

RIGHTMOVE MEMBERSHIP CLASSIFICATION GUIDELINES

JULY 2025

DEFINITIONS

"Agent" means any person primarily in the business of selling or letting residential or commercial properties or land on behalf of multiple unrelated third parties. For the avoidance of doubt, this definition does not allow other Agents to be Your Client and does not include entities which only offer listing services.

"Branch Location" means a physical business location that services the sale or let of properties or actively promotes Your services, or a location where Rightmove (as defined in the Geographical Advertising Guidelines) deem You advertise or promote Your services to local vendors, Landlords, buyers or tenants.

"Commercial Development" means a physical location where a single or multiple properties are being/have been built or renovated for commercial use and are for sale or let by a single New Homes Developer.

"Developer" means any person primarily in the business of building or renovating residential or commercial properties.

"Flex Office Centre" means a physical location used to provide office space to third parties that includes additional services which We deem would not be reasonably expected to be provided in a traditional office, including but not limited to internet provision, reception services, general office facilities such as telephones and printers and business rates contributions.

"Group" means Your company and any of Your subsidiary or holding companies (as defined in section 1159 of the Companies Act 2006).

"Housing Association" means a not-for-profit organisation set up to provide affordable homes and support local communities and registered with the Regulator of Social Housing.

"Housing Associations' Developments with Shared Ownership" means a physical location where a single or multiple properties are being (or have been) built or renovated for residential use and are for sale or let by a single Housing Association, where such properties for sale are purchased as a share of the total market cost and supplemented by a rent payable for the remaining share of the property. At least one property in the Development should be available for sale (live with pricing).

"Landlord" means any person marketing and/or managing property they own for let (including a university).

"Locations" means the physical locations identified on Your Membership Application Form or a location (as defined in the Geographical Advertising Guidelines or these Membership Classification Guidelines) where We deem You advertise or promote Your services.

"Member" means an Agent, Developer, Landlord or Owner as described in more detail in these guidelines.

"Owner" means a commercial organisation whose business it is to acquire or build property which they then advertise for sale or to rent.

“Private Seller” means an individual consumer who owns a residential property outside of the UK and is not acting as an Agent, Developer or Owner.

“Rental Operator” means any business solely responsible for at least 50 residential rental properties under unified ownership and/or management, including but not limited to operators of build-to-rent (BTR), single family rentals (SFR), co-living, purpose-built student accommodation (PBSA), and senior living rentals.

“Rental Operator Development” means a physical location where at least 50 residential properties are for let under unified management by a single company.

“Residential Development” means a physical location where a single or multiple properties are being/have been built or renovated for residential use and are for sale or let by a single New Homes Developer.

“Student Accommodation” means a property which: (a) conforms to applicable requirements for students as accommodation but may not have been built or designed initially solely for the purpose of being provided to students as accommodation; (b) is not officially affiliated with a university; and (c) is usually located off campus.

“Student Halls” means a property which: (a) has been built solely for the purpose of being provided to students as accommodation; (b) is specifically designed for student living; (c) is officially affiliated with a university; and (d) is usually located on campus.

“Trading Style” means where Your Locations trade under the same trading name, brand guidelines and logo as You and are part of the same Group as You.

“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 will be charged at the applicable branch rate outlined in Your pricing schedule.

“Your Brand” or **“Their brand”** has the meaning as stated in the Rightmove General Membership Terms and Conditions.

MEMBERSHIP CLASSIFICATION

1. These Membership Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions.
2. In relation to Our Charges:
 - 2.1. We reserve the right to charge fees according to the type of Membership You require, which is determined by the type and number of property adverts utilised for each Location. For the avoidance of doubt, such fees will be expressed, and invoices will be issued, in pound sterling only.
 - 2.2. We will charge a 3% handling fee on payments taken by any means other than direct debit or BACS. Such fee does not apply to Members with an Overseas Membership.
 - 2.3. We will charge the following late payment fees for late payment of Our Charges pursuant to the Late Payment Legislation: (a) for a debt less than £1000, the sum of £40; (b) for a debt of £1000 or more, but less than £10,000, the sum of £70; (c) for a debt of £10,000 or more,

the sum of £100. For the avoidance of doubt, this is in addition to interest under clause 5.6 of the Rightmove General Membership Terms and Conditions.

3. You are required to notify Us of any material changes to Your business which in Our reasonable opinion could either affect Your ability to comply with Our Rightmove General Membership Terms and Conditions or the type of Membership You require.
4. Where a dispute arises between Us and You over the Membership type(s) to which We assign You, Our decision will be final.
5. Membership fees will become payable for each of the following Membership types that apply:

5.1. **Residential Sales Membership**

- 5.1.1. Payable for any Branch Location or Virtual Location from which a Member undertakes works as an Agent, promoting their services or advertises any resale residential properties on behalf of one or multiple vendors;
- 5.1.2. Payable for any business or brand, other than Your Brand, promoting their services or advertising any resale residential properties on behalf of one or multiple vendors;
- 5.1.3. However, a separate legal entity undertaking activities associated with this Membership type and operating from within any of Your Locations but under something which is not Your Brand will require You to purchase said separate legal entity its own separate Membership. For absolute clarity, if said separate legal entity is undertaking activities associated with this Membership type under Your Brand, a separate Membership will not be required;
- 5.1.4. This Membership type requires Members to meet the definition of estate agency work as defined by Section 1, Estate Agents Act 1979.

5.2. **Residential Lettings Membership**

- 5.2.1. Payable for any Branch Location or Virtual Location from which a Member undertakes works as an Agent, promoting their services and advertises any residential properties for let on behalf of one or multiple third party Landlords;
- 5.2.2. Payable for any business or brand, other than Your Brand, promoting their services and advertising any residential properties for let on behalf of one or multiple third party Landlords;
- 5.2.3. However, a separate legal entity undertaking activities associated with this Membership type and operating from within any of Your Locations but under something which is not Your Brand will require You to purchase said separate legal entity its own separate Membership. For absolute clarity, if said separate legal entity is undertaking activities associated with this Membership type under Your Brand, a separate Membership will not be required;
- 5.2.4. Payable for Student Accommodation where a Member advertises rooms or flats for let on behalf of one or multiple third party Landlords, or for Student Halls where a Member advertises rooms or flats for let that are wholly owned by them or advertised under Their Brand;
- 5.2.5. This Membership type requires Members to meet the definition of lettings agency work as defined by Section 83, Enterprise and Regulatory Reform Act 2013.

5.3. Dual Residential Sales and Lettings Membership

- 5.3.1. Payable for any Branch Location or Virtual Location from which a Member undertakes works as an Agent, promoting their services or advertises any resale residential properties on behalf of one or multiple vendors and any residential properties for let on behalf of one or multiple third party Landlords;
- 5.3.2. Payable for any business or brand, other than Your Brand, promoting their services or advertising any resale residential properties or residential properties for let on behalf of one or multiple vendors.
- 5.3.3. However, a separate legal entity undertaking activities associated with this Membership type and operating from within any of Your Locations but under something which is not Your Brand will require You to purchase said separate legal entity its own separate Membership. For absolute clarity, if said separate legal entity is undertaking activities associated with this Membership type under Your Brand, a separate Membership will not be required.
- 5.3.4. This Membership type requires Members to meet the definition of estate agency work as defined by Section 1, Estate Agents Act 1979 and the definition of lettings agency work as defined by Section 83, Enterprise and Regulatory Reform Act 2013.

5.4. New Homes or Housing Association Membership – payable:

- 5.4.1. for any Residential Development where a Member advertises residential new build properties that are wholly owned by them or advertised under Their Brand;
- 5.4.2. for any Residential Development where a Member only advertises residential new build properties on behalf of one or multiple third party developers;
- 5.4.3. in addition to a Residential Sales Membership if, in Our reasonable opinion, the total number of Residential New Build properties advertised by You is materially significant in comparison to the total number of properties advertised by You.
- 5.4.4. For the avoidance of doubt, Housing Association Membership and affiliated activity shall relate exclusively to the social housing sector. Where You are also letting private rental sector or Built for Rent Properties then the relevant Memberships are required in addition to Your Housing Association Membership.

5.5. New Homes or Housing Association Relet Membership – payable where a Member advertises residential properties for let, the properties have not left their ownership and the member originally built the Residential Development where the property for let is located.

5.6. New Homes or Housing Association Resale Membership – payable where a Member advertises residential properties for sale and the member originally built or owns all or part of the Residential Development where the property for resale is located.

5.7. Rental Operator Membership – payable:

- 5.7.1. for any Rental Operator Development; and/or
- 5.7.2. when advertising residential properties for let across a range of locations.

5.8. Commercial Agent Membership – payable:

- 5.8.1. for any Branch Location where an Agent advertises commercial properties (single or multiple) for sale or rent (excluding Flex Office Centres where the relevant Membership is outlined in these Guidelines) on behalf of multiple third party commercial Landlords; or
- 5.8.2. where a Residential Resale and/or Lettings Membership is also in place, where the average number of commercial properties advertised for sale or rent on behalf of multiple third party commercial Landlords exceeds either 5 per Branch Location within the same company, or 50 per Group. Where a Residential Resale and/or Lettings Membership is not in place, You are not permitted to list any residential properties for sale or let.
- 5.9. **Commercial Owner Membership** – payable:
 - 5.9.1. where an Owner advertises commercial properties (single or multiple) for sale or rent (excluding Flex Office Centres where the relevant Membership is outlined in these Guidelines) that is wholly owned by them or advertised under Their Brand; or
 - 5.9.2. where a Residential Resale and/or Lettings Membership is also in place, where the average number of commercial properties advertised for sale or rent on behalf of multiple third party commercial Landlords exceeds either 5 per Branch Location within the same company, or 50 per Group. Where a Residential Resale and/or Lettings Membership is not in place, You are not permitted to list any residential properties for sale or let.
- 5.10. **Commercial Business Transfer Agent Membership** – payable where an Agent or Owner advertises commercial properties (single or multiple) for sale or rent, together with a business for sale at said commercial property.
- 5.11. **Flex Office Broker Membership** -
 - 5.11.1. Payable where a Member advertises any Flex Office Centres owned by multiple third party serviced office providers with a view to introducing tenants to serviced office providers;
 - 5.11.2. This Membership is required in addition to a Commercial Agent/Owner Membership, should a Member advertise any Flex Office Centres where they do not hold a direct written mandate from the vendor;
 - 5.11.3. This Membership is by invitation only and subject to Your compliance with certain minimum standards determined by Rightmove from time to time including without limitation;
 - 5.11.3.1. You must handle all leads from Users under your trading name; and
 - 5.11.3.2. Your minimum service offering to Your Clients must include accompanied viewings by You at no additional charge.
- 5.12. **Flex Office Provider Membership** – payable for any Flex Office Centres where a Member advertises serviced office space that is wholly owned by them or advertised under Their Brand.

- 5.13. **Overseas Residential Resale Membership** – payable for any Branch Location from which a Member advertises a minimum of 35% of resale residential properties outside the United Kingdom on behalf of one or multiple third party vendors.
- 5.14. **Overseas New Build Membership** – payable for any Residential Development or Commercial Development outside the United Kingdom where a Member advertises residential or commercial new build properties that are wholly owned by them or advertised under Their Brand. For absolute clarity, this Membership is not available to businesses which advertise Residential Developments or Commercial Developments on behalf of Agents or Developers.
- 5.15. **Overseas Private Seller Membership** – payable on a per property basis, where a Private Seller advertises a single residential property for sale outside the United Kingdom that is wholly owned by them.
- 5.16. **Overseas Master Agent Membership** – payable for any Branch Location from which a Member advertises either:
 - 5.16.1. a combination of (a) resale residential properties and (b) new build residential or commercial properties outside the United Kingdom, but where more than 65% of the stock advertised is new build; or
 - 5.16.2. advertises any combination of resale residential properties and new build properties outside the United Kingdom but does not hold the direct mandate for any of the resale residential properties.
- 5.20. **Broker Membership** - payable for any business whose primary function is to assist a User in applying for a Mortgage and where Rightmove shall promote Your services to Users on Our Platforms.