Based Products ("Search Based Products") means the Rightmove Featured Agent, Local Homepage, Homepage for Mobile product, Lettings Agent Microsite, Resale Agent Microsite, Local Valuation Alert, Rightmove Discover and Property Alert Sponsor. 'Your Advertisement' means any image, text, website link or other material provided by You which We display or embed in any page of Our Website as part of any Display or Search-Based Product.
- 4.2. Search Based Product pricing:
  - 4.2.1. Search based products, excluding Rightmove Discover, are priced at a search term level, given the expected number of searches in a typical month.
  - 4.2.2. Rightmove Discover is priced at a search term level, given the average property value in the outcode.
- 4.3. All Advertisements are subject to Rightmove's Brand Guidelines and Technical Guidelines
- 4.4. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any Display or Search-Based Product without prior notice. In the event that the product is withdrawn or suspended by Us, We will refund to You on a strictly 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.
- 4.5. Quotes are valid for 14 days unless otherwise specified.

#### 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 Website 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 rate applicable for that month, irrespective of the actual number of days that You have chosen to display property within it.
- 5.3. Standard contract minimum term: 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 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 and clauses 5.4.5 and 5.4.5, 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 Intel We will use reasonable endeavours to reflect those changes on Our website 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 1 per week for each member 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 Website 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 website 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: 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 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 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. Premium Listing

### 7.1. Product description:

- 7.1.1. The Premium Listing Product ("Premium Listing") is an enhanced advert with a digital sticker applied on Our Website and on Our Mobile platform in the natural search listings.
- 7.1.2. Once applied to a specific property, You cannot transfer the Premium Listing credit to another property.
- 7.1.3. We will format an individual property listing as a Premium Listing for:
  - 7.1.3.1. A period of 12 months for properties for sale and 2 months for properties to let or;
  - 7.1.3.2. 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;
  - 7.1.3.3. 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.

### 7.2. Product pricing:

- 7.2.1. 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.
- 7.2.2. The minimum subscription based purchase is one Premium Listing credit in a calendar month. Additional subscription based credits can be purchased.
- 7.2.3. One off credits for Premium Listing can be purchased on an ad-hoc basis without a contract term.

7.3. Standard contract minimum term: 3 complete calendar months.

### 7.4. Product usage constraints:

- 7.4.1. 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:
  - 7.4.1.1. Any such properties are currently offered by You as 'for sale' or 'for let' and;

7.4.1.2. 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.

7.4.2. 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.

7.4.3. 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.

## **8. Flexible Premium Listing for Lettings only**

### **8.1. Product description:**

8.1.1. 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 both Our Website and on Our Mobile platform in the natural search listings.

### **8.2. Product pricing:**

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

8.2.2. 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.

### **8.3. Standard contract minimum term: 3 complete calendar months**

### **8.4. Product usage constraints:**

8.4.1. 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.

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

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

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

8.4.3.2. 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 land or alternatively the property is newly built and is being both developed and rented by You.

8.4.4. Subject to clauses 8.4.5 and 8.4.6, You may, at Your discretion, change the property listing which is displayed in a Flexible Premium Listing slot.

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

8.4.6. 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 member Location.

## **9. Brand Plus**

### **9.1. Product description:**

9.1.1. Brand Plus ("Brand Plus") is where We apply a single brand logo to Your relevant property listings displayed on Our Website and Our Mobile platforms, excluding those property listings placed in Featured Property boxes.

9.1.2. Brand Plus is where We apply a single brand logo to Your relevant property listings displayed on Our Website and Mobile Platforms. This product is no longer available for purchase.

9.1.3. Standard contract minimum term: 3 complete calendar months

9.1.4. Product usage constraints: 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.

## 10. Featured Agent

### 10.1. Product description:

10.1.1. The Featured Agent Product ("Featured Agent") is where Your Advertisement will appear at the top of such search results pages of Our Website 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.

10.2. Standard contract minimum term: 3 complete calendar months from the date the product becomes chargeable

### 10.3. Product usage constraints:

10.3.1. 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 site are limited to one per calendar month and can take up to 10 working days to be updated on Our site.

10.3.2. 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 site (Go Live date) within 9 days of contract date.

## 11. Local Homepage

### 11.1. Product description:

11.1.1. The Local Homepage Product ("Local Homepage") is the display of Your advertisement on the search criteria page of Our Website and our Mobile platforms for the search terms purchased as outlined on the Product Request Form.

11.1.2. Local Homepage and Homepage for Mobile are joint products and are sold together

11.2. Standard contract minimum term: 3 complete calendar months

### 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 Sundays, Saturdays or bank holiday on which legal business can be conducted) of proof being supplied. Further amendment requests by You once live on site are limited to one per calendar month and can take up to 10 working days to be updated on Our site.

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. Advertisement (s) must be published live on Our site (Go Live date) within 9 days of contract date.

## 12. Local Valuation Alert

### 12.1. Product description:

12.1.1. The Local Valuation Alert Product ("Local Valuation Alert") offers Users the opportunity to request a valuation from You at relevant points on Our Website including, but not restricted, to Our email confirmation page.

12.1.2. Local Valuation Alert includes the display of Your brand name, logo and branch summary description to Users for the postal outcode term purchased by You that matches the postal outcode of the address provided by the User.

12.1.3. 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 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.

12.2. Standard contract minimum term: 3 complete calendar months from the date the product becomes chargeable

### 12.3. Product usage constraints:

12.3.1. 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.

12.3.2. Any Company may only purchase one slot in any given search term.



- 12.3.3. Where your Company has multiple Brands, You must not pass on the details of that User to other Brands within your Company.
- 12.3.4. 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.

### **13. Rightmove Discover**

#### 13.1. Product description

- 13.1.1. Rightmove Discover offers individuals the opportunity to request a valuation from You by responding to electronic marketing campaigns that We send on Your behalf.
- 13.1.2. Rightmove Discover includes Rightmove sending a series of electronic marketing campaigns each month that display Your brand name, logo, branch address, along with content written by Us, to targeted individuals that We believe live in the postal outcode term purchased by You.
- 13.1.3. 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 branch email address.

#### 13.2. Standard contract minimum term: 6 complete calendar months from the date the product becomes chargeable.

#### 13.3. Rightmove Discover is only available to Optimiser Members who purchase the Resale channel. If, at any time, Your branch stops purchasing the Resale channel, and/or is no longer purchasing an Optimiser Membership Package, Rightmove Discover will be automatically cancelled.

#### 13.4. Product pricing:

- 13.4.1. Rightmove Discover is charged per calendar month, per term, on a subscription basis.
- 13.4.2. Rightmove Discover is in addition to Your Package Threshold and is not eligible for any offers or discounts.

#### 13.5. Product usage terms:

- 13.5.1. The brand name, address, and logo will be taken automatically from Your branch profile as held by Us in relation to Your Core Membership.
- 13.5.2. The content of the email campaign has been designed by Us to attract the best response for You and by purchasing Rightmove Discover you agree to this content being sent on Your behalf.
- 13.5.3. Where you operate through a company or Group which has multiple Brands, You must not pass on the details of that lead or the individual's details to other Brands within your company or Group.
- 13.5.4. Where your company or Group has multiple Brands, You must not contact the individual using one of your other Brands. Only a representative from the company or branch using the Brand through which the individual has been contacted is entitled to contact the individual.

### **14. Lettings Agent Microsite and Resale Agent Microsite**

#### 14.1. Product description:

- 14.1.1. The Lettings Agent Microsite will give You access to a number of branded pages where You can advertise Your business and services. These pages are About us, Landlords, Tenants, Current Properties, Previously Marketed Properties, Meet our Team, Testimonials, Our Area & Our Branch Network.
- 14.1.2. Resale Agent Microsite will replace Your current Resale Agent Profile Page and gives You access to a number of branded pages where You can advertise Your business and services. These pages are Selling, Buying, Current Properties, Previously Sold Properties, Additional Services, Meet our Team, Testimonials, Our Area & Our Branch Network.

#### 14.2. Product pricing:

- 14.2.1. Lettings Agent Microsite and Resale Agent Microsite 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 a Resale Agent Microsite as well as a Lettings Agent Microsite, then You will be charged for both a Resale Agent Microsite and a Lettings Agent Microsite, separately.

#### 14.3. Standard contract minimum term: 3 complete calendar months

#### 14.4. Product usage constraints:

- 14.4.1. We will refresh properties on the Current Properties and Previously Marketed Properties tabs of the Lettings Agent Microsite on a daily basis. It is Your responsibility to hide any properties from the Previously Marketed tab if You do not wish them to be available on the Microsite.
- 14.4.2. We will refresh properties on the Current Properties on a daily basis. It is Your responsibility to select any properties to be displayed in the Sold Properties tab if You wish them to be available on the Microsite.
- 14.4.3. We reserve the right to remove any text or images from Lettings or Resale Agent Microsites which, in Our opinion, is in breach of these Terms or of Our Editorial Guidelines for Display and Search Based Products.
- 14.4.4. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any of these pages without prior notice.

## **15. Property Alert Sponsor**

### **15.1. Product Description:**

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

### **15.2. Product pricing:** 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.

### **15.3. Standard contract minimum term:** 3 complete calendar months from the date the product becomes chargeable

### **15.4. Product Usage Constraints:**

- 15.4.1. This product is only available with a Premium Membership Package or Optimiser Membership Package
- 15.4.2. We will display Your Advertisement in email property alerts for locations determined by Us, based upon your existing display advertising products and the location of your property stock, subject to availability of email property alerts in those locations.
- 15.4.3. 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.
- 15.4.4. Where there is more than one Property Alert Sponsor advertiser for a search area, 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.
- 15.4.5. Requests by You to amend creative once Your Advertisement is live on site are limited to one per calendar month and can take up to 10 working days to be updated on Our site.
- 15.4.6. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of Property Alert Sponsor without prior notice
- 15.4.7. 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 your Premium Membership Package.

## **PACKAGE GUIDELINES**

### **16. General Package Guidelines**

- 16.1. We have 7 Packages: Additional Profile Membership Package, Essential Membership Package, Enhanced Membership Package, Silver Membership Package (No longer available as of 1<sup>st</sup> September 2016), Gold Membership Package (No longer available as of 1<sup>st</sup> December 2016), Premium Membership Package (No longer available as of 1<sup>st</sup> February 2017) and Optimiser Membership Package.
  - 16.1.1. "Premium Freeze" is a subset of "Premium Membership"
- 16.2. Any Package will apply only to You where You are specifically notified by Us of your qualification and if You select a Package of Rightmove additional advertising products or services from the options agreed and offered to You by Us.
- 16.3. Any Package 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 Rightmove that the complete Package of Your selected Rightmove additional advertising products or services (excluding mobile products, Local Valuation Alert and



Rightmove Discover), first become live and available for Your use on the Rightmove Website ("the Effective Date").

- 16.4. Additional Profile, Essential, Enhanced, Silver, Gold and Premium Membership will operate for a minimum period of 6 complete calendar months (or for an extended period that Rightmove agrees at its sole discretion) depending on the option selected, commencing from the Effective Date as agreed by Us and ending on the final day of the complete calendar month at least 6 full calendar months later ("the Term"). This means that if for example, the Effective Date of the Scheme commences on the 5th October 2016 the Term would end on the 30th April 2017.
- 16.5. The Optimiser Membership Package will operate for a minimum period of 12 complete calendar months (or for an extended period that Rightmove agrees at its sole discretion), commencing from the Effective Date as agreed by Us and ending on the final day of the complete calendar month at least 12 full calendar months later ("The Term"). This means that if for example, the Effective Date of the Scheme commences on the 1<sup>st</sup> January 2017 the Term would end on the 31<sup>st</sup> December 2017.
- 16.6. Package thresholds for Enhanced, Silver, Gold and Premium Membership:
  - 16.6.1. Your Package core membership rate is contingent on You continuing to meet the minimum monthly spend threshold per calendar month of Your Package. If You fail to meet Your monthly spend threshold, You will no longer be eligible for Your Package core membership rate and Rightmove reserves the right to either increase your core rate to the prevailing Membership core rate or bill you for the difference to your threshold.
  - 16.6.2. All subscription based products or services are eligible towards the minimum monthly spend threshold for our Packages (unless otherwise specified): Featured Property subscription, Premium Listing subscription, Flexible Premium Listing, Featured Agent, Brand Plus, Local Homepage, Homepage for Mobile, Local Valuation Alert, Lettings Agent Microsite and Resale Agent Microsite, as long as these products are chargeable to You.
  - 16.6.3. At Our sole discretion we reserve the right to change the minimum monthly spend threshold 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.
- 16.7. Package thresholds for Optimiser Package:
  - 16.7.1. The package has a minimum monthly spend threshold per calendar month, within this, there is a minimum spend commitment of £250 net on Property Products (Premium Listing, Flexible Premium Listing and Featured Property) and £250 net on Display and Search Based Products (Featured Agent, Local Homepage, Homepage for Mobile, Local Valuation Alert and Property Alert Sponsor). These products are also eligible towards any package discounts. If You choose to purchase Rightmove Discover, it does not contribute towards your Package Threshold and is not eligible for any package minimum spend or discounts.
- 16.8. Additional benefits for agents purchasing our Premium Membership Package:
  - 16.8.1. We agree that during the Term of the Agreement, subject to commitment by You to spend a minimum monthly spend threshold per calendar month as detailed in clause 1.6.1. You will receive, subject to availability, up to 500 Property Alert Sponsor inserts per month, for each Channel your Premium Membership applies to (Sales and/or Lettings). The email property alerts Your Property Alert Sponsor Advertisement will be published in will be determined by Us, based upon your existing display advertising products and the location of your property stock, subject to availability of email property alerts in those locations.
  - 16.8.2. Your alert can only be made live once you have confirmed your artwork.
- 16.9. Additional benefits for agents purchasing our Optimiser Package:
  - 16.9.1. We agree that during the Term of the Agreement, subject to commitment by You to spend a minimum monthly spend threshold per calendar month as detailed in clause 1.7.1. You will receive, for each Channel your Optimiser Package applies to (Sales and/or Lettings), free of charge each month, Core Membership, Brand Plus and Agent Microsite.
- 16.10. Optimiser Package Branch(es): Products within the Optimiser branch product mix must not have been cancelled and/or reduced by another branch during the Term of the Optimiser Package or the six calendar months prior to the start of the Term of the Optimiser Package.

- 16.11. Additional Profile will be charged for the applicable service; Sales, Lettings or Dual and requires that You
  - 16.11.1. Operate from the same trading address as Your Parent Branch
  - 16.11.2. Have a separate datafeed for Your Properties
  - 16.11.3. Share the same legal entity as Your Parent Branch
  - 16.11.4. Share the same payer reference as Your Parent Branch
  - 16.11.5. Offer the same service as Your Parent Branch (for example if the Parent Branch has a sales only membership, then the Additional Profile can only take a sales only service).
- 16.12. Additional Profiles are subject to Our Geographical Advertising Guidelines. Any virtual locations created will not be eligible for the Additional Profile membership.
- 16.13. Additional Profile must contain the name of the brand and the physical location of the Parent Branch when marketed on Rightmove, for example a Parent Branch in Milton Keynes opening an Additional Profile would be referred on site as "Name of Brand – Milton Keynes"
- 16.14. Package discounts. 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.
- 16.15. The terms of any Package contained herein apply either on a per location basis, or if agreed by Us, at Company level based on average monthly spend per branch.
- 16.16. At the end of the Package Term, the contract will continue on a rolling monthly basis until You provide at least one full calendar month's written notice to expire at the end of the calendar month otherwise termination will roll forward to the end of the subsequent calendar month.
- 16.17. In the event of Termination of your Package being served by Us or You, You agree to pay the prevailing rates for Your core membership rate, and any additional advertising products or services that will continue to be purchased after the Termination of Your Package. Rightmove Discover is available exclusively with the Optimiser Package and will be terminated automatically if You terminate the Optimiser package or remove the resale channel from your membership.

## **17. Group Package Threshold Guidelines**

For the purposes of this section of the Guidelines, a 'Company' is a group of branches or the company representing a group of branches which have subscribed to a Rightmove Package.

17.1. Group Packages Thresholds are available for the following Rightmove Packages:

- 17.1.1. Enhanced
- 17.1.2. Silver (not available to new members from 1<sup>st</sup> September 2016)
- 17.1.3. Gold (not available to new members from 1<sup>st</sup> December 2016)
- 17.1.4. Premium Membership (not available to new members from 1<sup>st</sup> February 2017)
- 17.1.5. Optimiser

17.2. A Group Package Threshold applies at the Company level only to branches signed to one of the above packages.

17.3. Minimum Monthly Spend threshold:

- 17.3.1. The minimum monthly spend threshold for a Group Package Threshold is the sum of the minimum monthly spend threshold for each of the branches in the Company, as defined in the Package Guidelines above.
- 17.3.2. The Group Package Threshold allows the minimum monthly spend threshold, as defined within your Core Membership Agreement, to be spread across branches in the Company, different branches can have different products which all contribute towards the cumulative minimum monthly spend threshold. (For example a Company with two Resale branches one on a Gold Package and one on a Premium Membership package would have a minimum monthly spend threshold of £675 (£275+£400), however under the terms of the Group Package, one branch could spend £675 on additional products and the other £0, and the Company minimum monthly spend threshold would still be met).

17.4. Companies on an Optimiser Group 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 branch (For example a Company with two branches must meet a minimum commitment of £500 net Property Products and £500 net on Display and Search Based Products, excluding Rightmove Discover).

17.5. An Additional Profile package has no threshold, however, any additional products purchased on the Additional Profile are eligible to count towards Group Package Thresholds.

## **SPECIAL OFFER GUIDELINES**

### **18. General Special Offer Guidelines.**

- 18.1. Rightmove Offers will apply only to You where You are specifically notified by Us of Your qualification and if You select a package or Rightmove additional advertising products or services from the options agreed and offered to You by Us.
- 18.2. Offers commence on the 1<sup>st</sup> of the month after signature unless otherwise specified.
- 18.3. Regardless of go live dates of Your Core Membership and/or Additional Products, the expiry of Your Rightmove Offer remains the same.
- 18.4. Offers are not available in conjunction with any other Offers.
- 18.5. Offers are not transferable between branches/companies.
- 18.6. Rightmove reserves the right to withdraw the availability of any Offer at any time.

### **19. New Business Intro Offer ("NBI Offer")**

- 19.1. Where a Membership form is signed mid-month, the NBI Offer will commence on the 1<sup>st</sup> of the following month. You will benefit from the Offer when Your Additional Product, Package or Service goes live within the NBI Offer term.
- 19.2. The NBI Offer term will run for 6 full calendar months only.
- 19.3. The NBI Offer entitles You to a 50% discount on Your Core Membership and Additional Products before Package discount.
- 19.4. Products that aren't purchased on a subscription basis cannot be used as part of this NBI Offer. By upgrading your service and/or Package within the 6 month period, You will continue to receive a 50% discount on Your Additional Products and/or Service for the remainder of the 6 month NBI Offer period.

### **20. One Month Free Offer ("OMF Offer")**

- 20.1. The OMF Offer will run for one full calendar month.
- 20.2. The OMF Offer entitles You to one month free on Your Core Membership and Additional Products and charging will start from the 1<sup>st</sup> of the month.
- 20.3. Products that aren't purchased on a subscription basis cannot be used as part of this OMF Offer.

### **21. Dual Intro Offer ("DI Offer")**

- 21.1. Where a Membership form is signed mid-month, the DI Offer will commence on the 1<sup>st</sup> of the following month.
- 21.2. The DI Offer term will run for 6 full calendar months only.
- 21.3. The DI Offer entitles You to a 50% discount on upgraded service of Your Core Membership. The discount will be applied from when Your upgraded service goes live.

### **22. Optimiser Upgrade Offer ("OU Offer")**

- 22.1. Where a Membership form is signed mid-month, the OU Offer will commence on the 1<sup>st</sup> of the following month. You will benefit from the Offer when Your Additional Product goes live within the OU Offer Term.
- 22.2. The OU Offer entitles you to free months of eligible products ("Free Period") when you upgrade to Optimiser Membership Package.
- 22.3. The Free Period will commence on signature. Your upgraded Optimiser Package ("Upgrade") will commence after the free product period and run for 12 months.
- 22.4. Eligible Additional Products will be charged from the commencement date of Your Upgrade.

## **23. COMPETITION GUIDELINES**

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 of Additional Products at any time and for such a period of time as We may specify.