

RIGHTMOVE PRODUCT GUIDELINES
RENTAL OPERATOR
JULY 2025

DEFINITIONS

“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.

“Broadcast Date” means the time at and date on which We confirm to You that the Active Campaign will be sent.

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

“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.

“Enhanced Leads” means Users who have expressed interest in the relevant rental property via Our Platforms; provided additional pre-qualification information related to the tenancy to enable You to determine the suitability of such User; and consented to a Soft Credit Check.

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

“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 the Property Carousel Additional Product and the Campaign Carousel Additional Product.

“Package” means one of the following 10 options: (1) Coming Soon, (2) Standard, (3) Gold, (4) Premium, (5) Foundation, (6) Connect, (7) Accelerate, (8) Elevate, (9) Standard – Portfolio, (10) Gold – Portfolio.

“Package Threshold” means Your minimum net spend on Additional Products, after all Package discounts, required for You to remain eligible for Your Package.

“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.

“Soft Credit Check” means checking a User’s credit history using information which the User has provided to establish whether the User is suitable for the tenancy, including but not limited to information used to identify the User and their affordability.

“Special Offer” means where We provide Package(s) and/or Additional Product(s) at a preferential Price Schedule for a set period of time, whether or not marked as a Special Offer.

“Stock Limit” means the number of new properties that can be added to Our Platforms in a calendar month as set out in Your Contract with Us. Each calendar month, We will calculate the number of new properties You have listed on Our Platforms, and if that number exceeds the maximum number of properties that can be 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 Your minimum calendar monthly Package Threshold.

“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 these 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. Unless otherwise agreed by Us in writing, minimum Terms do not include any discounted period, therefore any applicable minimum Term for Additional Products and Packages will be calculated from the end of any such discounted period.
- 1.7. Unless otherwise agreed by Us in writing, if We (pursuant to clause 10.2.1 of Our General Membership Terms and Conditions) or if You (for any reason) terminate Your Contract and/or an Additional Product and/or a Package before the expiry of the minimum Term, We have the right to charge You the Price Schedule for the remainder of such Term. We will raise an invoice for the Charges which is payable by You within 30 days.
- 1.8. 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.
- 1.9. Quotes are valid for 14 calendar days unless otherwise specified.
- 1.10. 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.
- 1.11. 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 (based on a postcode location) as defined by Us in our sole discretion.
- 3.1.5. **City Campaigns** offer You access to a broadcast by Us to a relevant audience of Our Users interested in a specific geographical area (based on a city location) in our sole discretion.
- 3.1.6. **Follow Up Email Campaigns** can only be purchased with a City Campaign. The Follow Up Email Campaign will be sent to Users who opened the original City Campaign and clicked on a link within it. The Follow Up Email Campaign must be broadcast within 21 Business Days of the original City Campaign.

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.

3.3. 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 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 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 fee 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 (as defined in the Agent and Developer Technical Guidelines).
- 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 section.

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 Rental Operator Memberships.
- 7.4.2. This Additional Product is only available to You if You are a Rental Operator with a Membership under clause 5.7.1 of the Membership Classification Guidelines.

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.
- 8.3.2. Brand Plus is purchased as part of all Packages alongside Your Core Membership.

8.4. Product usage constraints:

- 8.4.1. This is not available on 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. There is no minimum Term.

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 (whether by an image carousel, or, for Campaign Carousel only, by video) 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.
- 12.1.2. 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, 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.

12.4. Product usage constraints:

- 12.4.1. Requests by You to amend the creative before going live on Our Platforms 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 Rental Operator Development.
- 12.4.4. This Additional Product is only available to You if You are a Rental Operator with a Membership under clause 5.7.1 of the Membership Classification Guidelines, and You have purchased the Elevate Package for Your Rental Operator 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.

13.4. Product usage constraints:

- 13.4.1. Enhanced Leads cannot be purchased as a standalone product.

14. Premium Listing**14.1. Product description:**

- 14.1.1. Premium Listing is an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.
- 14.1.2. Once applied to a specific property, You cannot transfer the Premium Listing credit to another property.
- 14.1.3. We will format an individual property listing as a Premium Listing for:
 - 14.4.6.1 A period of 12 calendar months for properties for sale and 2 calendar months for properties to let; or

14.4.6.2 The duration of the property's continuous listing on Our Platforms if less than 12 calendar months for properties to sell and 2 calendar months for properties to let; or

14.4.6.3 The duration of the property's continuous listing on Our Platforms if the property in question is newly built and is being both developed and sold/let by You.

14.2. Product pricing:

14.2.1. Premium Listing is purchased as credits. Each credit entitles You to configure one individual property listing as a Premium Listing which gives You access on all of Our Platforms.

14.2.2. The minimum subscription-based purchase is one Premium Listing credit in a calendar month. Additional subscription-based credits can be purchased.

14.2.3. One-off credits for Premium Listing can be purchased on an ad-hoc basis without a Term.

14.2.4. Premium Listing is payable in arrears.

14.3. Minimum Term:

14.3.1. 3 complete calendar months from the date on which the Product becomes chargeable, 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 3 complete calendar months later.

14.4. Product usage constraints:

14.4.1. You will not apply Premium Listing to property listings that are currently draft or invisible. You have the right to apply Premium Listing to any of Your property listings, provided that: Any such properties or land are currently offered by You as 'for sale' or 'for let'; and You or Your Client have received an instruction at one of Your Locations to which the Premium Listing is allocated from a third party to sell/let such property or land or alternatively the property is newly built and is being both developed and sold by You.

14.4.2. If a property listing formatted in Premium Listing is subsequently deleted by You and is then uploaded again at a later date to Our Platforms by You, it will not be shown by Us as a Premium Listing.

14.4.3. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Premium Listing credits purchased from Us by You are valid for use. Any Premium Listing credits 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 credits.

15. Flexible Premium Listing for Lettings only

15.1. Product description:

15.1.1. Flexible Premium Listing for Lettings entitles You to configure one individual property listing as an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.

15.2. Product pricing:

15.2.1. Flexible Premium Listing for Lettings is available in multiples of 5 slots and are charged per calendar month, on a subscription basis.

15.2.2. Where Flexible Premium Listing for Lettings has been provided by Us to You and is used by You to display properties at any time during a particular calendar month, Flexible Premium Listing may be charged by Us to You at the full rate applicable for that month, irrespective of the actual number of days or the actual slots that You have chosen to display property within.

15.2.3. Flexible Premium Listing for Lettings is payable in arrears.

15.3. Minimum Term:

15.3.1. 3 complete calendar months from the date on which the Product becomes chargeable, 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 3 complete calendar months later.

15.4. Product usage constraints:

15.4.1. Flexible Premium Listing for Lettings slots can be reused throughout the month by selecting and deselecting property listings to appear within each slot, or by using one of the automatic rotation options available.

15.4.2. You will ensure that an individual property listing will only appear in a single Flexible Premium Listing for Lettings purchased by You at any time.

15.4.3. You have the right to nominate any of Your property listings to appear in a Flexible Premium Listing for Lettings, provided that: any such properties are currently offered by You as 'for let'; and You or Your Client have received an instruction at Your Location to which the Flexible Premium Listing for Lettings is allocated from a third party to let such property or alternatively the property is newly built and is being both developed and rented by You.

15.4.4. Subject to the clauses below, You may, at Your discretion, change the property listing which is displayed in a Flexible Premium Listing for Lettings slot.

15.4.5. If You change the property listing displayed in a Flexible Premium Listing for Lettings via Rightmove Plus, We will use reasonable endeavours to reflect those changes on Our Platforms within 15 minutes.

15.4.6. If You ask Us to change the property listing displayed in a Flexible Premium Listing for Lettings, We reserve the right to limit such changes to 1 per week for each Location.

15.4.7. This Additional Product is only available to You if You are a Rental Operator with a Membership under clause 5.7.2 of the Membership Classification Guidelines.

16. Bespoke Lead and Conversion Analysis

16.1. Product description:

16.1.1. Bespoke Lead and Conversion Analysis is where You provide Us with Your sales and/or lettings data for Us to analyse and provide You with feedback on the leads that You have received from Our Platforms.

16.2. Minimum Term:

16.2.1. There is no minimum Term as the Additional Product is supplied on a one-time basis.

16.3. Product usage constraints:

- 16.3.1. The data You provide to Us for analysis must be a full, complete and accurate representation of Your sales and letting business activity over a defined period.
- 16.3.2. We will delete the data that you provide to us within 30 days of providing You with Our analysis.
- 16.3.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of this Additional Product without prior notice.

PACKAGE GUIDELINES

17. General Package Guidelines

- 17.1. We have 10 Packages:
 - 17.1.1. (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), (8) Premium (no longer available to purchase, upgrade or downgrade after 1st July 2023). The Packages set out in this clause 17.1.1 are only available to You if You are a Rental Operator with a Membership under clause 5.7.1 of the Membership Classification Guidelines: and
 - 17.1.2. (9) Standard – Portfolio; (10) Gold - Portfolio. The Packages set out in this clause 17.1.2 are only available to You if You are a Rental Operator with a Membership under clause 5.7.2 of the Membership Classification Guidelines.
- 17.2. Packages are only available where You are specifically notified of Your qualification by Us.
- 17.3. 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.
- 17.4. 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.
- 17.5. 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.
- 17.6. 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.
- 17.7. 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.

18. Coming Soon Package

- 18.1. Package Description:

18.1.1. The Coming Soon Package means where You can use Display Products, Native Search Advertisement Products and/or Active Campaigns to direct traffic to a Lettings Agent Microsite on Your website where You display information about a single Rental Operator 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.

18.2. Package pricing:

18.2.1. Your Core Membership will be free of any Charges provided You purchase at least one Display Product per calendar month.

18.2.2. You receive a 50% discount on Display Products and Native Search Advertisement Products.

18.2.3. 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.

18.3. Minimum Term:

18.3.1. 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.

18.4. Package usage constraints

18.4.1. Only one Rental Operator Development can be advertised on a Coming Soon Package.

18.4.2. The Rental Operator Development being advertised on a Coming Soon Package cannot list any properties for let on Our Platforms.

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

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

18.4.5. Where We, at Our sole discretion, believe the Rental Operator Development that is on Your Coming Soon Package is actively letting properties, Your Coming Soon Package will terminate with immediate effect and a Rental Operator Membership on a Foundation Package will automatically come into effect.

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 Rental Operator 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.

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 Rental Operator 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.

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, and 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 Rental Operator 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.

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, and a 50% discount on Local Homepage, Featured Agent, Property Carousel and Campaign Carousel, all as outlined in these Guidelines.

22.2. Package Pricing:

22.2.1. This Package is charged in arrears, per calendar month, per Rental Operator Development, on a subscription basis.

22.2.2. The Price Schedule for Your Core Membership for this Package is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.

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. If You fail to meet the Package Threshold, You will no longer be eligible for the Price Schedule for Your Core Membership for this Package and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.
- 22.4.2. The Package Threshold is calculated on a per Rental Development basis, however We may agree (in Our sole discretion) to calculate the Package Threshold with reference to Your geographical area, based on Your average calendar monthly spend per each Rental Operator Development on the Elevate Package.
- 22.4.3. The following Additional Products are eligible towards the Package Threshold: Local Homepage, Featured Agent, Native Search Advertisements (Campaign Carousel and Property Carousel) and Featured Property.
- 22.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.

23. Standard – Portfolio

- 23.1. Package Description:
 - 23.1.1. The Standard – Portfolio Package means You receive Core Membership, Brand Plus and a Lettings Agent Microsite.
- 23.2. Package Pricing:
 - 23.2.1. This Package is charged in arrears, per calendar month subject to Your Stock Limit and on a subscription basis.
- 23.3. Minimum Term:
 - 23.3.1. 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.

24. Gold – Portfolio

- 24.1. Package Description:
 - 24.1.1. The Gold – Portfolio Package means You receive Core Membership, Brand Plus, Lettings Agent Microsite, Enhanced Leads, Premium Listings, a 50% discount on any Featured Property boxes and Auto Featured Property, a 50% discount on Featured Agent and Local Homepage, all as outlined in these guidelines.
- 24.2. Package Pricing:
 - 24.2.1. This Package is charged in arrears, per calendar month subject to Your Stock Limit and on a subscription basis.
- 24.3. Minimum Term:
 - 24.3.1. 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.

Packages No Longer Available to Purchase Or Downgrade To After 01 July 2023

25. Standard Package

25.1. Package Description:

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

25.2. Package Pricing:

25.2.1. This Package is charged in arrears, per calendar month, per Rental Operator Development, on a subscription basis.

25.3. Minimum Term:

25.3.1. 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.

26. Gold Package

26.1. Package Description:

26.1.1. 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.

26.2. Package Pricing:

26.2.1. This Package is charged in arrears, per calendar month, per Rental Operator Development, on a subscription basis.

26.3. Minimum Term:

26.3.1. 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.

27. Premium Package

27.1. Package Description:

27.1.1. 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.

27.2. Package Pricing:

27.2.1. This Package is charged in arrears, per calendar month, per Rental Operator Development, on a subscription basis.

27.2.2. The Price Schedule for Your Core Membership for this Package is contingent on You continuing to meet the Package Threshold for each calendar month of the Term.

27.3. Minimum Term:

27.3.1. 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.

27.4. Package usage constraints:

27.4.1. If You fail to meet the Package Threshold, You will no longer be eligible for the Price Schedule for Your Core Membership for this Package and We reserve the right to either increase Your Core Membership to the prevailing standard Price Schedule or to invoice You for the Underspend.

27.4.2. The Package Threshold is calculated on a per Rental Development basis, however We may agree (in Our sole discretion) to calculate the Package Threshold with reference to Your geographical area, based on Your average calendar monthly spend per each Rental Operator Development on the Elevate Package.

27.4.3. The following Additional Products are eligible towards the Package Threshold: Local Homepage, Featured Agent, Native Search Advertisements (Campaign Carousel and Property Carousel) and Featured Property.

27.4.4. At Our sole discretion, We reserve the right to change the minimum monthly Package Threshold for any Package. Where this is the case, We will notify You of this in writing at least 30 days in advance of the change.

SPECIAL OFFER GUIDELINES

28. General Special Offer Guidelines

28.1. 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.

28.2. 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.

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

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

28.5. Special Offers are non-transferable.

28.6. 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.

28.7. Unless otherwise agreed by Us, if You receive a Special Offer, and You subsequently terminate Your Contract in the three calendar months following the expiry of the period during which You received the Special Offer, We have the right to charge You for the difference between the discounted Charges and the full Charges which would have been payable by You had You not received the Special Offer.

29. Trial Special Offer

29.1. Special Offer description:

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

29.2. Special Offer pricing:

29.2.1. Free of all Charges.

29.3. Minimum Term:

29.3.1. Such Term as We may communicate to You in Our sole discretion, based on the particular Additional Product or Package being trialled.

29.4. Special Offer conditions:

29.4.1. 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

- 30.** 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.