

RIGHTMOVE MEMBERSHIP CLASSIFICATION GUIDELINES

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

"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.

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

"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 Property Owner as described in more detail in these guidelines.

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

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

"Serviced Office Centre" means a physical location used to provide office space to third parties that includes additional services such as internet provision, reception services and general office facilities such as telephones and printers.

"Student Hall" means a purpose built or converted building specifically designed to house multiple students in self-contained rooms or flats.

"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.

MEMBERSHIP CLASSIFICATION

1. These Membership Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions.
2. Rightmove reserves the right to charge membership fees according to the type of membership you require, which is determined by the type and number of property adverts utilised for each Location.
3. Membership fees will become payable for each of the following membership types that apply:

- 3.1. **Residential Sales Membership** – payable for any Branch Location from which a member promotes their services or advertises any resale residential properties on behalf of one or multiple third party home owners.
- 3.2. **Residential Lettings Membership** – payable for any Branch Location from which a member promotes their services and advertises any residential properties for let on behalf of one or multiple third party Landlords.
- 3.3. **New Homes or Housing Association Membership** – payable:
 - 3.3.1. for any Residential Development where a member advertises residential new build properties that are wholly owned by them or advertised under a brand owned by them;
 - 3.3.2. for any Residential Development where a member only advertises residential new build properties on behalf of one or multiple third party developers;
 - 3.3.3. 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.
- 3.4. **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.
- 3.5. **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.
- 3.6. **Commercial Agent Portfolio Membership** – payable for any Branch Location where a member advertises properties for sale or rent on behalf of multiple third party commercial landlords or, where a Residential Resale and/or Lettings Membership is also in place, where the average number of properties advertised for sale or rent on behalf of multiple third party commercial landlords per Branch Location within the same company exceeds 15.
- 3.7. **Commercial Portfolio Membership** – payable where a member advertises a portfolio of commercial property for sale or rent that is wholly owned by them or advertised under a brand owned by them.
- 3.8. **Serviced Office Broker Membership** – payable where a member advertises any Serviced Office Centres owned by multiple third party serviced office providers with a view to introducing tenants to serviced office providers.
- 3.9. **Serviced Office Provider Membership** – payable:
 - 3.9.1. for any Serviced Office Centres where a member advertises serviced office space that is wholly owned by them or advertised under a brand owned by them;
 - 3.9.2. in addition to a Commercial Sales and Lettings Membership should more than one serviced office centre be included within their portfolio for each additional Serviced Office Centre in excess of one.

- 3.10. **Student Hall Membership** – payable for any Student Hall where a member advertises rooms or flats for let that are wholly owned by them or advertised under a brand owned by them.

- 3.11. **Overseas Residential Resale Membership** – payable for any Branch Location from which a member advertises any resale residential properties outside the United Kingdom on behalf of one or multiple third party home owners/landlords.

- 3.12. **Overseas New Homes Membership – payable** - for any Property Development outside the United Kingdom where a member advertises residential new build properties that are wholly owned by them or advertised under a brand owned by them.