

RIGHTMOVE PRODUCT GUIDELINES
BUILT FOR RENTERS
JULY 2023

DEFINITIONS

“Accelerate” is a Package where You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, Enhanced Leads, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, Display Products, and access to Active Campaigns, all as outlined in these Guidelines.

“Active Campaign” means one of the following 4 products: (1) Branded Email Campaigns, (2) Targeted Email Campaigns, (3) Re-mail Campaigns, or (4) Regional Campaigns.

“Additional Products” means the additional Services which You can purchase on top of Your Core Membership.

“Coming Soon” is a Package where You can use Display Products and/or Active Campaigns to direct traffic to a microsite on Your website where You display information about 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.

“Connect” is a Package where You receive Core Membership, Brand Plus, Built for Renters Listing, a Lettings Agent Microsite, Enhanced Leads and access to Active Campaigns, all as outlined in these Guidelines.

“Core Membership” means the basic Services on Our Platforms to which You are entitled under Your Contract with Us subject to the Stock Limit.

“Credit” means a fixed sum of money per calendar month offered to You by Us, the value of which is set out in Your Contract with Us, that can be used by You to offset the Charges associated with the Additional Products purchased by You under Your Package as outlined in these Guidelines. A Credit cannot be exchanged for cash. A Credit must be used during the calendar month to which it is assigned; if not used it will expire and will not be usable. No refunds will be given by Us to You in respect of any unused or expired Credit(s). A Credit cannot be offset against any Charges other than Additional Products. Should You select Additional Products which exceed the value of the Credit, You will remain liable for any Charges that exceed the value of Your Credit.

“Display Products” means Featured Agent, Local Homepage, Homepage for Mobile, and Lettings Agent Microsite.

“Effective Date” means the date on which You are notified by Us that Your Additional Products or Packages first become live and available for You to use on Our Platforms.

“Elevate” is a Package where You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, Enhanced Leads, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, Display Products and Native Search Advertisements, and access to Active Campaigns, all as outlined in these Guidelines. In addition, You will receive a Credit to the value outlined in Your Contract with Us.

“Foundation” is a Package where You receive Core Membership, Brand Plus, Built for Renters Listing, a Lettings Agent Microsite, and access to Active Campaigns, all as outlined in these Guidelines.

“Go-Live Date” means 9 days after We confirm Our acceptance of Your request for a relevant Additional Product.

“Gold” is a Package where You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, additional Auto Featured Property boxes, Display Products and Native Search Advertisement Products, as well as access to a preferential Price Schedule on Active Campaigns, all as outlined in these Guidelines.

“Match Counts” means the number of unique email addresses or mobile telephone numbers drawn from Our Users to which We will broadcast Your Active Campaign.

“Native Search Advertisement Products” means Property Carousel Additional Product and the Campaign Carousel Additional Product.

“Package” means one of the following 8 options: (1) Coming Soon (2) Standard, (3) Gold, (4) Premium, (5) Foundation, (6) Connect, (7) Accelerate and (8) Elevate.

“Premium” is a Package where You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, additional Auto Featured Property boxes, Display Products, as well as access to Active Campaigns, all as outlined in these Guidelines. In addition, You will receive a Credit to the value outlined in Your Contract with Us.

“Prize winner” means any individual who wins a prize in any competition run by Us.

“Product Order Form” means the form You complete when committing to purchase Additional Products and/or Packages. This Form details the Additional Products and/or Packages to be taken, the applicable Price Schedule and the minimum Term.

“Property Products” means Featured Property, Featured Property of the Week, Auto Featured Property and Built for Renters Listing.

“Special Offer” means where We provide Packages and/or Additional Product(s) at a preferential Price Schedule for a set period of time.

“Standard” is a Package where You receive Core Membership, Brand Plus, Built for Renters Listing, a Lettings Agent Microsite, and access to Active Campaigns, all as outlined in these Guidelines.

“Stock Limit” means the variable maximum number of properties that can be concurrently listed on Our Platforms at any given time as set out in Your Contract with Us. Each calendar month, We will calculate the average number of properties You have listed on Our Platforms per day and if that number exceeds the maximum number of properties that can be concurrently listed on Our Platforms as set out in Your Contract with Us then You will be in breach of Your Stock Limit and liable for any additional Charges that We, at Our sole discretion, may apply.

“Underspend” means the difference between Your actual calendar monthly spend and the value of Your Credit.

“VAT” means Valued Added Tax or any similar or subsequent tax on goods and services and is charged at the prevailing rate.

“Your Advertisement” means any image, text, website link or other material provided by You which We display or embed in any page on Our Platforms as part of any Display Product.

1. GENERAL

- 1.1. These Product Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions.
- 1.2. If there is any conflict between the Product Guidelines and the Rightmove General Membership Terms and Conditions, the Rightmove General Membership Terms and Conditions prevail.
- 1.3. By applying for Additional Products and/or Packages detailed on the Product Order Form(s) You acknowledge and confirm that:
 - 1.3.1. Your Membership shall be subject to both the current Rightmove General Membership Terms and Conditions, as well as the current Product Guidelines;
 - 1.3.2. You will comply with all obligations contained in the Product Guidelines that apply to the Additional Product or Package that You have purchased; and
 - 1.3.3. If in Our opinion, You breach these Product Guidelines and We take any action to remedy Your breach, You will remain fully liable to pay Us all Charges for the remainder of the selected Additional Product and/or Package Term.
- 1.4. Additional Products and Packages purchased by You may be terminated or suspended by You or Us in accordance with Clause 10 of the Rightmove General Membership Terms and Conditions.
- 1.5. Any Additional Products or Packages purchased by You will commence on the latter of the date specified and agreed by Us or the Effective Date.
- 1.6. Charges for Additional Products and Packages will not be pro-rated unless otherwise specified in these guidelines. Where applicable, any initial ‘part month’ periods will be charged pro-rata to the complete calendar monthly cost.
- 1.7. Quotes are valid for 14 calendar days unless otherwise specified.

- 1.8. As part of Your Membership, We will provide You with a trackable telephone number for use on Our Website. This number will have a local dialling code based on Your geographical location.
- 1.9. You acknowledge that You will receive Our telephone recording service, details of which are set out in Our Telephone Recording Terms.

PRODUCT GUIDELINES

2. General Product Guidelines

- 2.1. At the end of the Term, You will continue to purchase each Additional Product on a rolling calendar monthly basis unless and until either You or Us gives written notice to the other equivalent to the Notice Period.
- 2.2. We reserve the right to change the Price Schedule for any of Our Additional Products, provided that You are outside the minimum Term for the Additional Product in question and We give You at least 30 days' notice by email.
- 2.3. We reserve the right to remove any property from a Property Product which does not comply with the Rightmove Agent and Developer Technical Guidelines.
- 2.4. All of Your Advertisements are subject to Our Display Products Text Content Guidelines.
- 2.5. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of any Display Product without prior notice. In the event that the product is withdrawn or suspended by Us, We will refund You on a pro-rata basis such proportion of any payment which You have already made in respect of the Display Product, by reference to the time period during which the product was no longer made available to You by Us.

3. Active Campaign Products

- 3.1. Product description:
 - 3.1.1. **Branded Email Campaigns** offer You a broadcast by Us to a relevant audience of Our Users interested in a specific geographical area as defined by Us.
 - 3.1.2. **Targeted Email Campaigns** offer You a broadcast by Us to a targeted group of Our Users as defined by Us.
 - 3.1.3. **Re-mail Campaigns** can be purchased after the broadcast of a Targeted Email Campaign. The Re-mail Campaign will be sent to the same group as the original Targeted Email Campaign. The Re-mail Campaign must be broadcast within 15 Business Days of the original Targeted Email Campaign.
 - 3.1.4. **Regional Campaigns** offer You access to a broadcast by Us to a relevant audience of Our Users interested in a specific geographical area as defined by Us.
- 3.2. Active Campaign pricing:
 - 3.2.1. Charges for Active Campaigns are available from Your account manager and depend on the type of Active Campaign product selected and/or the Match Count.
 - 3.2.2. A minimum order of £350 +VAT applies to each Active Campaign.
 - 3.2.3. We offer a free quotation based on Your Match Count.
 - 3.2.4. Active Campaigns attract a service charge of £100 +VAT per order.
 - 3.2.5. Moving or rescheduling an Active Campaign by You within one calendar month of the planned broadcast date will incur a 15% +VAT surcharge.

- 3.2.6. Should You be eligible for a discounted Targeted Email Campaign in any given calendar month, We will inform You by the first working day of that calendar month. The discount will only apply to Targeted Email Campaigns booked during that calendar month and must be broadcast within 15 working days of the date on which they are purchased.
- 3.3. Active Campaign usage constraints:
 - 3.3.1. No request for an Active Campaign will be deemed as accepted until it is confirmed by Us and only after We have received, and reviewed for availability, a Product Order Form signed by You. All bookings are on strictly first come first served basis. We reserve the right to refuse Your application for access to Our Active Campaign service. We are not obliged to accept any request by You nor give You reasons should We choose to decline.
 - 3.3.2. Active Campaigns will only be served by Us to a relevant group of Our Users as defined by Us. Unique identifiers (such as email addresses) that We use to contact Our Users on Your behalf will not be shared.
 - 3.3.3. We will endeavour to serve Your Active Campaign on the date and time You prefer. However, We reserve the right to vary the broadcast time and date to accommodate Our other communications and manage the number of Active Campaigns received by Our Users.
 - 3.3.4. We reserve the right to refuse broadcast of an Active Campaign relevant to one or more of Your Locations if the properties available at that Location have not been continuously advertised on Our Platforms for at least 30 days.
- 3.4. Active Campaign design:
 - 3.4.1. We will only publish Active Campaigns that meet Our Display Products Text Content Guidelines and We retain editorial control over all communications sent by Us to Our Users.
 - 3.4.2. Each HTML template design created by Us is valid for 6 complete calendar months.
 - 3.4.3. Each HTML template design must be amended for each new Active Campaign broadcast which involves the use of email. If We, at Our sole discretion, consider amendments to be significant they will incur a fee of £100 +VAT.
 - 3.4.4. Where You or Your supplier provides the creative for Your Active Campaign, We will send it as received (without verifying any links or content) unless We have to make any editorial or content changes to conform to Our Display Products Text Content Guidelines and E-Marketing Best Practice Guidelines. If We make any significant changes, We will send You the revised version as it would be received and ask You to authorise broadcast. If We, at Our sole discretion, consider the changes to be significant they will incur a fee of £100 +VAT.
 - 3.4.5. All artwork assets must be emailed to CampaignManagement@rightmove.co.uk no less than 8 Business Days to the agreed broadcast date. Any late artwork that delays the Active Campaign broadcast will incur a charge equivalent to 10% +VAT of the value of the Active Campaign.
 - 3.4.6. We will send You the final proof of Your Advertisement at least 2 hours prior to broadcast. You should rigorously test all the links. We will not be responsible for

either mistakes or faulty/incorrect/missing links once broadcast. Unless We hear from You, We will broadcast Your Advertisement as booked.

3.5. Active Campaign cancellation:

3.5.1. You have the right to cancel an Active Campaign booking. If You wish to cancel a booking then You must provide Us with written notice of cancellation. If You cancel Your booking within the prescribed timeframes below then You will have to pay the applicable Charges as set out below. The amount You pay changes depending on when You cancel. If You cancel:

3.5.1.1. Less than 14 days before the broadcast date, You shall pay 100% of the Charges;

3.5.1.2. Between 15 and 30 days before the broadcast date, You shall pay 50% of the Charges; or

3.5.1.3. 31 days or more before the broadcast date, You shall pay 25% of the Charges.

4. Featured Property

4.1. Product description:

4.1.1. Property displayed in a Featured Property box will appear at the top of such search results pages of Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Property will appear.

4.2. Product pricing:

4.2.1. Featured Property boxes are charged in arrears, per calendar month, per box, on a subscription basis.

4.2.2. Where a Featured Property has been provided by Us to You and is used by You to display property at any time during a particular calendar month, the Featured Property will be charged by Us to You at the full Price Schedule applicable for that calendar month, irrespective of the actual number of days that You have chosen to display property within it.

4.3. Minimum Term:

4.3.1. 1 complete calendar month (or for an extended period that We agree with You at Our sole discretion) per box, commencing from the Effective Date and ending on the final day of the complete calendar month at least 1 complete calendar month later.

4.4. Product usage constraints:

4.4.1. Only one property listing may appear in any individual Featured Property box at any given time.

4.4.2. You have the right to nominate any of Your property listings to appear in a Featured Property box, provided that any such property is currently offered by You for let.

4.4.3. Subject to the following provisions of this clause You may, at Your discretion, change the property listing which is displayed in a Featured Property but We reserve the right, at Our sole discretion, to restrict the number of times each property is nominated by You to appear in a particular Featured Property box.

4.4.4. If You change the property listing displayed in a Featured Property box via Rightmove Plus, We will use reasonable endeavours to reflect those changes on Our Platforms within 15 minutes.

- 4.4.5. If You ask Us to change the property listing displayed in a Featured Property box, We will use reasonable endeavours to reflect those changes on Our Platforms within 5 Business Days and reserve the right to limit such changes to one per 5 Business Days for each Location.

5. Featured Property of the Week

5.1. Product description:

- 5.1.1. The Featured Property of the Week box will make the property it is applied to appear at the top of such search results pages on Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Property of the Week will appear.

5.2. Product pricing:

- 5.2.1. Featured Property of the Week are purchased in arrears as tokens. Each token entitles You to configure one individual property listing as a Featured Property of the Week.
- 5.2.2. No refund shall be given for properties which are in a Featured Property of the Week box for less than 7 days.

5.3. Minimum Term:

- 5.3.1. We will format an individual property listing as a Featured Property of the Week for:
 - 5.3.1.1. A period of 7 calendar days; or
 - 5.3.1.2. The duration of the property's continuous listing on Our Platforms if less than 7 calendar days.

5.4. Product usage constraints:

- 5.4.1. Once applied to a specific property, You cannot transfer the Featured Property of the Week token to another property.
- 5.4.2. Only one property listing may appear in any individual Featured Property of the Week box at any given time.
- 5.4.3. You have the right to nominate any of Your property listings to appear in a Featured Property of the Week box, provided that any such property is currently offered by You for let.
- 5.4.4. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Featured Property of the Week tokens purchased from Us by You are valid for use. Any Featured Property of the Week tokens purchased by You which are not used within 6 months from the date of purchase will expire and will not be usable. No refunds will be given by Us to You in respect of unused or expired tokens.

6. Auto Featured Property

6.1. Product Description:

- 6.1.1. Property featured via the Auto Featured Property box will appear at the top of such search results pages of Our Platforms as We may in Our sole direction provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Auto Featured Property will appear.

- 6.1.2. Auto Featured Property is where We will automatically Feature Your relevant property listings as a Featured Property when it meets one of three criteria, as defined by Us:
 - 6.1.2.1. The property is newly listed;
 - 6.1.2.2. The property has a price reduction; or
 - 6.1.2.3. The property falls through.
- 6.1.3. We will format an individual property listing as an Auto Featured Property for:
 - 6.1.3.1. A period of 7 calendar days; or
 - 6.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 7 calendar days.
- 6.2. Product pricing:
 - 6.2.1. Auto Featured Property is charged in arrears, per calendar month, per Branch Location, on a subscription basis.
 - 6.2.2. Where Auto Featured Property has been provided by Us to You, Auto Featured Property may be charged by Us to You at the full rate applicable for that calendar month, irrespective of the actual number of properties or days properties are featured.
- 6.3. Minimum Term:
 - 6.3.1. 1 complete calendar month (or for an extended period that We agree with You at Our sole discretion) per box, commencing from the Effective Date and ending on the final day of the complete calendar month at least 1 complete calendar month later.
- 6.4. Product usage constraints:
 - 6.4.1. Only one property listing may appear in any individual Auto Featured Property box at any given time.
 - 6.4.2. You have the right to nominate any of Your property listings to appear in an Auto Featured Property box, provided that any such property is currently offered by You for let.
 - 6.4.3. We reserve the right to limit the number of times an individual property can appear in a Featured Property box.
 - 6.4.4. We reserve the right to alter the criteria used to determine if a property should appear in a Featured Property box. Where this is the case, We will notify You of this change in writing at least 30 days in advance of the change.

7. Built for Renters Listing

- 7.1. Product description:
 - 7.1.1. The Built for Renters Listing consists of two separate elements:
 - 7.1.1.1. An enhanced advert featuring Your amenities list in the natural search listings.
 - 7.1.1.2. An enhanced property details page.
- 7.2. Product pricing:
 - 7.2.1. Built for Renters Listings are charged in arrears, per calendar month on a subscription basis.
- 7.3. Minimum Term:

7.3.1. 6 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 complete calendar months later.

7.4. Product usage constraints:

7.4.1. This Additional Product will be applied to all properties listed on Our Platforms where You are advertising said properties as part of any of Our Built for Renters Memberships.

8. Brand Plus

8.1. Product description:

8.1.1. Brand Plus is where We apply a single logo to Your relevant property listings displayed on Our Platforms.

8.2. Product pricing:

8.2.1. Brand Plus is charged in arrears, per calendar month, per Branch Location, on a subscription basis.

8.3. Minimum Term:

8.3.1. Brand Plus cannot be bought as a standalone product, therefore a minimum Term does not apply.

8.4. Product usage constraints:

8.4.1. This is not available on Featured Property, Featured Property of the Week or Auto-Feature Property Additional Products.

8.4.2. We reserve the right to remove a logo from Your property listings if the applied logo is not a unique trading style of Your business or if the logo does not belong to You.

9. Featured Agent

9.1. Product description:

9.1.1. The Featured Agent product is where Your Advertisement will appear in such relevant search results pages on Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Featured Agent will appear.

9.2. Product pricing:

9.2.1. Featured Agent is charged in arrears, at a search term level.

9.2.2. Charges begin on the Go-Live Date irrespective of whether We have received confirmation of the proof of Your Advertisement from You.

9.3. Minimum Term:

9.3.1. 1 complete calendar month (or for an extended period that We agree with You at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 1 complete calendar month later.

9.4. Product usage constraints:

9.4.1. Requests by You to amend creative before going live must be made within 2 full Business Days of the proof being supplied by You or Us (as applicable). Further amendment requests by You once live on Our Platforms are limited to one per calendar month and can take up to 10 Business Days to be updated on Our Platforms.

9.4.2. The creative for Your Advertisement must be provided to Us by 5pm 2 full Business Days before the Go-Live Date.

10. Local Homepage

10.1. Product description:

10.1.1. The Local Homepage product is the display of Your Advertisement on the search criteria page of Our Platforms for the search terms purchased as outlined on the Product Order Form.

10.2. Product Pricing:

10.2.1. Local Homepage is charged in arrears, at a search term level

10.2.2. Charges begin on the Go-Live Date irrespective of whether We have received confirmation of the proof of Your Advertisement from You.

10.3. Minimum Term:

10.3.1. 1 complete calendar month (or for an extended period that We agree with You at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 1 complete calendar month later.

10.4. Product usage constraints:

10.4.1. Requests by You to amend creative before going live must be made within 2 full Business Days of the proof being supplied by You. Further amendment requests by You once live on Our Platforms are limited to one per calendar month and can take up to 10 Business Days to be updated on Our Platforms.

10.4.2. The creative for Your Advertisement must be provided to Us by 5pm 2 full Business Days before the Go-Live Date. Failure to do so will result in Your selected search term(s) being released.

11. Lettings Agent Microsite

11.1. Product description:

11.1.1. The Lettings Agent Microsite will give You access to a number of branded pages where You can advertise Your business and services. These pages are About us, Landlords, Tenants, Current Properties, Previously Marketed Properties, Meet our Team, Testimonials, Our Area and Our Branch Network.

11.2. Product pricing:

11.2.1. Lettings Agent Microsite is charged in arrears, per profile, per calendar month, on a subscription basis.

11.2.2. Charges begin on the Go-Live Date irrespective of whether the pages of Your Lettings Agent Microsite are ready for publication on Our Platforms.

11.3. Minimum Term:

11.3.1. Lettings Agent Microsite cannot be bought as a standalone product, therefore a minimum Term does not apply..

11.4. Product usage constraints:

11.4.1. We will refresh properties on the Current Properties and Previously Marketed Properties tabs of the Lettings Agent Microsite on a daily basis. It is Your responsibility to hide any properties from the Previously Marketed tab if You do not wish them to be available on the Microsite.

11.4.2. We reserve the right to remove any text or images from Your Lettings Agent Microsite which, in Our opinion, is in breach of these terms or of Our Display Products Text Content Guidelines.

11.4.3. We reserve the right, at Our sole discretion, to modify, withdraw or suspend the availability of any of these pages without prior notice.

12. Native Search Advertisement Products

12.1. Product description:

12.1.1. Native Search Advertisements are where Your Advertisement will appear within such search results pages of Our Platforms as We may in Our sole discretion provide to Users. We do not guarantee on which page of the relevant search results displayed to a User a particular Native Search Advertisement will appear. There are 2 separate Native Search Advertisement Products: Property Carousel and Campaign Carousel.

12.2. Product pricing:

12.2.1. Native Search Advertisement Products are charged per calendar month, per Term, on a subscription basis. The Price Schedule depends on the search term purchased and will continue on a rolling basis after the expiry of the Minimum Term unless otherwise notified by Us on giving 30 days' notice to You.

12.3. Minimum term:

12.3.1. 1 complete calendar month from the date on which the Native Search Advertisement Product becomes chargeable.

12.4. Product usage constraints:

12.4.1. Requests by You to amend creative before going live must be made within 2 full Business Days of the proof being supplied. Further amendment requests by You once live on Our Platforms are limited to one per calendar month and can take up to 10 Business Days to be updated on Our Platforms.

12.4.2. Creative and/or creative content must be supplied by 5pm on the date which is 14 days after the date on which the Native Search Advertisement was purchased, or the search term(s) selected will be released and You will not be able to use the Native Search Advertisement.

12.4.3. Once applied, You cannot transfer a Native Search Advertisement to another Built for Renters Development.

13. Enhanced Leads

13.1. Product Description:

13.1.1. Enhanced Leads means Users who have expressed an interest in the relevant rental property via Our Platform and provided additional pre-qualification information related to the tenancy to enable You to determine the suitability of such User.

13.2. Product Pricing:

13.2.1. Enhanced Leads is charged in arrears, per calendar month, per Branch Location, on subscription basis.

13.3. Minimum Term:

13.3.1. Enhanced Leads cannot be bought as a standalone product, therefore a minimum Term does not apply.

PACKAGE GUIDELINES**14. General Package Guidelines**

- 14.1. We have 8 Packages: (1) Foundation, (2) Connect, (3) Accelerate, (4) Elevate (5) Coming Soon, (6) Standard (no longer available to purchase or downgrade after 1st July 2023), (7) Gold (no longer available to purchase, upgrade or downgrade after 1st July 2023), and (8) Premium (no longer available to purchase, upgrade or downgrade after 1st July 2023).
- 14.2. Packages are only available where You are specifically notified of Your qualification by Us.
- 14.3. At the end of the Term, Your Package will continue on a rolling calendar monthly basis unless and until either You or Us gives written notice to the other equivalent to the Notice Period.
- 14.4. If You choose to upgrade Your Package during or at the end of the Term, Your new Package will operate for a minimum Term of 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.
- 14.5. If You choose to downgrade Your Package at the end of the Term, Your new Package will operate for a minimum Term of 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.
- 14.6. Where Your Package is terminated by either You or Us but Your Membership remains, You will pay the prevailing standard Price Schedule for Your Core Membership and any Additional Products that were included within Your terminated Package until You notify Us that You wish to cancel some or all of Your Additional Products and/or terminate Your Membership with Us. Where You wish to cancel Additional Products and/or terminate Your Membership with Us, You must provide written notice equivalent to the Notice Period.
- 14.7. At Our sole discretion, We reserve the right to change the Additional Product discount of any Package where such a discount exists. Where this is the case, We will notify You of this change in writing at least 30 days in advance of the change.

15. Coming Soon Package**15.1. Package Description:**

- 15.1.1. The Coming Soon Package means where You can use Display Products, Native Search Advertisement Products and/or Active Campaigns to direct traffic to a microsite on Your website where You display information about 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.

15.2. Package pricing:

- 15.2.1. Your Core Membership will be free of any Charges provided You purchase at least one Display Product per calendar month.
- 15.2.2. You receive a 50% discount on Display Products and Native Search Advertisement Products.

15.2.3. You will receive a 50% discount on Active Campaigns provided said Active Campaign(s) are booked and broadcast whilst Your Coming Soon Package is active.

15.3. Minimum Term:

15.3.1. 1 complete calendar month (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 1 complete calendar month later.

15.4. Package usage constraints

15.4.1. This Package is only available if You have a Built for Renters Coming Soon Membership.

15.4.2. Only one Built for Renters Development can be advertised on a Coming Soon Package.

15.4.3. The Built for Renters Development being advertised on a Coming Soon Package cannot list any properties for let on Our Platforms.

15.4.4. You cannot purchase any Property Products under this Package.

15.4.5. The Coming Soon Package cannot be used once a Built for Renters Development is actively letting properties. We will deem a Built for Renters Development to be actively letting properties where we believe, at our sole discretion, that properties within the Built for Renters Development are being listed with pricing either on Your website, elsewhere online or in Your marketing materials.

15.4.6. Where We, at Our sole discretion, believe the Built for Renters Development that is on Your Coming Soon Package is actively letting properties, Your Coming Soon Package and Built for Renters Coming Soon Membership will terminate with immediate effect and a Built for Renters Lease-Up Membership on a Standard Package will automatically come into effect.

16. Standard Package (no longer available to purchase or downgrade after 1st July 2023)

16.1. Package Description:

16.1.1. The Standard Package means You receive Core Membership, Brand Plus, Built for Renters Listing and a Lettings Agent Microsite.

16.2. Package Pricing:

16.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

16.3. Minimum Term:

16.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

16.4. Package usage constraints:

16.4.1. This Package is only available if You have a Built for Renters Lease-Up Membership or a Built for Renters Stable Membership.

17. Gold Package (no longer available to purchase, upgrade or downgrade after 1st July 2023)

17.1. Package Description:

17.1.1. The Gold Package means You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes or additional

Auto Featured Property boxes, a 50% discount on Local Homepage, Featured Agent, all as outlined in these Guidelines.

17.2. Package Pricing:

17.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

17.3. Minimum Term:

17.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

17.4. Package usage constraints:

17.4.1. This Package is only available if You have a Built for Renters Lease-Up Membership or a Built for Renters Stable Membership.

18. Premium Package (no longer available to purchase, upgrade or downgrade after 1st July 2023)

18.1. Package Description:

18.1.1. The Premium Package means You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, a 50% discount on Local Homepage, Featured Agent, Property Carousel and Campaign Carousel, all as outlined in these Guidelines. In addition, You will receive a Credit.

18.2. Package Pricing:

18.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

18.3. Minimum Term:

18.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

18.4. Package usage constraints:

18.4.1. This Package is only available if You have a Built for Renters Lease-Up Membership or a Built for Renters Stable Membership.

18.4.2. Should You fail to achieve Your Credit value, We reserve the right to invoice You for Your Underspend.

19. Foundation

19.1. Package Description:

19.1.1. The Foundation Package means You receive Core Membership, Brand Plus, Built for Renters Listing and a Lettings Agent Microsite.

19.2. Package Pricing:

19.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

19.3. Minimum Term:

19.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

19.4. Package usage constraints:

19.4.1. This Package is only available if You have a Built for Renters Membership.

20. Connect

20.1. Package Description:

20.1.1. The Connect Package means You receive Core Membership, Brand Plus, Built for Renters Listing, a Lettings Agent Microsite and Enhanced Leads.

20.2. Package Pricing:

20.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

20.3. Minimum Term:

20.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

20.4. Package usage constraints:

20.4.1. This Package is only available if You have a Built for Renters Membership.

21. Accelerate

21.1. Package Description:

21.1.1. The Accelerate Package means You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, a 50% discount on Local Homepage and Featured Agent, all as outlined in these Guidelines.

21.2. Package Pricing:

21.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

21.3. Minimum Term:

21.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

21.4. Package usage constraints:

21.4.1. This Package is only available if You have a Built for Renters Membership.

22. Elevate

22.1. Package Description:

22.1.1. The Elevate Package means You receive Core Membership, Brand Plus, an Auto Featured Property box, Built for Renters Listing, a Lettings Agent Microsite, a 50% discount on any Featured Property boxes, Featured Property of the Week boxes, a 50% discount on Local Homepage, Featured Agent, Property Carousel and Campaign Carousel, all as outlined in these Guidelines. In addition, You will receive a Credit.

22.2. Package Pricing:

22.2.1. This Package is charged in arrears, per calendar month, per Built for Renters Development, on a subscription basis.

22.3. Minimum Term:

22.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion), commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

22.4. Package usage constraints:

22.4.1. This Package is only available if You have a Built for Renters Membership.

22.4.2. Should You fail to achieve Your Credit value, We reserve the right to invoice You for Your Underspend.

SPECIAL OFFER GUIDELINES**23. General Special Offer Guidelines**

23.1. Special Offers are only available where You are specifically notified of Your qualification by Us and only then if You select a Package and/or Additional Product(s) from the options agreed and offered to You by Us.

23.2. Unless agreed otherwise with Us at Our sole discretion, Special Offers commence on the first day of the calendar month after it has been confirmed by Us that We have received a Product Order Form signed by You.

23.3. Irrespective of the Effective Date for Your Package or Additional Product(s), the expiry of Your Special Offer remains the same.

23.4. Unless agreed otherwise with Us at Our sole discretion, Special Offers are not available in conjunction with any other offers.

23.5. Special Offers are non-transferable.

23.6. We reserve the right to withdraw the availability of any Special Offer at any time and are not obliged to give reasons why We choose to withdraw a Special Offer.

24. Trial Special Offer**24.1. Special Offer description:**

24.1.1. We may trial new initiatives, including but not limited to Additional Products or Packages, and may invite You to participate in such new initiatives.

24.2. Special Offer pricing:

24.2.1. Free of all Charges.

24.3. Minimum Term:

24.3.1. Such Term as We may communicate to You in Our sole discretion, based on the particular Trial Special Offer.

24.4. Special Offer conditions:

24.4.1. In the event that You choose to participate in a Trial Special Offer, You acknowledge that We do not guarantee that such Trial Special Offer will achieve Your desired results and We shall not be liable in the event that such Trial Special Offer does not achieve Your desired results.

COMPETITION GUIDELINES

25. You agree to co-operate with Us in order to ensure that any Prize Winner which includes, as part of their prize, any Additional Product(s) in relation to a property which You are marketing on



behalf of that Prize Winner. In particular, You agree that in such circumstances We are entitled to specify that the property belonging to the Prize Winner shall receive any Additional Product(s) at any time and for such a period of time as We may specify.