

# Geographical Advertising Guidelines

For existing Geographical Advertisers and Auction Houses - Effective 1<sup>st</sup> October 2023

If we haven't contacted you before about Geographical Advertising, then take a look at the Guidelines for "Newly identified Geographical Advertisers"

## What is Geographical Advertising?

Geographical Advertising applies to our members who advertise a higher than average number of properties (more than 50% of their available stock) outside a 100,000 property radius around their branch location.

In order to work out if you qualify as a Geographical Advertiser we look at your available stock levels in comparison to the national average.

## What are the benefits of Geographical Advertising?

As part of being a Geographical Advertiser you will have even more brand presence on Rightmove:

- Gives you virtual branch presence in the local areas where you have the majority of your properties.
- Makes it easier for potential sellers and landlords to find you when looking for agents to sell or let their property.

## Why do we have Geographical Advertising?

To ensure members are charged more consistently and fairly for the exposure they receive on Rightmove.

## How can I manage my monthly costs as a Geographical Advertiser?

When we review your stock to decide if you qualify as a Geographical Advertiser, we only count properties you are marketing as available to buy or rent. The best way to manage your costs is to keep regular tabs on the status of your properties on Rightmove by:

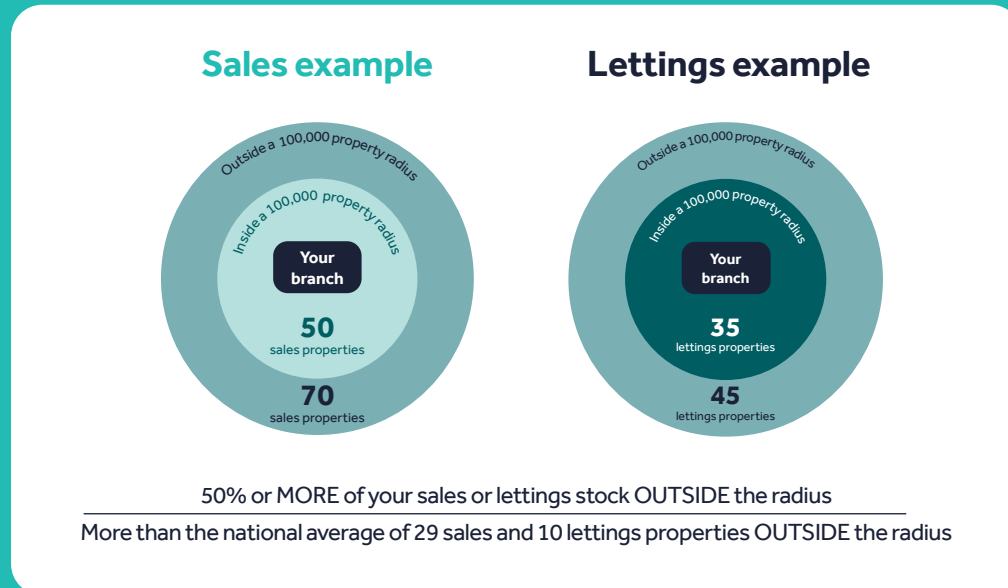
- 1 Marking up SSTC/Let Agreed stock with the correct status on Rightmove
- 2 Removing Sold/Let stock

**Need help?** If you have any questions about your membership or simply want to know how to get the most from our range of tools please contact your Account Manager.

## How do we apply this?

In order to work out how much exposure you get from Rightmove and therefore the number of branches you should pay for we use the following criteria:

- 1 Look at a three month average of your daily available properties on Rightmove.
- 2 If 50% or more of your available sales or lettings stock is outside of a 100,000 property radius of your branch, then your branch would qualify as a Geographical Advertiser.



- 3 We apply the two calculations below to work out the number of branches for your membership, choosing **the most cost effective for you** (we round down the branch numbers to the nearest whole figure):



Your average available stock outside the radius

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National average available stock per branch

**+1**

**Sales example**  $\frac{70}{29} + 1 = 3$  sales branches (2 virtuals and 1 principal)

**Lettings example**  $\frac{45}{10} + 1 = 5$  lettings branches (4 virtuals and 1 principal)

Your total average available stock

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National average available stock per branch

**Sales example**  $\frac{120}{29} = 4$  sales branches (3 virtuals and 1 principal)

**Lettings example**  $\frac{80}{10} = 8$  lettings branches (7 virtuals and 1 principal)

The national average is: **29 sales properties and 10 lettings properties**<sup>1</sup>. We review the national average every three months. If the national average changes by +/- 15% during the period, then we will adjust the national average. Two months before you'll see changes to your bill, we'll let you know what the rolling national average was in the previous three months and how that compares to your stock levels in the last three months. That will determine how many branches you should pay for on your next bill.

Here are some key dates to remember:

| When we'll let you know about changes to your stock levels and costs | Rolling three months we use to set the national average of available stock | When you'll see the changes in your bill |
|--|--|--|
| December   | September – October – November   | 1 <sup>st</sup> February                 |
| April  | January – February – March   | 1 <sup>st</sup> June                     |
| August   | May – June – July  | 1 <sup>st</sup> October                  |

- 4 We will then write to you advising of any changes to your monthly membership costs.

## How does this affect any additional products I take?

If you pay for Microsites and/or Auto Featured Property on your principal branch, then we will apply these additional products to all your virtual branches when we next review your stock levels. You will be charged per branch for each of these additional products.

## How will I know how many branches I will be charged for?

We review your stock levels at least three times a year and will give you 30 days written notice of:

- Number of branches you'll be charged for
- Total monthly membership costs to advertise those properties
- Date the new costs come into effect
- Your next review date

We will also review your stock levels on an ad hoc basis if you close more than 2 branches or more than 50% of your branches between review periods or you have recently re-joined Rightmove.

Source: The three month rolling national average is based on property listings advertised by estate agents (excluding Geographical Advertisers) on Rightmove.