



RIGHTMOVE PRODUCT GUIDELINES

COMMERCIAL – JULY 2025

DEFINITIONS

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

“Core Membership” means the basic Services on Our Platforms to which You are entitled in return for Your Core Membership fee.

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

“Property Banding Category” means the Price Schedule based on Your average stock levels published on Our Platforms over the last 6 calendar months.

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

“Underspend” means the difference between Your actual calendar monthly spend and Your minimum calendar monthly Package Threshold.

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

GENERAL

1. These Product Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions.
2. If there is any conflict between these Commercial Product Guidelines and the Rightmove General Terms and Conditions, the Rightmove General Membership Terms and Conditions prevail.
3. By applying for Additional Products, You acknowledge and confirm that:
 - 3.1. Your Membership shall be subject to both Our current General Membership Terms and Conditions, as well as the current Product Guidelines;
 - 3.2. You will comply with all obligations contained in these Commercial Product Guidelines that apply to the Additional Product or Package that You have purchased; and

- 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 which apply to the selected Additional Product for the remainder of the Term.
4. 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.
5. 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.
6. Additional Products purchased by You may be terminated or suspended by You in accordance with Clause 10 of Our General Membership Terms and Conditions.
7. As part of Your membership, We will provide You with a trackable number for use on Our Website. This number will have a local dialling code based on Your geographical location.
8. For properties You advertise on Our Platforms, You must offer accompanied viewings, free of charge, when requested. For clarity this does not apply to serviced office properties and space advertised under the Flex Office Provider Membership or Flex Office Broker Membership.
9. You acknowledge that You will receive Our telephone recording service, details of which are set out in the Telephone Recording Terms published on Our Website.
10. From time to time, We may offer services from or share Member Data with any of Our subsidiary companies (as defined under Section 1159 Companies Act 2006). Where You enter into a contract for those services offered by Our subsidiary companies, You will also agree to the relevant terms and conditions of the relevant subsidiary.

COMMERCIAL MEMBERSHIP GUIDELINES

1. General Package Guidelines

- 1.1. You are required to advertise all stock publicly advertised for sale or let via any other media.
- 1.2. You are required to hold a direct mandate in writing to act as an agent for the relevant properties from the vendor of each listed property prior to and for the duration of advertising Your listings on Our Platforms and You will be required to provide evidence of this mandate to Us on request.
- 1.3. We do not allow You to offer a purely listings-only service. Your minimum service offering to Your Clients must include accompanied viewings at no additional charge.
- 1.4. You are permitted to on-charge the costs of Your Membership to Your Client
- 1.5. Your first invoice and direct debit payment may be higher than the agreed calendar monthly Price Schedule as they may include more than one calendar month's Service.

1.6. We reserve the right to reassess Your Property Banding Category and notify You of changes to Your Price Schedule where Your Property Banding Category changes.

2. **Portfolio Manager Package**

2.1. Package Description:

2.1.1. The Portfolio Manager Package (“**Manager Package**”) includes solely Core Membership and does not include Additional Products, however You may purchase Additional Products.

2.2. Minimum Term:

2.2.1. The minimum Term for the Manager Package is 12 calendar months, thereafter Your Membership will continue until either party gives notice to the other equivalent to the Notice Period.

2.2.2. The Term will commence on the date confirmed in Your go-live email.

2.3. Package Pricing:

2.3.1. Payment is in advance of the Effective Date and on a calendar monthly basis, and by Direct Debit.

2.4. Package Usage Constraints:

2.4.1. The Manager Package is only available to Agents and Owners.

2.4.2. Each advert entitles You to advertise the following:

2.4.2.1. One commercial property type at a single price and size for a single address in the sales channel.

2.4.2.2. One commercial property type with a single price and either a single size or size range for a single address in the lettings channel.

2.4.3. The Manager Package entitles You to manage Your listings with the following functionality: Your branding, listing by size range and access to the Additional Products described in these Guidelines.

3. **Portfolio Partner Package**

3.1. Package Description:

3.1.1. The Portfolio Partner Package (“**Partner Package**”) is a Package where You receive Core Membership, Featured Property and Premium Listing, the volumes of which are determined by Your Property Banding Category.

3.2. Minimum Term:

3.2.1. The minimum Term for the Partner Package is 12 calendar months, thereafter Your Membership will continue until either party gives notice to the other party equivalent to the Notice Period.

3.2.2. The Term will commence on the date confirmed in Your go-live email.

3.3. Package Pricing:

3.3.1. Payment is in advance of the Effective Date and on a calendar monthly basis, and by Direct Debit.

3.4. Package Usage Constraints:

3.4.1. The Partner Package is only available to Owners and Agents.

3.4.2. Each advert entitles You to advertise the following:

3.4.2.1. One commercial property type at a single price and size for a single address in the sales channel.

3.4.2.2. One commercial property type with a single price and either a single size or size range for a single address in the lettings channel.

3.4.3. The Partner Package entitles You to manage Your listings with the following functionality: Your branding, listing by size range and access to the Additional Products described in these Guidelines.

4. **Portfolio Leader Package**

4.1. Package Description:

4.1.1. The Portfolio Leader Package (“**Leader Package**”) is a Package where You receive Core Membership, and the Price Schedule for Your Core Membership is contingent on You continuing to meet Your Package Threshold during each calendar month of the Term.

4.2. Minimum Term:

4.2.1. The minimum Term for the Leader Package is 12 calendar months, thereafter Your Membership will continue until either party gives notice to the other party equivalent to the Notice Period.

4.2.2. The Term will commence on the date confirmed in Your go-live email.

4.3. Package Pricing:

4.3.1. Payment is in advance of the Effective Date and on a calendar monthly basis, and by Direct Debit.

4.4. Package Usage Constraints:

4.4.1. This Package is available for Owners and Agents.

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

4.4.3. The Package Threshold can be spent on the following Additional Products (which may be updated by Us from time to time), in such volume as You may determine: Featured Property and Premium Listing.

4.4.4. Each advert entitles You to advertise the following:

4.4.4.1. One commercial property type at a single price and size for a single address in the sales channel.

4.4.4.2. One commercial property type with a single price and either a single size or size range for a single address in the lettings channel.

4.4.5. The Leader Package entitles You to manage Your listings with the following functionality: Your branding, listing by size range and access to the Additional Products described in these Guidelines.

5. **Featured Pay Per Listing Package**

5.1. Package Description:

5.1.1. The Featured Pay Per Listing Package (“**FPPL Package**”) is a package where You can advertise one commercial property type at a single price and size for a single address, and includes one Featured Property credit.

5.2. Minimum Term:

5.2.1. The minimum Term is 3 calendar months, thereafter the Membership will continue on a rolling calendar monthly basis until either party gives notice to the other party equivalent to the Notice Period.

5.2.2. Should the property advertised sell or let during the minimum Term, You will not receive a reimbursement.

5.2.3. Should the property be sold or let within the initial 3-month Term, You can cancel Your Membership by providing notice equal to the Notice Period, but should the property subsequently need to be re-advertised, a new Membership will be required.

5.2.4. The Term will commence as confirmed in Your go-live email.

5.3. Package Pricing:

5.3.1. Payment is in advance and is by Direct Debit on a calendar monthly basis.

5.4. Package Usage Constraints:

5.4.1. The FPPL Package is available to Agents and Owners.

5.4.2. You may only advertise one commercial property type at a single price and size in the commercial sales and/ or commercial lettings channels.

5.4.3. You have the option to add one additional size range for an additional calendar monthly fee.

5.4.4. We do not allow You to offer a purely listings-only service. Your minimum service offering to Your Clients must include accompanied viewings at no additional charge.

6. **All Flex Office Centres Package**

6.1. Package Description:

6.1.1. The All Flex Office Centres Package is a package where you receive Core Membership and You must list all Your Flex Office Centres, and You have access to purchase Additional Products.

6.2. Minimum Term:

- 6.2.1. The minimum Term is 12 calendar months, thereafter the Membership will continue on a rolling calendar monthly basis until either party gives notice to the other party equivalent to the Notice Period.
- 6.2.2. The Term will commence on the date confirmed in Your go-live email.
- 6.3. Package Pricing:
 - 6.3.1. Payment is in advance of the Effective Date and on a calendar monthly basis, and by Direct Debit.
 - 6.3.2. The Price Schedule is based on the number of Your Flex Office Centres, the location of the Flex Office Centres and the number of desks within the Flex Office Centres.
- 6.4. Package Usage Constraints:
 - 6.4.1. The All Flex Office Centres Package is only available to Flex Office Brokers and Flex Office Providers.
 - 6.4.2. You are required to advertise all Your Flex Office Centres publicly advertised for let via any other media.
 - 6.4.3. We reserve the right to reassess the number of Flex Office Centres You advertise on Our Platform, their locations and the number of desks and notify You of changes to Your Price Schedule where such details change.
 - 6.4.4. You may only terminate the Contract during the Term if You provide written evidence that all Flex Office Centres associated with this Contract are fully occupied. You must provide Us with written notice equivalent to the Notice Period and the associated evidence must be provided within the Notice Period. This evidence should take the form of a copy of all signed contracts for all Flex Office Centres, including the term dates for each contract and the space occupied.
 - 6.4.5. If You terminate the Contract before the expiry of the Term for any other reason, You will remain liable for the full charges for the remainder of the Term. We will raise an invoice for the Charges which is payable by You within 30 days.

7. Single Flex Office Centre Package

- 7.1. Package Description:
 - 7.1.1. The Single Flex Office Centre Package is a package where You receive Core Membership to list a single Flex Office Centre.
- 7.2. Minimum Term:
 - 7.2.1. The minimum Term is 6 calendar months, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 complete calendar months later (or for such period that We agree at Our sole discretion), thereafter Your Membership will continue until either party gives written notice according to the Notice Period.
 - 7.2.2. The Term will commence on the date confirmed in Your go-live email.
- 7.3. Package Pricing:

7.3.1. Payment is in advance of the Effective Date and on a calendar monthly basis, and by Direct Debit.

7.4. Package Usage Constraints:

7.4.1. You may only advertise one Flex Office Centre at a single price and size in the commercial serviced office / Flex Office Centre channel.

7.4.2. You may only terminate the Contract during the Term if You provide written evidence that the Flex Office Centre associated with this Contract is fully occupied. You must provide Us with written notice equivalent to the Notice Period and the associated evidence must be provided within the Notice Period. This evidence should take the form of a copy of all signed contracts for the Centre including the term dates for each contract and the space occupied.

7.4.3. If You terminate the Contract before the expiry of the Term for any other reason, You will remain liable for the full charges for the remainder of the Term. We will raise an invoice for the Charges which is payable by You within 30 days.

PRODUCT GUIDELINES

8. General Product Guidelines

8.1. Any Additional Products purchased by You will commence on the latter of the date specified and agreed by Us or alternatively the date upon which You are notified by Us that Your Additional Products first become live and available to use on Our Platforms ("**the Effective Date**").

8.2. Quotes are valid for 30 calendar days unless otherwise specified.

8.3. Charges for Additional Products will not be pro-rated unless otherwise specified in these guidelines. Any initial 'part month' periods will be charged pro-rata to the full calendar monthly cost.

8.4. You will continue to purchase each Additional Product, after the end of the initial Term, on a rolling monthly Term until You provide at least 30 days' prior written notice which shall commence on the date that the notice is deemed to have been received by Us pursuant to clause 11.6 of the General Membership Terms and Conditions and will expire on the last day in a calendar month on or after the expiry of the 30 day period. For example, where the Notice Period commences on 1 January, it will expire on 31 January. Where the Notice Period commences on 15 February, it will expire on 31 March.

8.5. We reserve the right to change the Price Schedule of any of Our Additional Products, provided You are outside the minimum Term for the product in question and We give You at least 30 days' notice.

8.6. You are permitted to on-charge the costs of Your Additional Product to Your clients.

9. Featured Property

9.1. Product description:

9.1.1. Property displayed in a Featured Property product ("Featured Property") 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.

9.2. Product Pricing:

- 9.2.1. Featured Property boxes are charged per calendar month, per box, on a subscription basis.
- 9.2.2. 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 may be charged by Us to You at the full amount applicable for that month, irrespective of the actual number of days that You have chosen to display property within it.
- 9.2.3. No refund shall be given for Featured Property Boxes that are unused.

9.3. Minimum Term:

- 9.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion) per box, commencing on the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later).
- 9.3.2. Once a property is assigned to a Featured Property box it will remain a Featured Property for 12 months.

9.4. Product Usage Constraints:

- 9.4.1. You will ensure that an individual property listing will only appear in a single Featured Property purchased by You at any time.
- 9.4.2. You have the right to nominate any of Your property listings to appear in a Featured Property, provided that:
 - 9.4.2.1. Any such properties are currently offered by You as 'for sale' or 'for let;' and
 - 9.4.2.2. You or Your Client have received an instruction at Your Location to which the Featured Property 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.
- 9.4.3. Subject to the following provisions of this clause You may, at Your discretion, change the property listing which is displayed in a Featured Property. We do reserve the right to restrict at Our discretion:
 - 9.4.3.1. The number of individual property listings placed in a particular Featured Property and;
 - 9.4.3.2. The number of times each property is nominated by You to appear in a particular Featured Property.
- 9.4.4. If You change the property listing displayed in a Featured Property via Rightmove Plus, We will use reasonable endeavours to reflect those changes on Our Platforms within 15 minutes.
- 9.4.5. If You ask Us to change the property listing displayed in a Featured Property, We reserve the right to limit such changes to one per week for each Location.
- 9.4.6. We reserve the right to remove any properties from a Featured Property which do not comply with the Technical Guidelines.

10. Featured Property of the Month

10.1. Product description:

- 10.1.1. The Featured Property of the Month product (“Featured Property of the Month”) 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 Month will appear.
- 10.1.2. Once applied to a specific property, You cannot transfer the Featured Property of the Month credit to another property.
- 10.1.3. We will format an individual property listing as a Featured Property of the Month for:
 - 10.1.3.1. A period of 28 days for properties for sale/ to let; or
 - 10.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 28 days for properties for sale/to let. No refund shall be given for properties which are in the Featured Property of the Month slot for less than 28 days.

10.2. Product Pricing:

- 10.2.1. Featured Property of the Month are purchased as credits. Each credit entitles You to configure one individual property listing as a Featured Property of the Month.

10.3. Product Usage Constraints:

- 10.3.1. You will ensure that an individual property listing will only appear in a single Featured Property purchased by You at any time.
- 10.3.2. You have the right to nominate any of Your property listings to appear in a Featured Property of the Month, provided that:
 - 10.3.2.1. Any such properties are currently offered by You as 'for sale' or 'for let'; and
 - 10.3.2.2. You or Your Client have received an instruction at Your Location to which the Featured Property is allocated from a third party to sell/let such property or alternatively the property is newly built and is being both developed and sold by You.
- 10.3.3. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Featured Property of the Month credits purchased from Us by You are valid for use. Any Featured Property of the Month 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.
- 10.3.4. We reserve the right to remove any properties from a Featured Property which do not comply with the Technical Guidelines.

11. Premium Listing

11.1. Product Description:

- 11.1.1. The Premium Listing product ("**Premium Listing**") is an enhanced advert with a digital sticker and single brand logo applied on Our Platforms in the natural search listings.
- 11.1.2. Once applied to a specific property, You cannot transfer the Premium Listing credit to another property.
- 11.1.3. We will format an individual property listing as a Premium Listing for:
 - 11.1.3.1. A period of 6 months for properties for sale or let; or
 - 11.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 6 months for properties to sell or let.
- 11.2. Product Pricing:
 - 11.2.1. The Premium Listing product is purchased as credits is charged per calendar month. Each credit entitles You to configure one individual property listing as a Premium Listing which gives You access on all of Our Platforms.
 - 11.2.1.1. The minimum subscription based purchase is one Premium Listing credit in a calendar month. Additional subscription based credits can be purchased.
 - 11.2.1.2. One off credits for Premium Listing can be purchased on an ad-hoc basis without a contract term.
- 11.3. Minimum Term:
 - 11.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion) per box, commencing on the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later).
- 11.4. Product Usage Constraints:
 - 11.4.1. 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:
 - 11.4.1.1. Any such properties are currently offered by You as 'for sale' or 'for let'; and
 - 11.4.1.2. 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 alternatively the property is newly built and is being both developed and sold by You.
 - 11.4.2. 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.
 - 11.4.3. 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.
 - 11.4.4. Any Premium Listing credits purchased by You which are not used within 3 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.
 - 11.4.5. We reserve the right to remove any properties from a Premium Listing which do not comply with the Technical Guidelines.

12. Premium Listing One Off (transactional)

12.1. Product Description:

- 12.1.1. The Premium Listing One Off product (“**Premium Listing One Off**”) is an enhanced advert with a digital sticker and single brand logo applied on Our Platforms in the natural search listings.
- 12.1.2. Once applied to a specific property, You cannot transfer the Premium Listing One Off credit to another property.
- 12.1.3. We will format an individual property listing as a Premium Listing One Off for:
 - 12.1.3.1. A period of 28 days for properties for sale/ to let; or
 - 12.1.3.2. The duration of the property's continuous listing on Our Platforms if less than 28 days for properties for sale/to let. No refund shall be given for properties which are in the Premium Listing One Off slot for less than 28 days.

12.2. Product Pricing:

- 12.2.1. Premium Listing One Off is purchased as a credit. Each credit entitles You to configure one individual property listing as a Premium Listing One Off.

12.3. Minimum Term:

- 12.4. Credits for Premium Listing One Off can be purchased on an ad-hoc basis. We will format an individual property listing as a Premium Listing One Off for a period of 28 calendar days or the duration of the property’s continuous listing on Our Platforms if less than 28 calendar days.

12.5. Product Usage Constraints:

- 12.5.1. You will ensure that an individual property listing will only appear in a single Premium Listing One Off purchased by You at any time.
- 12.5.2. You have the right to nominate any of Your property listings to appear in a Premium Listing One Off, provided that:
 - 12.5.2.1. Any such properties are currently offered by You as 'for sale' or 'for let'; and
 - 12.5.2.2. You or Your Client have received an instruction at Your Location to which the relevant property is allocated from a third party to sell/let such property or alternatively the property is newly built and is being both developed and sold by You.
- 12.5.3. At Our sole discretion, We may notify You of the relevant calendar month(s) during which the particular Premium Listing One Off credits purchased from Us by You are valid for use.
- 12.5.4. Any Premium Listing One Off credits purchased by You which are not used within 3 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.
- 12.5.5. We reserve the right to remove any properties from a Premium Listing which do not comply with the Technical Guidelines.

13. General Product Guidelines – Digital Marketing Campaigns

13.1. Product Description:

13.1.1. There are 2 separate Products:

13.1.1.1. **Geographic and Sector Campaign** offer You a broadcast by Us to a **relevant** audience of Our Users, segmented by postcode and the application of a second data filter relating to industry sector.

13.1.1.2. **Geographic, Sector and Investor Campaign:** offer You a broadcast by Us to a relevant audience of Our Users, segmented by postcode and the application of a second data filter relating to industry sector with additional filter of investor database.

13.2. Digital Marketing Campaign Pricing:

13.2.1. Prices are available from Your account manager and depend on Product Type and/or the number of email addresses and/or mobile telephone numbers to which We send the Digital Marketing Campaign.

13.3. Product Usage Constraints:

13.3.1. Our Digital Marketing Campaigns will only be broadcast by Us to a relevant group of Our Users as defined by Us. Unique identifiers (such as email addresses and/or mobile telephone numbers) that We use to contact Our Users will not be shared.

13.3.2. Digital Marketing Campaign bookings:

13.3.2.1. Are only confirmed on signed confirmation of the contract;

13.3.2.2. Are booked on a strictly, first come, first served basis.

13.3.3. A minimum order spend of £150 + VAT applies to each campaign, which includes both re-email and email.

13.3.4. Each HTML template design created by Us is valid for 6 calendar months and must be amended for each new Digital Marketing Campaign broadcast send. Where You or Your supplier provides the creative for Your Advertisement, 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 Search Based Products Content 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.

13.3.5. We will send You the final proof of Your Advertisement prior to broadcast. You should rigorously test all the relevant links You require. We will not be responsible for either mistakes or faulty/incorrect/missing links once sent. Unless We hear from You, We will broadcast Your Advertisement as booked.

13.3.6. All HTML artwork must be emailed to digitalmarketing@rightmove.co.uk no less than 3 Business Days prior to the agreed broadcast date. Any late artwork that delays broadcast will potentially incur charges. We will endeavour to broadcast Your campaign at the time You prefer, however We reserve the right to vary the broadcast date to accommodate Our other communications and manage the number of emails received by Our Users.

13.3.7. Once the initial Digital Marketing Campaign is broadcasted, the re-email or re-sms (as applicable) must be broadcast within 21 days. If the re-email or re-sms is not broadcasted

within 21 days of the initial broadcast, You will still be invoiced for the full Price Schedule and for the avoidance of doubt, no refunds will be made.

- 13.3.8. You have the right to cancel a 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 cancellation charges (set out below). The amount You pay changes depending on when You cancel. If You cancel:
 - 13.3.8.1. Within 14 days of the date of broadcast, You shall pay 100% of the total order value to Us;
 - 13.3.8.2. Within 15 to 30 days of the date of broadcast, You shall pay 50% of the total order value to Us; and
 - 13.3.8.3. Within 31 to 60 days of the date of broadcast, You shall pay 25% of the total order value to Us.
- 13.3.9. We will only publish Digital Marketing Campaigns that meet Search Based Products Text Content Guide and We retain editorial control over all communications sent by Us to Our Users.
- 13.3.10. We reserve the right to refuse Your application for access to Our Digital Marketing Campaign service. No request for a Digital Marketing Campaign will be deemed as accepted until it is confirmed by Us. We are not obliged to accept any request by You nor give You reasons should We choose to decline.
- 13.3.11. We reserve the right to refuse broadcast of a Digital Marketing 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 in the absence of written notice.

14. **Bespoke Conversion and Lead Analysis**

14.1. Product Description:

- 14.1.1. 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.

14.2. Minimum Term:

- 14.2.1. There is no minimum Term.

14.3. Product Usage Constraints:

- 14.3.1. 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.
- 14.3.2. We will delete the data that You provide to Us within 30 days of providing You with Our analysis.
- 14.3.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of the Product without prior notice.

PRODUCTS NO LONGER AVAILABLE TO PURCHASE

15. Commercial Banners

15.1. Product Description:

15.1.1. The Commercial Banners Additional Product is where Your Advertisement will appear in such relevant 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 Advertisement will appear.

15.2. Minimum Term:

15.2.1. 6 complete calendar months (or for an extended period that We agree at Our sole discretion). Commencing on the Effective Date and ending on the final day of the complete calendar months at least 6 complete calendar months later.

15.3. Product Usage Constraints:

15.3.1. The creative for Your Advertisement must be provided to Us within 10 Business Days of receipt of the signed Membership Application Form. Failure to do so will result in Your selected inventory being released.

15.3.2. Your Advertisement must comply with Our Text Content Guidelines.

15.3.3. 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.

15.3.4. Requests by You to amend Your creative once Your Advertisement is live on Our Platforms is limited to once per calendar month and can take up to 10 Business Days to be updated on Our Platforms.

15.3.5. We reserve the right, at Our sole discretion, to modify, withdraw or suspend the availability of Brand Builder without prior notice. In the event that Brand Builder 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 Banners, by reference to the time period during which it was no longer made available to You by Us.

16. Multi Channel Campaigns

16.1. Product Description:

16.1.1. There are 3 separate products:

16.1.1.1. **Postcode Campaigns** offer You a **broadcast** by Us to a group of Our Users, segmented by sector (office or retail), freehold or leasehold and postcode area. Postcode campaigns will be sent across email, SMS and Facebook.

- 16.1.1.2. **Localised Campaigns** offer You a broadcast by Us to a more localised audience of Our Users across a predefined list of area, **segmented** by sector (office or retail) and freehold or leasehold. Localised Campaigns are only available for the office and retail sectors. Localised Campaigns will be sent across email, SMS and Facebook.
- 16.1.1.3. **Bespoke Campaigns** offer You a broadcast by Us to a more targeted audience segmented further by unit size or **unit** price. **Bespoke** Campaigns can be sent across any or all of email, SMS and Facebook.

16.2. Multi Channel Campaign Pricing:

- 16.2.1. Prices are available from Your account manager and depend on product type and/or the number of email addresses to which We send the Multi Channel Campaign.

16.3. Product Usage Constraints:

- 16.3.1. Our Multi Channel Campaigns will only be broadcast 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 will not be shared.
- 16.3.2. Multi Channel Campaign bookings:
 - 16.3.2.1. Are only confirmed on the basis of a signed copy of the Multi Channel Campaign Product Order Form or an email from You confirming Your wish to proceed.
 - 16.3.2.2. Are booked on a strictly, first come, first served basis.
- 16.3.3. A minimum order spend of £150 (excluding charges for artwork) + VAT applies to each campaign.
- 16.3.4. Each HTML template design created by Us is valid for 6 months and must be amended for each new Multi Channel Campaign broadcast send. Where You or Your supplier provides the creative for Your Advertisement 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 Search Based Products Content 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 consider (in Our sole discretion) such changes to be significant, You will incur a fee of £100 plus VAT (where applicable).
- 16.3.5. We will send You the final proof of Your Advertisement prior to broadcast. You should rigorously test all the relevant links You require. We will not be responsible for either mistakes or faulty/incorrect/missing links once sent. Unless We hear from You, We will broadcast Your Advertisement as booked.
- 16.3.6. All HTML artwork must be emailed to digitalmarketing@rightmove.co.uk no less than 5 Business Days prior to the agreed broadcast date. Any late artwork that delays broadcast will potentially incur charges.
- 16.3.7. We will endeavour to broadcast Your Multi Channel Campaign at the time You prefer, however We reserve the right to vary the broadcast date to accommodate Our other communications and manage the number of emails received by Our Users.

- 16.3.8. Moving/rescheduling a Multi Channel Campaign by You within 10 Business Days of the broadcast date will incur a 15% surcharge.
- 16.3.9. You have the right to cancel a booking of a Multi Channel Campaign. 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 cancellation charges (set out below). The amount You pay changes depending on when You cancel. If You cancel:
 - 16.3.9.1. Within 14 days of the date of broadcast, You shall pay 100% of the total order value to Us;
 - 16.3.9.2. Within 15 to 30 days of the date of broadcast, You shall pay 50% of the total order value to Us; and
 - 16.3.9.3. Within 31 to 60 days of the date of broadcast, You shall pay 25% of the total order value to Us.
 - 16.3.9.4. If You have benefitted from any savings by committing to a multi-send Multi Channel Campaign, You will have to pay such amount to Us if the cancellation brings the Multi Channel Campaign below the relevant multi-send campaign threshold.
- 16.3.10. We will only publish Multi Channel Campaigns that meet Our Search Based Products Content Guidelines and We retain editorial control over all communications sent by Us to Our Users.
- 16.3.11. We reserve the right to refuse Your application for access to Our Multi Channel Campaign service. No request for an Multi Channel Campaigns will be deemed as accepted until it is confirmed by Us. We are not obliged to accept any request by You nor give You reasons should We choose to decline.
- 16.3.12. We reserve the right to refuse broadcast of an Multi Channel 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 in the absence of written notice.

17. Pay As You Go (PAYG)

17.1. Product Description:

- 17.1.1. Each advert entitles You to advertise one commercial property type at a single price and size in the commercial sales and/ or commercial lettings channels.
- 17.1.2. PAYG was available to both Agents and Owners

17.2. Product Pricing:

- 17.2.1. Payment was in advance of the service and was by Direct Debit.
- 17.2.2. Should the property advertised sell or let during a 3-month term, no reimbursement would be made.
- 17.2.3. Should the property be removed, sold or let within the 3-month period but subsequently need to be re-advertised, a new membership would be required.

17.3. Minimum Term

- 17.3.1. The Initial Term for a PAYG was 3 months, thereafter the Membership would continue on a rolling basis until either party gave 30 days' written notice to expire at the end of a calendar month, as outlined in the General Membership Term and Conditions.
- 17.3.2. The Initial Term commenced as confirmed in Your go live email.
- 17.4. Product Usage Constraints:
 - 17.4.1. Rightmove does not allow Members to offer a purely listings-only service.
 - 17.4.2. Your minimum service offering to Your Clients must include accompanied viewings at no additional charge.
 - 17.4.3. You are permitted to on-charge the costs of Your Membership to Your Client.

18. Competition Guidelines

- 18.1. You agree to co-operate with Us in order to ensure that any individual vendor or landlord who wins a prize in any competition run by Us (a "prize winner") which includes as part of the prize any of Our Additional Products in relation to a property which You are then 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 of Rightmove Additional Products at any time and for such a period of time as We may specify.

SPECIAL OFFER GUIDELINES

19. General Special Offer Guidelines

- 19.1. Special Offers are only available where You are specifically notified of Your qualification by Us and only then if You select a Package or Additional Products from the options agreed and offered to You by Us.
- 19.2. 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.
- 19.3. Irrespective of the Effective Date for Your Package or Additional Product(s), the expiry of Your Special Offer remains the same.
- 19.4. Unless agreed otherwise with Us at Our sole discretion, Special Offers are not available in conjunction with any other offers.
- 19.5. Special Offers are non-transferable.
- 19.6. 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.

19.7. 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.

20. Trial Special Offer

20.1. Special Offer Description:

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

20.2. Special Offer Pricing:

20.2.1. Free of all Charges.

20.3. Minimum Term:

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

20.4. Special Offer Conditions:

20.4.1. 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.