

Rightmove Data Quality

Our course of action —



Why we're serious about data quality

Having wrong or misleading ads on Rightmove is a real lose-lose situation. It frustrates home hunters and renters and could also damage your brand in the eyes of potential clients.

It also affects the accuracy of the data you use to make decisions and market your brand, as we use the data from our site to inform things like our Best Price Guide and the reports in Rightmove Plus.

We're committed to making sure that your customers get the best experience possible and form the best possible opinion of you as an Agent. We'll continue to work tirelessly to make sure the ads that you put on Rightmove are correct.

We know mistakes happen, so we've come up with an approach to help you if your ads are displaying mistakenly or repetitively. Our 6-step process is tailored for addressing issues that fail to comply with legal requirements and our 8-step process is designed for all other issues that do not align with our Technical Guidelines.

In the event of a serious breach of our General Membership Terms and Conditions and associated guidelines, and where in our opinion the circumstances could cause harm to Rightmove members or users and/or represents unfair or misleading advertising, we will expedite our data quality process to reach a fair outcome for our customers and consumers.

6 Step Issue Count Process

- Complying with Legal Requirements

Effective date: 3rd January 2024

1 First Count

2 Second Count

3 Third Count

4 Fourth Count

5 Fifth Count

6 Sixth Count



First Count

We know issues happen and we're here to help

If we spot an issue or if someone else brings it to our attention, we'll send you an email to let you know and explain what you need to do to fix the issue.

We'll ask that you check all your listings to make sure that no other properties also have the same issue. You'll have plenty of time to check your listings over a 3 business day period and make any required changes.

If you haven't managed to correct the listings after 3 business days, we will remove any listings that are not in line with our Rightmove Technical Guidelines.

Not sure what we class as an issue?

That's ok, you can view our [Technical Guidelines](#) here



Second Count

We need to help you understand what's wrong

Sometimes lightning does strike twice and if a similar issue to the first one does happen, we'll be there to support you to make sure it doesn't happen again.

We'll pick up the phone to have a conversation about the issue and get to the bottom of why it's happened again. We'll ask that you check all your listings to make sure that no other properties have the same issue.

Of course, you'll have plenty of time to check your listings over 3 business days and make any required changes. If you haven't managed to correct the listings after 3 business days, we will remove the relevant properties.

We need to protect home hunters from being misled so during our conversation, we'll need to advise you that if this activity continues, your branch and its property listings are at risk of being made invisible on Rightmove.



Third Count

Continued protection for home hunters, renters and the marketplace

We're confident that you won't get to this stage with our support from previous conversations and that you'll keep a close eye on your listings. If there is a repeat of similar activity within 12 months of the previous issue we've spoken to you about, then we need to take steps to protect home hunters from being misled in a timely manner.

Your branch and its property listings will be hidden from home hunters on Rightmove straight away. We'll let you know that the same activity has reoccurred and what needs to be done to fix it.

As soon as you've corrected the issue with your listings and communicated to your team to prevent this happening again, let us know and we'll make your branch and properties visible.



Fourth Count

Further protection for home hunters, renters and the marketplace

If you do have a similar issue for a fourth time in 12 months, it's important for us to understand why and how this has happened, and to act quickly to protect you, your customers, and the marketplace.

Your branch and all your property listings will be hidden from home hunters on Rightmove straight away. We'll let you know that the same activity has reoccurred, what you need to do to fix it and offer our advice on how to prevent this issue moving forward.

As soon as you've corrected your listings and communicated to your team to prevent this happening again, let us know, and after 3 days, we'll make your branch and properties visible.



Fifth Count

Continued protection for home hunters, renters and the marketplace

In the unlikely event that we are speaking to you about similar activity for the fifth time in 12 months of the fourth occurrence, again we will continue to protect home hunters and the marketplace immediately.

Your branch and all its property listings will be hidden from home hunters on Rightmove straight away.

As we'll have done on previous occasions, we'll let you know that similar activity has reoccurred and what you need to do to fix it.

As soon as you've corrected your property listings and communicated to your team to prevent this happening again, let us know, and after 5 days we'll make your branch and properties visible again.



Sixth Count

We need to discuss your advertising with Rightmove

If you repeat similar issues for a sixth time within 12 months of the fifth occurrence, we need to protect home hunters and the marketplace immediately.

Your branch and its property listings will be hidden from home hunters on Rightmove straight away for an indefinite period of time whilst we investigate the issue.

We'll let you know that similar activity has reoccurred and start a necessary review of our business relationship.

As the same issue is repeatedly happening, we'll need to discuss the persistent issues and your continuation of advertising with Rightmove. This could lead to the termination of your membership with Rightmove.

8 Step Issue Count Process

- Complying with our Requirements

Effective date: 3rd January 2024

1 First Count

2 Second Count

3 Third Count

4 Fourth Count

5 Fifth Count

6 Sixth Count

7 Seventh Count

8 Eighth Count





First Count

We know things can go wrong, so we're here to help

Properties shouldn't contain incorrect information within the property description or image carousel.

If we spot something or someone tells us about an issue we'll send you an email to confirm what's happened and explain how to fix it moving forward.

Not sure what we class as an issue relating to complying with our requirements?

No problem – please look at our [Technical Guidelines](#) here



Second Count

We understand changing the way you do things can be tricky

If a similar issue happens again, we'll send you a reminder email to explain why properties cannot be listed incorrectly. We'll also remind you of our expectations.

We'll confirm when we contacted you about this before and reiterate how your properties should be listed moving forward.



Third Count

We're here to support you

It's important that properties are listed correctly.

We want to help, so we'll give you a call and have a chat. We'll explain how properties should be listed, plus suggest the best way to showcase your brand.



Fourth Count

We need to help you understand what's wrong

If properties are being incorrectly listed for a fourth time, we'll give you a call to discuss what's going on and get to the bottom of why it's happened again.

We need to protect home hunters from being misled and make sure your properties are compliant with our Technical Guidelines. We'll need to advise you that if this activity continues, your branch and its property listings are at risk of being made invisible on Rightmove.



Fifth Count

We need to protect home hunters, renters and the marketplace

We're confident that things won't get to this stage, but if there's a repeat of similar issues within 12 months, then we'll need to act. This is to protect home hunters from being misled and ensure your properties are compliant with our Technical Guidelines.

Your branch and its property listings will be hidden from home hunters on Rightmove. We'll let you know that the same activity has reoccurred and what needs to be done to fix it.

As soon as you've corrected the issue and communicated to your team to prevent this happening again, let us know and we'll make your branch and properties visible.



Sixth Count

Further protection for home hunters, renters and the marketplace

If there's a similar issue for a sixth time within 12 months, it's important for us to understand why and how this has happened. We need to act quickly to protect you, your customers and the marketplace.

Your branch and all your property listings will be hidden from home hunters on Rightmove. We'll let you know that the same activity has reoccurred, what you need to do to fix it and offer our advice on how to prevent this issue moving forward.

As soon as you've corrected your listings and communicated to your team to prevent this happening again, let us know and we'll make your branch and properties visible after 3 days.



Seventh Count

Continued protection for home hunters, renters and the marketplace

In the unlikely event that there's similar activity for the seventh time within 12 months, we'll take action.

Your branch and all its property listings will immediately be hidden from home hunters on Rightmove.

As we've done on previous occasions, we'll let you know that similar activity has occurred again and what you need to do to fix it.

As soon as you've corrected your property listings and communicated to your team to prevent this happening again, let us know and we'll make your branch and properties visible again after 5 days.



Eighth Count

We need to discuss your advertising with Rightmove

If the issue happens for an eighth time within 12 months, we'll need to take more urgent action.

Your branch and all its property listings will immediately be hidden from home hunters on Rightmove – this will be for an indefinite period of time whilst we investigate the issue.

We'll let you know that similar activity has reoccurred and start a necessary review of our business relationship with you.

We'll need to discuss the persistent issues and your advertising with us. This could lead to the termination of your membership with Rightmove.