

# Geographical Advertising Guidelines

## Newly Identified Geographical Advertiser - Effective 1<sup>st</sup> October 2023

If we've been in touch with you before about Geographical Advertising, then take a look at the Guidelines for "Existing Geographical Advertisers and Auction Houses"

### 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.

### Why do we have Geographical Advertising?

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

### 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.

### 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

### 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

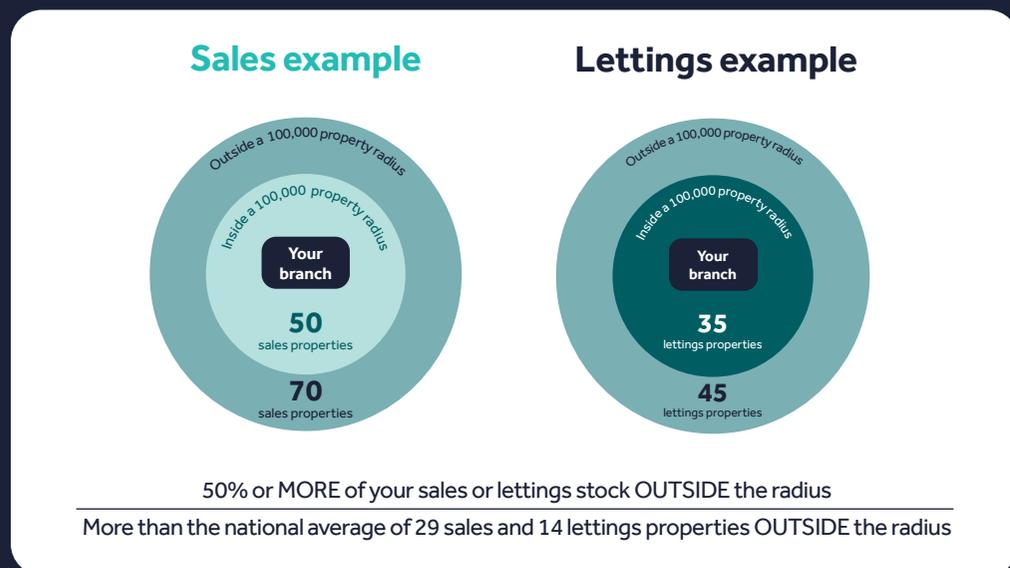
We will also review your stock levels on an ad hoc basis if you close more than 2 branches or more than 50% of your branches between review periods or you have recently re-joined Rightmove.

**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 14 day 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):

OR

Your average available stock outside the radius		+1	Your total average available stock	
National average available stock per branch			National average available stock per branch	
<b>Sales example</b>	$\frac{70}{29} + 1 = 3$ sales branches (2 virtual and 1 principal)		<b>Sales example</b>	$\frac{120}{29} = 4$ sales branches (3 virtuals and 1 principal)
<b>Lettings example</b>	$\frac{45}{14} + 1 = 4$ lettings branches (3 virtuals and 1 principal)		<b>Lettings example</b>	$\frac{80}{14} = 5$ lettings branches (4 virtuals and 1 principal)

The national average is: **29 sales properties and 14 lettings properties**<sup>1</sup>. When we see that an agents' available stock levels are higher than the average branch, and it looks like you'll fall into the Geographical Advertising model for the first time, we give you five months' advance notice. This gives you the opportunity to mark up your Sold STC/Under Offer/STCM stock correctly. We then evaluate your stock again to determine if you still qualify as a Geographical Advertiser. When we do your first review, we honour the national average available stock level that we quote at the time of sending the advance notice to be as fair as possible.

From that point onward, 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. Take a look at the Guidelines for "Existing Geographical Advertisers and Auction Houses" for key dates after this point.

Here are some key dates for newly identified Geographical Advertisers:

When we'll let you know that it looks like you might qualify as a Geographical Advertiser for the first time	Rolling three months we use to set the national average of available stock for newly identified Geographical Advertisers only	When you'll see the changes in your bill
October	May – June - July	1 <sup>st</sup> February
February	September – October - November	1 <sup>st</sup> June
June	January - February – March	1 <sup>st</sup> October

- 4 If you do qualify as a Geographical Advertiser we will write to you. At this point, you have 14 days to review your stock in order to help manage your costs by:
  - a. marking up any stock which is SSTC or let agreed
  - b. removing sold/let stock which is marketed as available
- 5 We will then look at your property stock again, and will write to you to confirm whether you qualify as a Geographical Advertiser and what your monthly membership costs will be.
- 6 Moving forward, we will review your stock at least three times a year and at each review we'll look at your listings over a three month period. You will be notified of any amendments to the number of branches for which you will be billed. This is in line with our "Existing Geographical Advertisers and Auction Houses" guidelines.

## 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.