



New Homes Membership Guide

rightmove
believe it



Making the most of Rightmove

"In this membership guide, we highlight all the ways you can reach our unique, in-market audience both on and off Rightmove.

You'll also learn more about the tools and reports included in your membership to help you plan your marketing strategy.

Your dedicated Rightmove Account Manager is on hand to advise you on your options, make sure that your Rightmove package is cost effective and delivers the results you expect."



"With all the marketing opportunities available to you, it's important you have a partner to help you make the right decisions on the best mix of products for you."

Alex Slater
Director – New Homes

Get more eyes on your properties on Rightmove

8 in every 10 minutes spent on property portals is on Rightmove¹

76 million property email alerts sent every month – putting your properties in home-hunters' inboxes²

67% of our audience is open to moving, wanting or needing to move and they visit Rightmove more often³

Sources: 1. Comscore MMX® Desktop only + Comscore Mobile Metrix® Mobile Web & App, Total Minutes, Custom-defined list of Rightmove Sites, vs ZOOPLA.CO.UK, PRIMELOCATION.COM, ONTHEMARKET.COM, Oct 2024. UK, 2. Rightmove Internal Data Property Email Alerts sent, UK residential sales and lettings, 2024 monthly average. 3. Source: Rightmove Spring Survey, May 2024, Sample: 14,441



Helping developers reach our **in-market** audience

Through the development lifecycle

Off-plan

We help New Home Developers market their developments off-plan during the build phase. Leveraging our powerful property data to target interested buyers before construction is even complete, you'll be able to:

- Drive early sales
- Reduce time to sell
- Minimise the risk of unsold plots

Available now

Once construction is complete, seamlessly transition to an exclusive new homes package designed for developers:

- Stand out against the resale market
- Maximise your visibility
- Generate quality leads to get your plots sold faster

Direct marketing

We offer direct marketing campaigns, helping you reach and re-engage buyers when they're not on Rightmove via channels like email, SMS and Facebook. We identify buyers based on:

- Where they're looking to move
- What they can afford
- Type of property they're looking for
- Size of property they're looking for

Property marketing products

Enhance your listings

Promote your properties and give each plot the best exposure by selecting one of our listing options:

- Featured New Home** – boosts your listings to the top of search results. Be seen first and twice.
- Premium New Home** – a larger highlighted listing to stand out from the crowd.
- Standard Listing** – the building blocks to get your properties seen by our in-market audience.

FEATURED PROPERTY

1/12

£450,000

Guide Price

Park Lane, Chelmsford, CM2

Semi-Detached | 3 | 2

Park Lane has everything you need for modern living. Downstairs there's a front aspect kitchen, spacious living room with French doors leading into the rear garden, a large storage cupboard under the stairs and a...

NEW HOME

Added by Halwood Homes

HALWOOD HOMES

01234 567890

Local call rate

Contact

Save

1/12

£450,000

from

PREMIUM LISTING

Park Lane, Chelmsford, CM2

Semi-Detached | 3 | 2

Park Lane has everything you need for modern living. Downstairs there's a front aspect kitchen, spacious living room with French doors leading into the rear garden, a large storage cupboard under the stairs and a WC. The first floor is horizontal...

NEW HOME

Added by Halwood Homes

HALWOOD HOMES

01234 567890

Local call rate

Contact

Save

1/12

£450,000

Guide Price

Blackberry Park, Bristol, BS3

Terraced House | 3 | 2

An exceptional three bedroom terraced house with a large garden and modern interior. Close to the town center, the house retains...

Added by Johnson & Rankin

Johnson & Rankin

01234 567890

Local call rate

Contact

Save

Advanced property marketing products

Influence more buyers, **earlier**

Advanced Development Listing



- Interactive carousels to promote your whole development
- Cross-sell and upsell plots with quick links promoting more properties on the same or other developments

Brochure Requests

- An additional source of high-quality leads from buyers earlier in their journey

HALWOOD HOMES - NEW HOMES

1/12



Newton Park, Chelmsford, CM2
Semi-Detached | 3 | 1


Park Lane has everything you need for modern living. Do a front aspect kitchen, spacious living room with French


NEW HOME

Added by Halwood Homes


£600,000
From

PART EXCHANGE


 **01245 930179**
Local call rate

 **Contact**


More properties available at this development




£624,950
Semi-Detached x3



£664,950
Semi-Detached x4



£664,950
Semi-Detached x4




£664,950
Semi-Detached

Rightmove x rightmove.co.uk

Council Tax ⓘ
Ask developer

Newton Park




About this development


- 2, 3 & 4 bedroom homes
- A welcoming, tight-knit neighbourhood feed
- Local Amenities
- Proposed new train station

View brochure **View Site Plan**


Other properties in this development



£320,000
Semi-Detach... x3



£325,000
Semi-Detach... x3



£325,000
Semi-Detach... x3

MARKETED BY
Halwood Homes
Chelmsford CM2
More properties from this developer


Call developer: 01206 567890
Request details

Newton Park, 3 & 4 bedroom homes available now!
Get in touch

Spotted an error with this listing?

rightmove

Hello,
John has viewed the brochure for this property in your development:



Park Lane, Chelmsford
£450,000 3 bed

Contact details:
John Smith
john.smith@email.com
07598865642
3 Kings Drive, Hackney, E8 7QY
Has property to sell: yes, it is on the market

View all leads

Advanced property marketing products

Take your leads to the next level

Surface quality buyers, faster

Buyer Profiles

An enhanced lead form giving you a more complete profile of your buyer

Appointment Request

An easy way for home-movers to request an appointment at your development within the Rightmove experience.

About your move

When do you want to move?

☒ Within 3 months

☐ Within 3 - 6 months

☐ Within 6 - 12 months

☐ Within 1 - 2 years

What is your current status?

☒ I'm a first time buyer

☐ I have a property to sell

☐ I've sold my property

☐ I'm an investor

☐ I'm a cash buyer

☐ I'm a renter

Have you checked your affordability? I have:

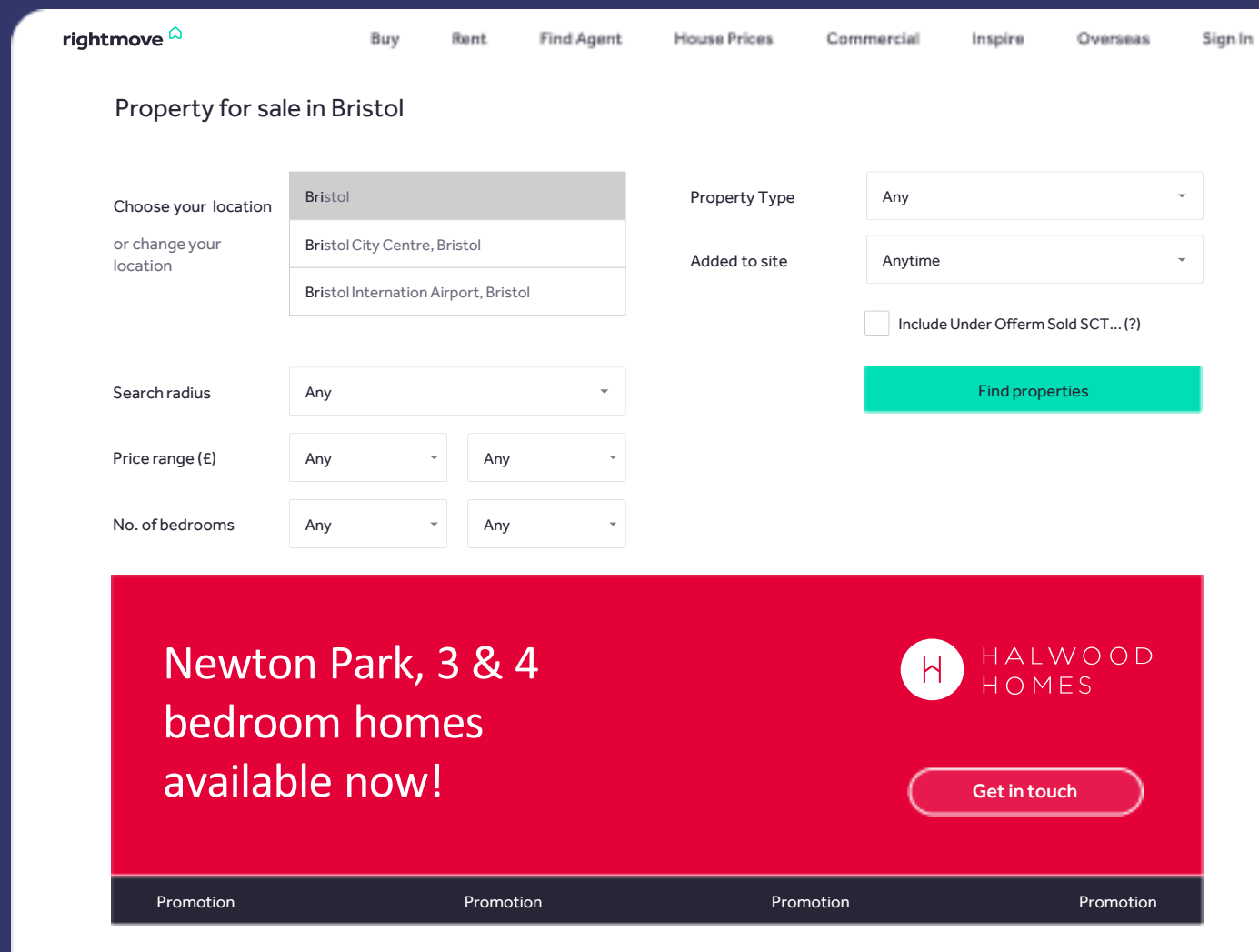
☒ A Mortgage in Principle

Brand marketing

Build your brand and exposure with our in-market audience

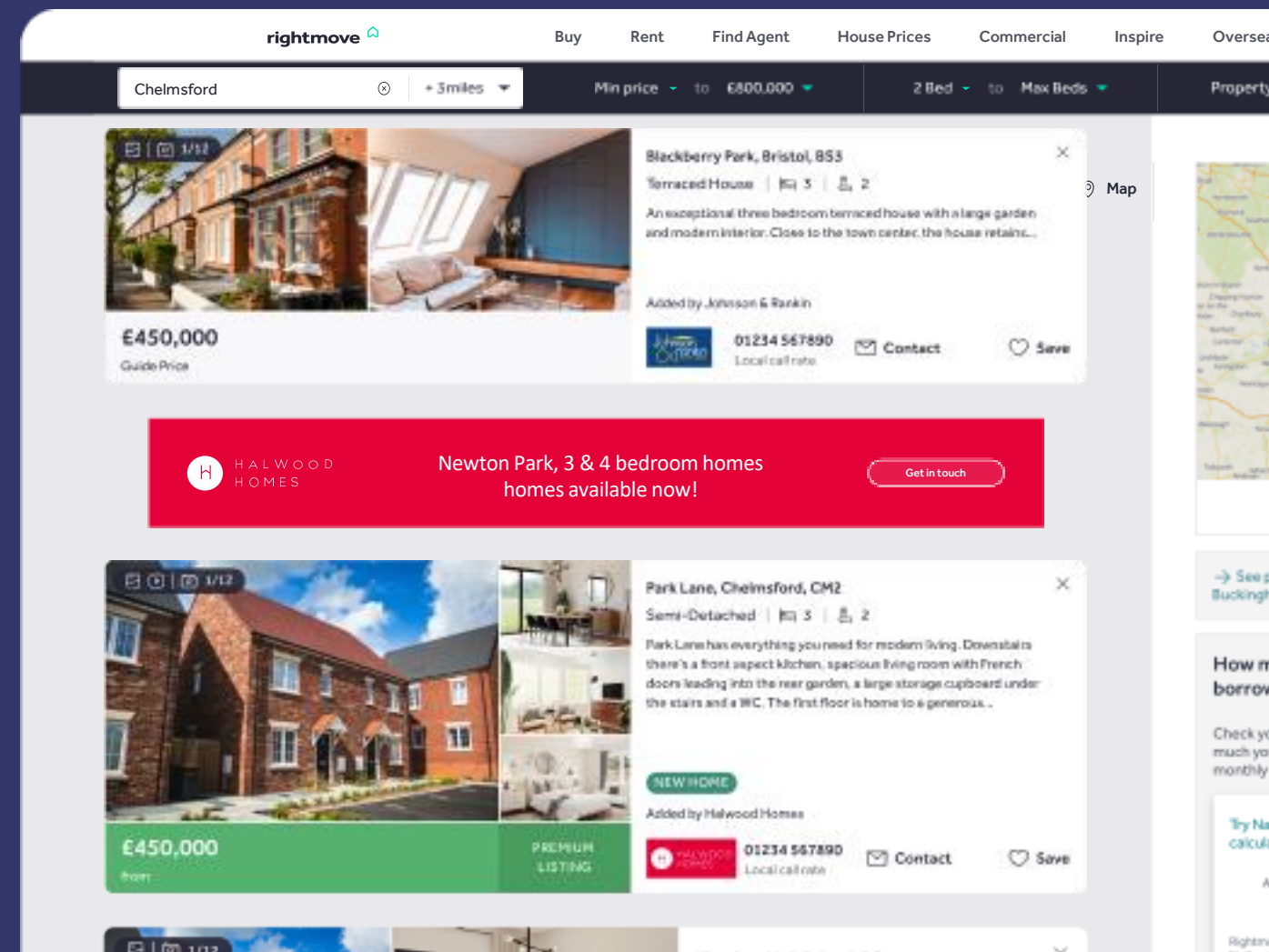
Local Homepage

- Our largest advertising space puts your advert at the start of the buyers' journey



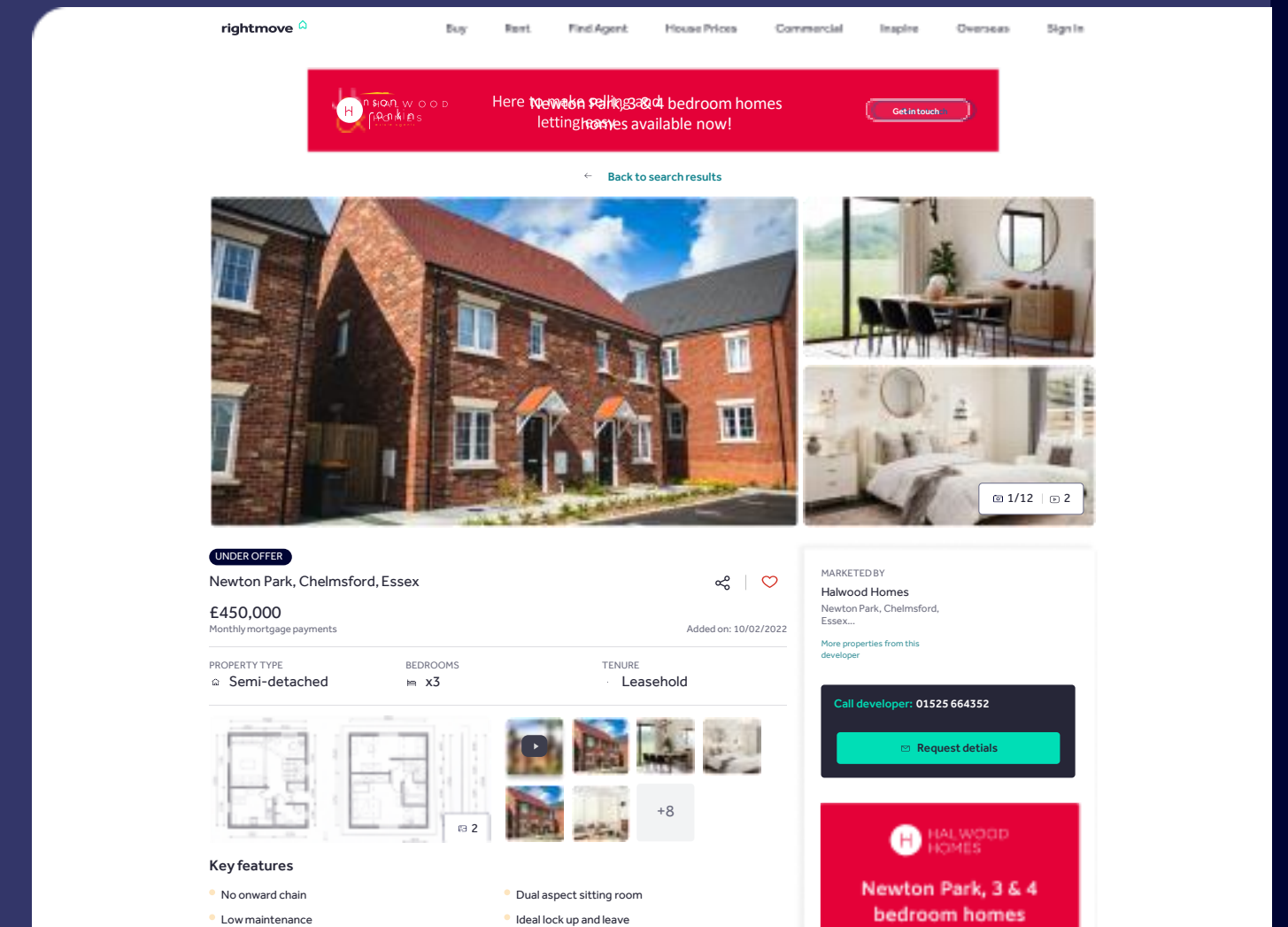
Featured Developer

- Repeatedly show your advert in the lettings search, the page buyers visit most



Additional branding opportunities

- Showcase everything in one place with a Microsite, and link to it with banners and ads across all your listings



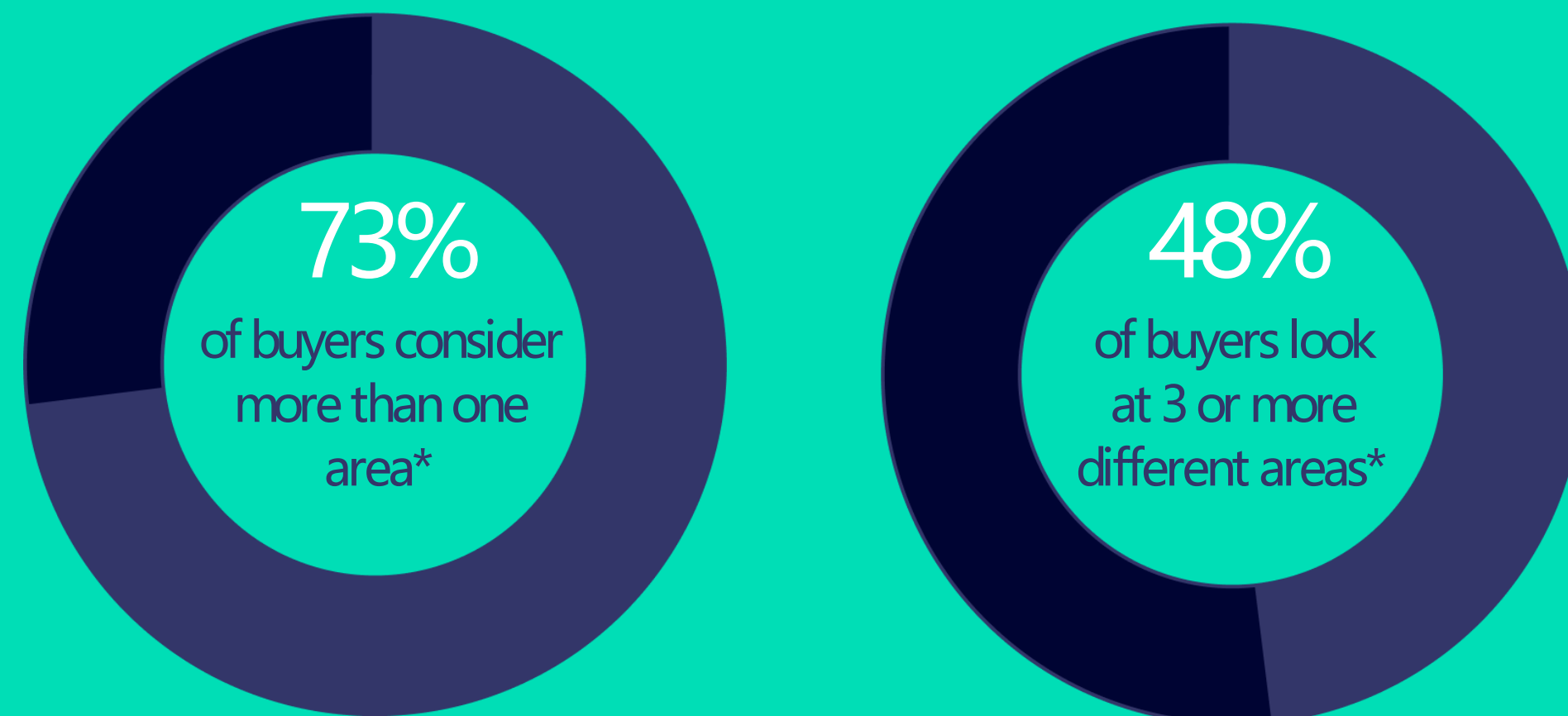
Native Search Adverts

Get seen by more buyers **more often**

In the place they search for property

What is Native Advertising?

Native Adverts are designed to look less like adverts and more like helpful content, increasing engagement. Did you know that...



Source: Rightmove Spring Survey 2023, based on 4125 responses

That's why Native Search Adverts target buyers on Rightmove when they search different areas



Buyer visits Rightmove to search for their next property



They see your Native Search Adverts among the search results



If they search a new area, we'll retarget them with your adverts

Dynamic Retargeting

Your brand, messaging and plots visible in more searches, including:



Filtered searches

Appear in buyers' search results no matter what additional filters they apply



Out of area searches

Appear in searches that your property listings don't usually appear in

Digital Marketing Campaigns

Reach your audience
when they're on
Rightmove, and again
when they're not

What makes our campaigns different?

- It all starts with our unique audience, that we know are self-selected, active and engaged.
- We'll build you a database in minutes, as well as helping you design and optimise your campaigns.
- We'll help you move fast and make your marketing work harder.

Our campaigns help you reach buyers even when they're not searching on Rightmove:

Targeted Email Campaigns

Our most targeted option – reach buyers according to their location, price range, bedrooms and property type

Multi-Channel Campaigns

Land the right message at the right time. Boost your exposure across email, Facebook and SMS

Regional Email Campaigns

Target buyers regionally where you have developments

Follow up campaign

Increase frequency by re-targeting motivated buyers who click on your email - **exclusive to Regional campaigns**

Reporting and insights

Self-service tools **included** **in your membership**

Property Performance Report

See how much engagement your listings are receiving

Lead Reports

The home of all your Rightmove email and telephone enquiries, including call recordings if activated

Best Price Guide

Your one-stop-shop for valuing a property. Find similar properties that have sold or remain on the market, to help you price competitively

House Price Index

Stay in-the-know about the market with our asking price index, based on the UK's largest sample size of properties

The Rightmove Hub

Your go-to place for stats, research, training and marketing materials

Insights available from your **Account Manager**



Your Account Manager has market-leading tools to help you make informed decisions about your developments

Supply and Demand Reports

See the demand for developments you're planning

Fair Share Reports

See how your developments are performing against your competitors

Buyer Insight Report

Discover how best to target buyers outside your area

Featured New Home Report

Understand the uplift in detail views