

Your guide to **Rightmove** Built for Renters products & tools

Reach the biggest renter audience

rightmove 

In the UK, 5.4 million households rent privately. But only 20% of renters aged 25-44 who are planning a move are aware of Build to Rent (BTR)

That presents a huge opportunity for you to educate and attract the wider rental market to BTR. And Rightmove is the #1 place to do that because...



Introducing: Built for Renters

The phrase 'Build to Rent' makes sense from an industry perspective but makes less sense for the renters you're trying to attract. We carried out extensive research and testing with renters to create a new renter-friendly name that renters understood and identified with – **Built for Renters**. You'll see this label across all BTR listings on Rightmove, giving renters an easy way to identify your BTR properties and then talk about them with their peers.

Sources: ¹England & Wales ONS housing survey and Scottish Government housing statistics. ²Google Analytics Jan to Sep 2022. ³Rightmove data, Jan to Sep 2022. ⁴Rightmove Landlord and Tenant Services referencing survey. Sample size 150,000 tenants

As the UK's largest property portal, we're uniquely placed to increase awareness of BTR. We're continuously working with operators in the BTR sector to innovate, with a focus on increasing renter awareness, exposure, and engagement, including...

Highlighting what sets BTR apart from private rent

One of the most important considerations when choosing a property is affordability. But if renters aren't aware of BTR and all the extras included in the advertised cost they might think your property is out of their price range. That's where the exclusive 'Built for Renters' listing comes in.

Custom built exclusively for BTR, it helps renters identify BTR properties and learn about what sets BTR apart from privately rented properties. [See it in action on the next page.](#)

Attracting more renters to your BTR developments

Many BTR developments are located outside rental hotspots and our customers usually need to attract renters from other search locations. Often BTR includes more amenities and benefits compared to other privately rented properties and we've been working with BTR providers to help them extend their reach to more renters in more locations.

That's why we created Native Search Adverts. You can use them to target other search locations and attract renters from those hotspots to your development. And they're not impacted by the search filters, like budget and bedroom numbers, so will appear in price-filtered searches you listings might not.

You can choose the Property Carousel to place your property listings in those searches, or Campaign Carousel to support your wider marketing campaign messaging. [Check it out on page 8.](#)

With all the marketing opportunities available to you, it's important you have a trusted partner who understands your business. Your dedicated Rightmove Built for Renters Account Manager is on hand to talk through all the options you'll find in this booklet and share the latest products, tools and insights.

We look forward to working with you soon



Nick Robertson
Director - Build to Rent

Exclusive Built for Renters property listing

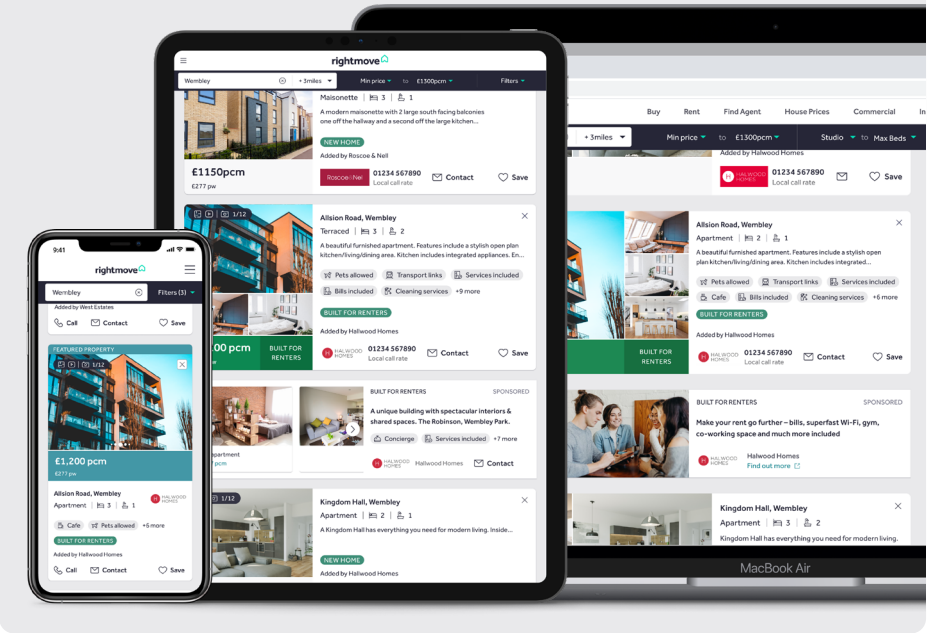
Enhanced listings included as standard

In the search results

When renters search for property, your listing will stand out in a bigger, bolder advert to grab more attention. That includes an exclusive amenities reel to show renters what makes life at your development different to private renting.

Every listing will show your logo and the “Built for Renters” label to help grow awareness of Build to Rent and your brand with renters.

On average, Built for Renters listings receive 30% more detail views compared to the standard rental listing.



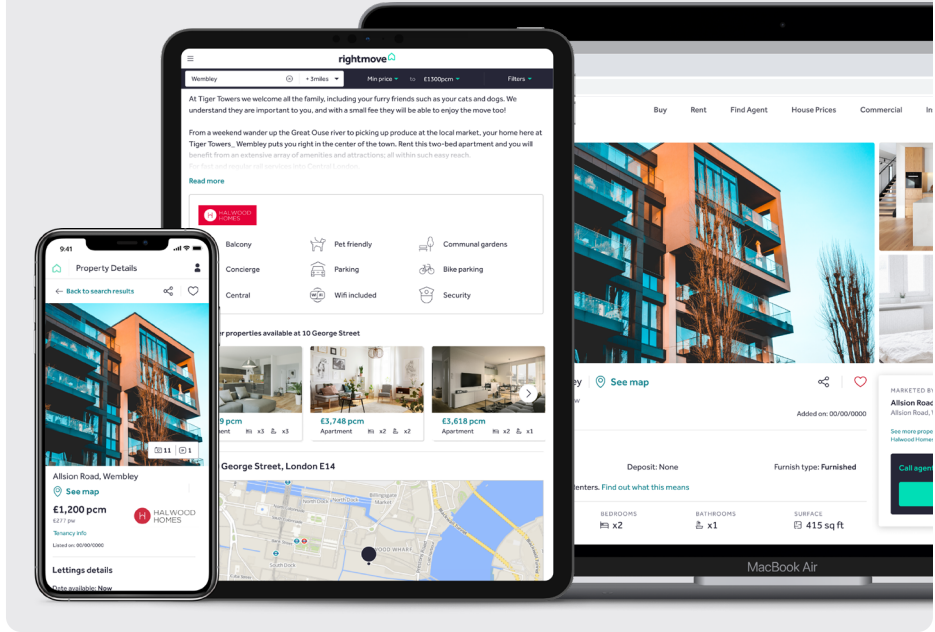
Source: Rightmove data 2022

In the property details

The Built for Renters listing helps keep renters’ attention focused on your development for longer.

The branded amenities panel shows all the facilities and benefits available at your development, so renters can understand what’s included in the rental cost. The property carousel encourages renters to look at the other units available at your development.

On average, Built for Renters listings receive 50% more enquiries compared to the standard rental listing.



Source: Rightmove data 2022

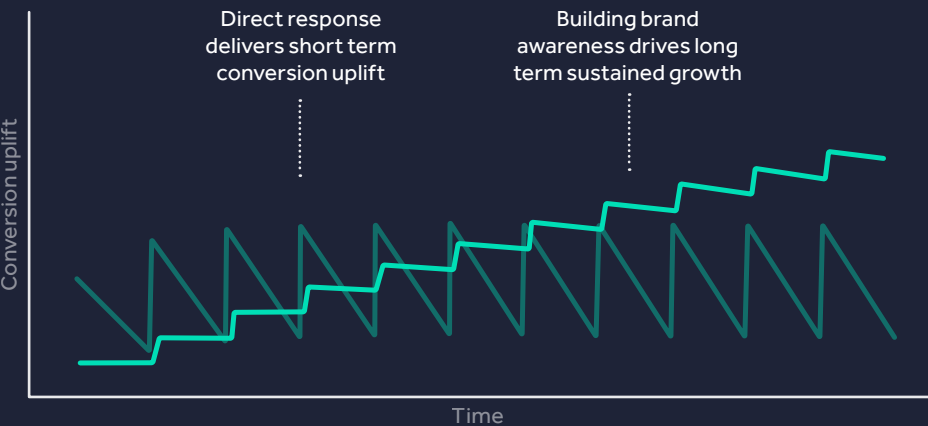
Balance brand and response marketing

The key to long-term success

Studies have shown that direct response marketing creates short term uplift in conversion, while brand awareness drives long term growth.

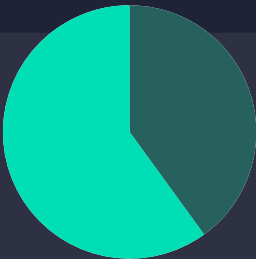
On the graph below, the sharp peaks and troughs are created by direct response marketing. The more gradual increase is driven by brand awareness marketing.

In this study it took 6-months for the impact of brand awareness to overtake the impact of direct response.



The optimum split between brand awareness and direct response marketing is 60/40

● Brand awareness ● Direct response



Source: Binet and Field, The Long and Short of It

Brand awareness

- Broad reach**
For brand awareness on Rightmove choose...
- Long-term growth**
Page 8 - Native Search Adverts - Campaign Carousel
- Influences later action**
Page 11 - Local Homepage
Page 11 - Featured Agent
- Emotional messaging works best**
Page 13 - Regional or City Campaigns

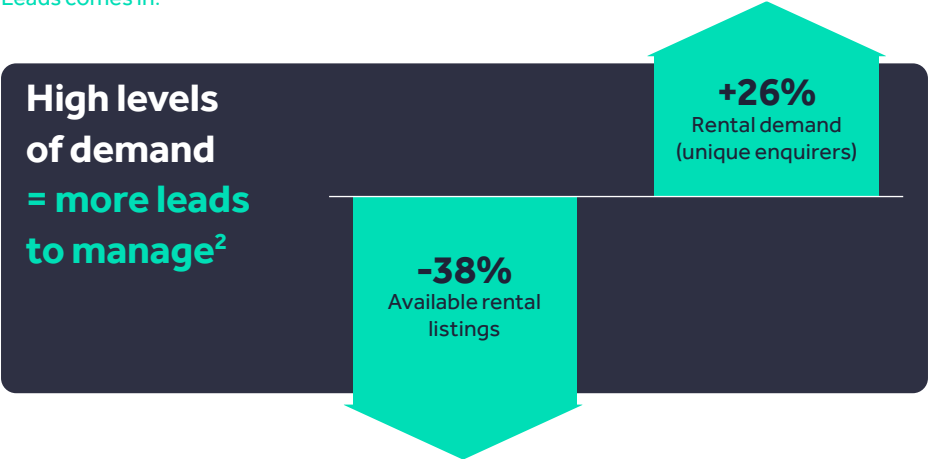
Direct response

- Tightly targeted**
For direct response on Rightmove choose...
- Short-term growth**
Page 8 - Native Search Adverts - Property Carousel
- Drives action now**
Page 10 - Featured Property
Page 13 - Targeted Multi-Channel or City Campaigns
- Persuasive messaging works best**

Enhanced Leads

Qualify renters faster

We know you **invest time and money trying to identify the most suitable renters**. A typical property receives 36 enquiries and on average you can **spend over 3.5 hours (six minutes per enquiry) per property** on qualifying leads¹. **That is where Enhanced Leads comes in.**



Enhanced Leads allows you to:

Quickly match renters to the most suitable unit

Save time and money qualifying leads

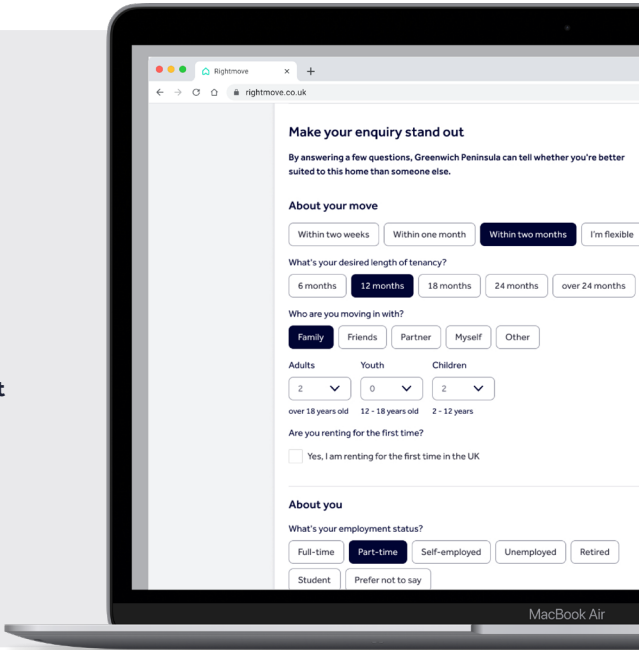
Maintain occupancy levels to improve yields

Sources: ¹Rightmove survey, September 2022. Responses received from 359 lettings professionals.
²Rightmove Data Services comparing available rental listings and unique enquirers Feb 2023 vs 5-year average.

How it works

1. We ask renters more qualifying questions when enquiring about your units.
2. You receive more detailed email leads, saving time and money qualifying renters.

That means you'll have all the information needed to qualify the renter right from their first contact



More than 99% of renters are willing to provide this level of detail via Rightmove because³...

- ☒ It's their opportunity to stand out among the crowd, increasing their chance of securing the property
- ☒ They can save their answers to make sending an email enquiry faster in future
- ☒ Rightmove is a trusted website

Source: ³Rightmove data 2023 – during testing for Enhanced Leads less than 1% of renters did not complete the more detailed lead form

Native Search Adverts


Target out of area renters with your properties and messaging

Developed to help BTR providers target out of area renters


Native Search Adverts appear in the Rightmove search next to the rental listings. Unlike your property listings, you can choose which searches your Native Search Adverts will appear in. Plus, they're not impacted by the additional search filters, like budget and bedroom numbers.

That means you can reach renters who might not see your listings organically in their search – either because they think it's out of their budget or they're searching a slightly different area – both common challenges for BTR developments.


Your dedicated Build to Rent Account Manager can help you identify potential hotspots using the Lead Mapping report.




Target out of area renters in lead hotspots



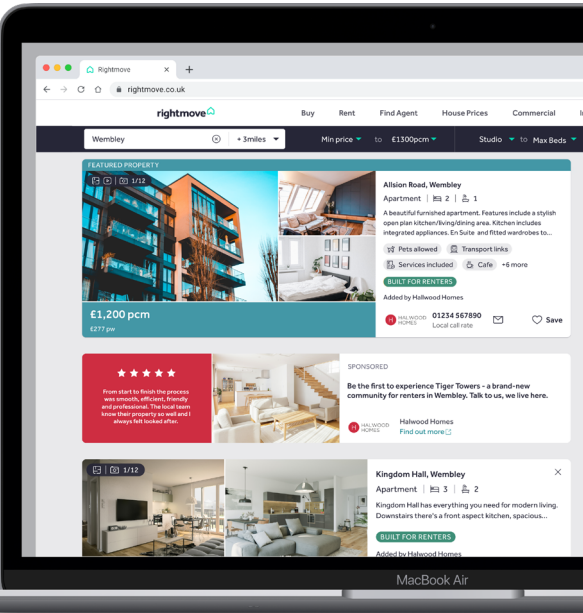
Appear in searches your listings get filtered out of



Increase awareness of BTR



Seen by a large-scale engaged renter audience

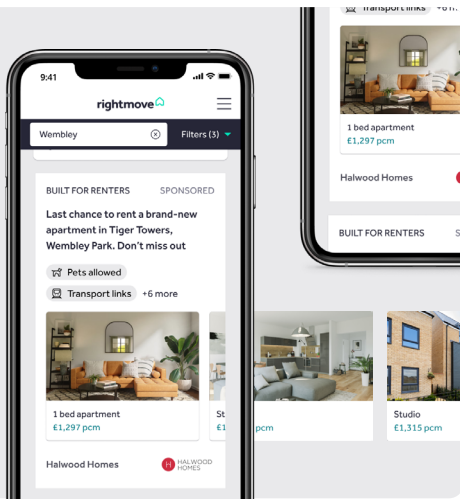


Available exclusively on the Premium Package

Property Carousel

Best for: Direct response

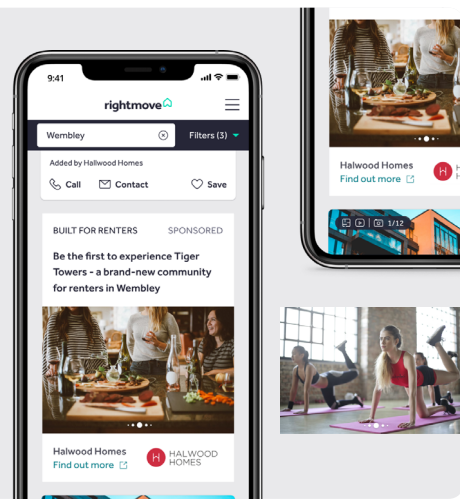
- Dynamic property panels promote your available units
- Showcases your developments amenities, services and benefits
- Send renters to your Built for Renters Rightmove listings



Campaign Carousel

Best for: Brand awareness

- Each panel can be designed to support wider campaigns
- Increase awareness of your brand and Built for Renters offering
- Send renters to your own website or Rightmove listings



Property enhancing products

Give your listings an extra boost to fill units faster

Brand enhancing products

Make your brand unmissable to build brand awareness

Featured Property

- Be seen first at the top of the search results**
- Bigger, bolder listing appears at the top of the page
 - Showcase the property and the lifestyle with three images
 - Appears twice – at the top of the page and again in the listings for double exposure
 - Choose a monthly subscription or Featured Property of the Week

Auto Featured Property

- Automatically feature your properties at the top of relevant Rightmove searches when it matters most**
- Spots changes and automatically features your property
 - Applied the second you make a change with no additional effort
 - All your properties are featured at key points

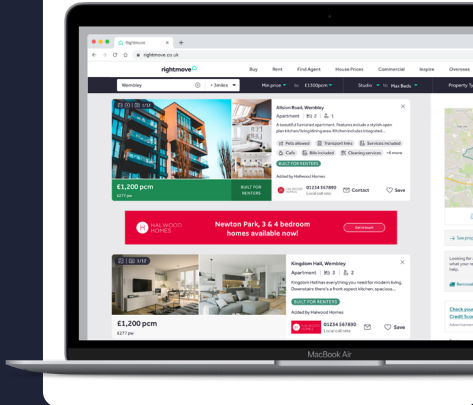
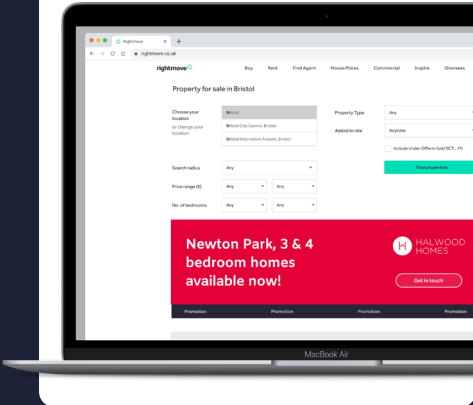
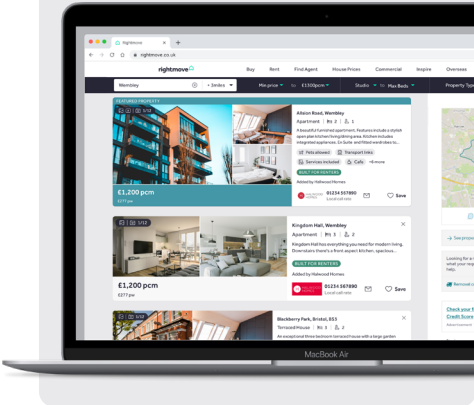
Local Homepage

- Your brand seen at the earliest opportunity in the renter's Rightmove journey**
- Appears at the start of the renters journey
 - Specify which geographical areas your adverts appear
 - Large advert space to showcase your development photography
 - Control your message to meet your goals, promote, stock, events, waiting list
 - Inclusive custom graphic design

Featured Agent

- Brand exposure within the search results**
- Your brand appears amongst the rental properties in your chosen locations
 - Control your message to meet your goals, promote stock, events, waiting list
 - Drive traffic to your Rightmove listings, microsite, or your own website
 - Build brand awareness with an in-market audience for long-term success

Double your renter enquiries!



Source: 'Rightmove data comparing Featured Property with Built for Renters Listings between 1st November 2022 to 30th November 2022

Multi Channel Campaigns

Re-target Rightmove's renter audience off Rightmove

Proactively reach Rightmove's registered rental audience

Target the UK's largest rental audience based on information they've provided us first-hand, not assumptions.



Over 6.8 million registered renters and still growing

Over 180,000 contacts are added to the database monthly

Registered users on Rightmove...

- 36%** Spend 36% more time on site as unregistered users
- 4x** Make 4x as many property searches
- 6x** View 6x as many property details pages
- 62%** And are 62% more likely to send a lead

Combine Email, Facebook and SMS for maximum reach and frequency

Increases the chance of each renter in your audience seeing and engaging with your message.

Email drives high volume reach while Facebook adds reach and frequency in a social environment. SMS has an average 99% open rate.

Source: Rightmove internal data, March 2022

Targeted Campaigns

Combine our widest breadth of marketing channels with our most focused geographical targeting to reach a highly relevant, in-market audience.

Audience: Postcode, price & property type

City Campaigns

Reach an audience of in-market renters, recently active on Rightmove across a city or cities of your choosing.

Audience: Entire city



Regional Campaigns

Establish your brand as the top regional name for Built for Renters properties with our Regional Campaigns to a bespoke wider audience.

Audience: Entire outcode region

Reporting and insights

Self service tools included in your membership

Property Performance Report

Your at-a-glance guide to how much engagement your listings are receiving. Use this to quickly identify underperforming listings in need of a refresh to boost views.



Leads Reports

The home of all of your Rightmove email and telephone enquiries. Use this for internal reporting or to export lists of applicants for marketing. Activate call recording to use in staff training or just for peace of mind.



Best Price Guide

Get instant access to rental valuations 24/7 so you can price effectively for the local market to achieve the best possible yield.



The Rightmove Hub (hub.rightmove.co.uk)

Your go-to place for stats, research and training. Understand the latest market trends, watch live webinars and hundreds of hours of recordings, order marketing material and request changes to your branded advertising products.



Rental Trends Tracker

Become the expert on the rental market with our quarterly Rental Price Tracker.



Insights available via your Account Manager

Your Rightmove Account Manager has market-leading tools at their disposal to help you make informed decisions about the marketing of your developments.

Supply and Demand Reports

See how much demand there is for developments you're planning to build. Use this to inform decisions about which developments might need the most marketing support – or to plan where to build in future.



Fair Share Reports

See how your developments are performing against your competitors. Use this to adjust your marketing plan for a development where necessary.



Lead Mapping Report

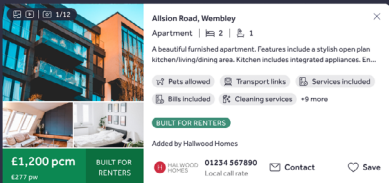
See where both you and your competitors are winning leads and identify locations to focus your marketing spend on and off Rightmove.



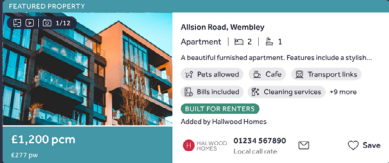
Your Rightmove product overview

Property marketing

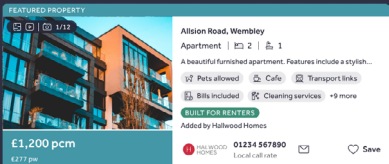
Built for Renters listing



Auto Featured Property

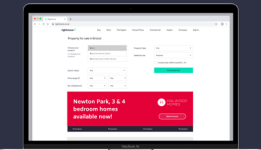


Featured Property

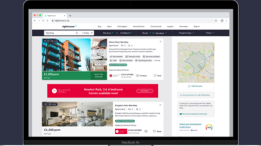


Brand marketing

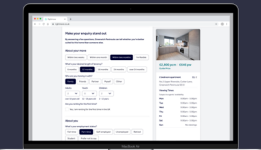
Local Homepage



Featured Agent

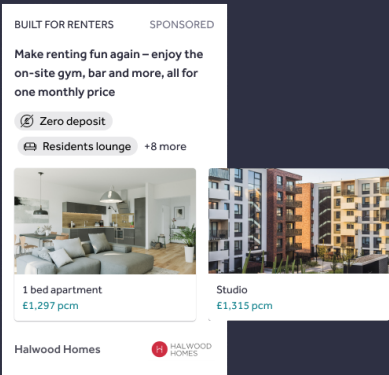


Enhanced Leads

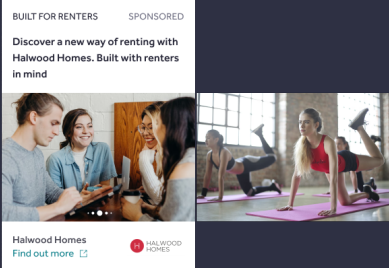


Native Search Adverts

Property Carousel



Campaign Carousel



Multi Channel Campaigns

Targeted Campaigns



City Campaigns



Regional Campaigns



