



# Rightmove Data Quality

**Our course of action**

**rightmove**   
find your happy

# 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 Intel reports.

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.



## First mistake

### We know mistakes happen and we're here to help.

If we spot a mistake (and usually your customers will spot it too) we'll let you know about it and we'll let you know what to do to fix the mistake.

We'll ask that you check all your listings to make sure that no other ads have the same mistake as well.

You'll have plenty of time to check your listings and make any changes. We'll give you 3 working days to simply correct all listings that have that mistake.

If you haven't managed to correct the listings after the 3

working days then we'll need to step in and protect your customers from being misled:

- Your branch and all your branches property listings will be hidden from home hunters and renters on Rightmove
- As soon as you've sorted your listings out then just let us know and we'll make everything visible again.

Not sure what we class as a mistake? No problem. Just have a look [here at our guidelines](#).



## Second mistake

### We need to help you understand what's wrong.

If you're repeating the same mistake within 12 months of the last time then we need to help protect your customers more quickly. And we need to help you understand what's wrong.

Your branch and all your branches property listings will be hidden from home hunters and renters on

Rightmove straight away. We'll let you know that you've made the same mistake again and what to do to fix the mistake.

As soon as you've sorted the listings out then just let us know and we'll make everything visible again.



## Third mistake

### We need to protect home hunters, renters, and the marketplace.

We're confident that you won't get to this stage and that you'll keep a close eye on your listings after a second mistake.

If you do make the same mistake for a third time within 12 months of the second mistake, we feel it's important to both understand what's going on and to act quickly to protect you, your customers and the marketplace.

Your branch and all of your property listings will be hidden from home hunters and renters on Rightmove straight away. They'll remain hidden for at least 24 hours.

We'll let you know that you've made the same mistake again and what to do to fix it.

As soon as you've sorted the listings out and the 24 hours has passed, just let us know and we'll make everything visible again.



## Fourth mistake

### We need to discuss your advertising with Rightmove.

If you make a mistake for the fourth time within 12 months of the third mistake, we need to protect home hunters, renters, and the marketplace immediately.

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

We'll let you know that you've made the same mistake again and start a necessary review of our business relationship.

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