



rightmove ☆ believe it

# Rental Operator Membership Guide











# Making the most of Rightmove

In this guide, we highlight all the ways you can reach our unique in-market audience, as well as the tools and reports included in your membership to help you plan your marketing strategy

Your dedicated Rightmove Rental Operator Account Manager is on hand to advise you on your options. With all the marketing opportunities available, we want to make sure that your Rightmove package best suits your changing needs and delivers the results you expect.



"Our Rental Operator memberships combine exposure to the UK's largest renter audience with exclusive tools to differentiate your listings and attract more renters. We can also provide insights to underpin your acquisition, planning and pricing decisions.

Our knowledgeable team is here to help you get more from your membership. We look forward to working with you."

Lucy Carter Head of Rental operator

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# More eyes on your properties

8 in every 10 minutes spent on property portals is on Rightmove<sup>1</sup>

17 million property email alerts sent to renters every month - putting your properties directly into their inboxes<sup>2</sup>

73% renters visiting Rightmove are either open to moving or want/need to move<sup>3</sup>

Sources: 1. Comscore MMX<sup>®</sup> Desktop only + Comscore Mobile Metrix<sup>®</sup> Mobile Web & App, Total Minutes, Custom-defined list of Rightmove Sites, vs ZOOPLA.CO.UK, PRIMELOCATION.COM, ONTHEMARKET.COM, January 2025. UK, 2. Rightmove Internal Data, Property Email Alerts sent, lettings only monthly average Jan – Nov 2024. 3. Rightmove Spring Survey May 2024, Sample: 3939,







### More control with our Rental Operator membership

### **Your listings**

### Easily manage how your properties are presented

Benefit from our custom 'Built for Renters' listing, designed to grab more attention.

Stand out against the private rented sector and make it easy for renters to discover your unique proposition.

#### Tell your story, your way

Make the most of all of the branding touchpoints available to you.

With more time spent on Rightmove than other property portals, that's more opportunity for renters to get to know <u>you</u>.

#### Your brand

### Your leads

### Attract, influence and convert more renters

Reach the rental audience who will actually move.

Cut wasted marketing spend and improve your ROI.



### More control over your listings Easily manage how your properties are presented









#### Visibility

- Grab more attention with our custom 'Built for Renters' listing
- Stand out against the private rented sector and highlight your unique proposition

#### Flexibility

- demand
- need it most



#### Increase your visibility on

Make your properties even more discoverable when you



#### **Quality control**

- Highlight key features and make the most of every detail to maximise engagement
- Make it easy for renters to discover your unique proposition



### More control over your brand

#### Tell your story, your way

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#### **Awareness**

- Amplify your development ulletbrand
- Generate always-on exposure for your operator brand.



#### **Prominence**

- Demonstrate what makes you different
- Upweight your exposure as ۲ needed to influence more renters through their journey



#### Reach

- With multiple branding touchpoints ٠ and channels available, don't wait for renters to come to you
- Target out of area renters in lead • hotspots, and proactively reach them on channels away from Rightmove







### More control over your leads

#### Attract, influence and convert more in-market renters

### 8 in 10 minutes spent on Rightmove

#### **Cut the waste**

- Reach the rental audience who will actually move
- Cut wasted marketing spend and improve your ROI



#### Get qualified leads, faster

- Benefit from enhanced leads,
   helping you find the most suitable,
   qualified applicants
- Match pre-qualified renters with your available units, faster



#### More data within your reach

- Get more complete lead data upfront and synced to your feeds
- Enrich your database, benchmark demographics across developments and support your marketing decisions



### More control over your reputation

#### Two trusted brands powering yours

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	rightmove Buy Rent Find Agent House Prices	Commercial Inspire Overseas Sign h	
	BUILT FOR RENTERS NEW HOME		
	Deansgate, Manchester, Greater Manchester, M15	~ ♡	
	<ul> <li>★★★★ 4.7</li> <li>374 resident reviews of this development</li> </ul>		
	£2,220 pcm £512 pw (i)		
	Tenancy info	Added on 04/02/2025	
	Letting details		
	Let available date: Ask agent Deposit: £2,220 ()	Min. Tenancy: Ask agent 🔅	



#### Stand out from the crowd

- Turn your HomeViews reviews into a ulletpowerful marketing tool.
- Display verified resident reviews on ulletyour listings to build trust with inmarket renters in the place they search for property.

#### **Stay competitive**

- Leverage your reputation to differentiate yourself
- Make a lasting impression before applicants look elsewhere.

#### **Chomeviews** and **rightmove**

#### \*\*\*\*

#### Modern Development

The building has a modern vibe and it feels so luxurious. The Staff are absolutely lovely, especially Georgios from the night team. He is always friendly and helpful. The apartments are spacious and well equipped with a nice view. The facilities are also excellent!

Please tell us about the good and bad aspects of living in your local area:

The local area offers a great variety of shops, restaurants. coffee shops and bars. Good transport links by train and tram.

Desiar

How has the building management responded to any problems or issues you have raised They are easy to reach my email. Overall, its a professional and reliable team



Facilities Management

#### **Build brand trust**

- Harness powerful insights from your residents.
- Use them to boost brand awareness and trust, and to support marketing strategies for your development or operator brand.



# More control over your data & insight

Alongside your self-service data tools, your Account Manager can provide insights to help inform your business and marketing decisions.

### Self-service tools included in your membership

Property Performance Report
See your listings' engagement

**Lead Reports** For your email and telephone enquiries.

- **Best Price Guide** Rental valuation info and local market pricing
- **Rental Trends Tracker** Our quarterly report on the rental market
- **The Rightmove Hub** For stats, research and marketing materials

#### Insights available from your Account Manager

- **Supply and Demand Reports** Discover how much demand there is for your rental properties.



#### Fair Share Reports

Compare your developments vs. competitors.



#### Lead Mapping Report

See where you and your competitors are winning leads.



#### **Enhanced Lead Report**

See consumer demographics and compare developments.

# Get more from Rightmove

#### Your Rental Operator Membership product overview





#### Brand awareness: Campaign Carousel



#### **Influence more renters** on more channels

#### **Targeted Campaigns**





#### City & Regional Campaigns





