

RIGHTMOVE MEMBERSHIP CLASSIFICATION GUIDELINES OCTOBER 2023

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.

"Built for Renters Development" means a physical location where at least 25 properties are being/have been built or renovated for residential use and are for let under unified management by a single company.

"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).

"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.

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

"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 or renovated for residential use and are for sale or let by a single New Homes Developer.

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

“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. Rightmove reserves 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.
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 promotes 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 promotes 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. 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. **Built for Renters Coming Soon Membership** – payable for a single Built for Renters Development where the properties are not yet ready to be listed for let, where there is no pricing or detailed property information available, and where there are no individual property listings.
- 5.8. **Built for Renters Membership** – payable:
 - 5.8.1. for any Built for Renters Development where each and every property is to be let for the first time; or
 - 5.8.2. for any one Built for Renters Development where all properties advertised under this Membership have already been let out for the first time and are at the point of relet; or,
 - 5.8.3. where a Residential Lettings Membership is in place, where the average number of Built for Renters properties advertised for rent (for the first time or which have already been let out for the first time and are at the point of re-let) on behalf of multiple third parties exceeds 5 per Branch Location within the same company.
- 5.9. **Commercial Agent Portfolio Membership** – payable for any Branch Location where a Member advertises commercial properties for sale or rent (excluding Flex Offices where the relevant Membership is outlined in these guidelines) 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 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.
- 5.10. **Commercial Owner Portfolio Membership** – payable where a Member advertises a portfolio of commercial property for sale or rent (excluding Flex Offices where the relevant Membership is outlined in these guidelines) that is wholly owned by them or advertised under Their Brand.
- 5.11. **Commercial Pay Per Listing or Pay as You Go Membership** – payable where a Member advertises a single commercial property for sale or rent that is wholly owned by them or advertised under Their Brand.

5.12. **Flex Office Broker Membership -**

- 5.12.1. 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;
- 5.12.2. This Membership is required in addition to a Commercial Agent/Owner Portfolio Membership should a Member advertise any Flex Office Centres where they do not hold a direct written mandate from the vendor;
- 5.12.3. 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;
 - 5.12.3.1. You must handle all leads from Users under your trading name; and
 - 5.12.3.2. Your minimum service offering to Your Clients must include accompanied viewings by You at no additional charge.

5.13. **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.

5.14. **Commercial Business Transfer Agent Membership** – payable where a Member advertises a single commercial property for sale or rent, together with a business for sale at said commercial property.

5.15. **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 Their Brand.

5.16. **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/Landlords.

5.17. **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.

5.18. **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.

5.19. **Overseas Master Agent Membership** – payable for any Branch Location from which a Member advertises either:

- 5.19.1. 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

5.19.2. 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.