

RIGHTMOVE PRODUCT GUIDELINES
OVERSEAS
April 2025

DEFINITIONS

“Active Campaign” means one of the following 4 Additional Products: (1) Email Campaigns, (2) Re-Email Campaigns, (3) Targeted Email Campaigns and (4) Multi Channel Campaigns.

“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 under Your Contract with Us subject to the Stock Limit.

“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.

“Go-Live Date” means the date on which We confirm to You that the relevant Additional Product will go live.

“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 (including the number of unique email addresses drawn through Facebook Campaigns).

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

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

“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.

“Stock Limit” means the variable maximum number of properties being concurrently listed on Our Platforms at any given time as set out in Your Contract with Us.

“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 on Our Platforms.

GENERAL

1. These Product Guidelines should be read in conjunction with the Rightmove General Membership Terms and Conditions. These Product Guidelines do not apply to Overseas Private Sellers.
2. If there is any conflict between the Product Guidelines and the Rightmove General Membership Terms and Conditions, the Rightmove General Membership Terms and Conditions prevail.
3. By applying for Additional Products or Packages detailed on the Product Request Form(s) You acknowledge and confirm that:
 - 3.1. Your Membership shall be subject to both the current Rightmove General Membership Terms and Conditions, as well as the current Product Guidelines;
 - 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
 - 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 or Package for the remainder of the Term.
4. 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.
5. You acknowledge that You will receive Our telephone recording service, details of which are set out in Our Telephone Recording Terms (available on Our Website).
6. You agree to comply with Relevant Legislation or Codes and the applicable laws and regulations of the jurisdiction in which You operate, including but not limited to Directive (EU) 2019/882 of the European Parliament and of the Council of 17 April 2019 on the accessibility requirements for products and services.

PRODUCT GUIDELINES

1. General Product Guidelines

- 1.1. 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.
- 1.2. Quotes are valid for 14 calendar days unless otherwise specified.
- 1.3. Charges for Additional Products 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.
- 1.4. You will continue to purchase each Additional Product, after the end of the minimum Term, on a rolling calendar monthly basis until You provide notice equivalent to the Notice Period.
- 1.5. 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.
- 1.6. 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.

- 1.7. 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.

2. General Product Guidelines – Active Campaign Products

2.1. Product descriptions:

- 2.1.1. **Email Campaigns** offer You a broadcast by Us to a targeted group of our Users.
- 2.1.2. **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 working days of the original Targeted Email Campaign.
- 2.1.3. **Targeted Campaigns** offer You access to a broadcast by Us to a relevant audience of Our Users interested in a specific geographical area as defined by Us.
- 2.1.4. **Multi Channel Campaigns** offer You access to a broadcast by Us to a targeted group of Our Users or to a relevant audience of Our Users interested in a specific geographical area as defined by Us. Multi Channel Campaigns will be sent via email, SMS and Facebook.

2.2. Active Campaign pricing:

- 2.2.1. Active Campaign prices are available from Your account manager and depend on the type of Active Campaign product selected and/or the Match Count.
- 2.2.2. A minimum order of £350 +VAT (charged at the prevailing rate) applies to each Active Campaign.
- 2.2.3. We offer a free quotation based on Your Match Count.
- 2.2.4. Moving or rescheduling an Active Campaign by You within one calendar month of the planned broadcast date will incur a surcharge of 15% of the standard prevailing Price Schedule for Active Campaigns.

2.3. Active Campaign usage constraints:

- 2.3.1. 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 Active Campaigns. We are not obliged to accept any request by You nor give You reasons should We choose to decline.
- 2.3.2. 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.
- 2.3.3. We will endeavour to serve Your Active Campaign on the date and time You prefer. However, We reserve the right to vary the broadcast time and date to accommodate Our other communications and manage the number of Active Campaigns received by Our Users.

- 2.3.4. 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.
- 2.4. Active Campaign design:
 - 2.4.1. We will only publish Active Campaigns that meet Our Text Content Guidelines and We retain editorial control over all communications sent by Us to Our Users.
 - 2.4.2. Each HTML template design created by Us is valid for 6 complete calendar months.
 - 2.4.3. Each HTML template design must be amended for each new Active Campaign broadcast which involves the use of email. If We, at Our sole discretion, consider amendments to be significant they will incur a fee of £100 +VAT (where applicable).
 - 2.4.4. 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 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 (where applicable).
 - 2.4.5. All artwork assets must be emailed to DigitalMarketing@rightmove.co.uk no less than 8 working days prior to the agreed broadcast date. Any late artwork that delays the Active Campaign broadcast will incur a charge equivalent to 10% of the value of the Active Campaign.
 - 2.4.6. 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.
- 2.5. Active Campaign cancellation:
 - 2.5.1. 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 cancellation charges as set out below. The amount You pay changes depending on when You cancel. If You cancel:
 - 2.5.1.1. Within 14 days of the date of broadcast, You shall pay 100% of the total order value to Us;
 - 2.5.1.2. Within 15 to 30 days of the date of broadcast, You shall pay 50% of the total order value to Us; and
 - 2.5.1.3. 31 days or more before the date of broadcast, You shall pay 25% of the total order value to Us.

3. Featured Property

- 3.1. Product description:
 - 3.1.1. Property displayed in a Featured Property product 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.

3.2. Product pricing:

3.2.1. Featured Property boxes are charged per calendar month, per box, on a subscription basis.

3.2.2. 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.

3.3. Minimum Term:

3.3.1. 3 complete calendar months (or for an extended period that We agree at Our sole discretion) per box, commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later.

3.4. Product usage constraints:

3.4.1. You will ensure that an individual property listing will only appear in a single Featured Property purchased by You at any time.

3.4.2. You have the right to nominate any of Your property listings to appear in a Featured Property, provided that:

3.4.2.1. Any such properties are currently offered by You for sale; and

3.4.2.2. If You are an Overseas Residential Resale customer, You or Your Client have received an instruction at Your Location to which the Featured Property is allocated from a third party to sell such property; or

3.4.2.3. If You are an Overseas New Build customer, the property is newly built and is being both developed and sold by You from one of Your Residential Developments.

3.4.3. 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 reserve the right to restrict, at Our sole discretion:

3.4.3.1. The number of individual property listings placed in a particular Featured Property; and

3.4.3.2. The number of times each property is nominated by You to appear in a particular Featured Property.

3.4.4. 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.

3.4.5. 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.

3.4.6. We reserve the right to remove any properties from a Featured Property which do not comply with the Technical Guidelines.

4. Premium Listing One-Off

4.1. Product description:

- 4.1.1. The Premium Listing One Off Additional Product is an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.
- 4.1.2. Once applied to a specific property, You cannot transfer the Premium Listing One Off credit to another property.
- 4.2. Product pricing:
 - 4.2.1. The Premium Listing One Off is purchased as credits. Each credit entitles You to configure one individual property listing as a Premium Listing One Off which gives You access on all of Our Platforms.
 - 4.2.2. At Our sole discretion, We may notify You of the relevant calendar month(s) during which particular Premium Listing One Off credits purchased from Us by You are valid for use. Any Premium Listing One Off 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.
- 4.3. Minimum Term:
 - 4.3.1. Credits for Premium Listing One Off are purchased on an ad-hoc basis. We will format an individual property listing as a Premium Listing One Off for a period of 12 complete calendar months; or the duration of the property's continuous listing on Our Platforms if less than 12 complete calendar months.
- 4.4. Product usage constraints:
 - 4.4.1. You will not apply Premium Listing One Off to property listings that are currently draft or invisible. You have the right to apply Premium Listing One Off to any of Your property listings, provided that:
 - 4.4.1.1. Any such properties or land are currently offered by You as for sale; and
 - 4.4.1.2. If You are an Overseas Residential Resale customer, You or Your Client have received an instruction at one of Your Locations to which the Premium Listing One Off is allocated from a third party to sell/let such property; or
 - 4.4.1.3. If You are an Overseas New Build customer, the property is newly built and is being both developed and sold by You from one of Your Residential Developments.
 - 4.4.2. If a property listing formatted in Premium Listing One Off 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 One Off.
 - 4.4.3. We reserve the right to remove any properties from a Premium Listing One Off which do not comply with the Technical Guidelines.

5. Premium Listing Subscription

- 5.1. Product description:
 - 5.1.1. The Premium Listing Subscription Additional Product is an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.
 - 5.1.2. Once applied to a specific property, You cannot transfer the Premium Listing Subscription credit to another property.
- 5.2. Product pricing:

- 5.2.1. The Premium Listing Subscription product is purchased as credits and is charged per calendar month. Each credit entitles You to configure one individual property listing as a Premium Listing Subscription which gives You access on all of Our Platforms.
- 5.2.2. The minimum subscription-based purchase is one Premium Listing Subscription credit in a calendar month. Additional subscription based credits can be purchased.
- 5.3. Minimum Term:
 - 5.3.1. Credits for Premium Listing Subscription are purchased on a subscription basis for a minimum Term of 3 calendar months), and will accrue up to a period of 6 calendar months, after which any unused credits will expire. No refunds will be given by Us to You in respect of unused credits.
 - 5.3.2. We will format an individual property listing as a Premium Listing Subscription for a period of 12 complete calendar months; or the duration of the property's continuous listing on Our Platforms if less than 12 complete calendar months.
- 5.4. Product usage constraints:
 - 5.4.1. You will not apply Premium Listing Subscription to property listings that are currently draft or invisible. You have the right to apply Premium Listing Subscription to any of Your property listings, provided that:
 - 5.4.1.1. Any such properties or land are currently offered by You as for sale; and
 - 5.4.1.2. If You are an Overseas Residential Resale customer, 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
 - 5.4.1.3. If You are an Overseas New Build customer, the property is newly built and is being both developed and sold by You from one of Your Residential Developments.
 - 5.4.2. If a property listing formatted in Premium Listing Subscription 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 Subscription.
 - 5.4.3. We reserve the right to remove any properties from a Premium Listing Subscription which do not comply with the Technical Guidelines.

6. Brand Plus

- 6.1. Product description:
 - 6.1.1. Brand Plus is where We apply a single logo to Your relevant property listings displayed on Our Platforms, excluding Featured Properties.
- 6.2. Product pricing:
 - 6.2.1. Brand Plus cannot be purchased as a standalone product.
- 6.3. Minimum Term:
 - 6.3.1. There is no minimum Term.
- 6.4. Product usage constraints:
 - 6.4.1. 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.
 - 6.4.2. We reserve the right to charge You separately for the display of a logo on property listings which are not currently available to buy.

7. Brand Builder

7.1. Product description:

- 7.1.1. Brand Builder 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 Brand Builder will appear.

7.2. Minimum Term:

- 7.2.1. 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.

7.3. Product usage constraints:

- 7.3.1. Brand Builder can only be purchased under the following Packages: Captivate Package; New Homes Exposure Package; New Homes Standard Digital Package; and New Homes Enhanced Digital Package.
- 7.3.2. Charges for the Brand Builder product begin on the Go-Live Date irrespective of whether Your Advertisement(s) are ready for publication on Our Platforms.
- 7.3.3. Your Advertisement must comply with Our Text Content Guidelines.
- 7.3.4. 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.
- 7.3.5. 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.
- 7.3.6. 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 Brand Builder, by reference to the time period during which it was no longer made available to You by Us.

8. Bespoke Lead and Conversion Analysis

8.1. Product description:

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

8.2. Minimum Term:

- 8.2.1. There is no minimum term.

8.3. Product usage constraints:

- 8.3.1. The data You provide to Us for analysis must be a full, complete and accurate representation of Your sales business activity over a defined period.
- 8.3.2. We will delete the data that you provide to us within 30 days of providing You with Our analysis.

8.3.3. We reserve the right in Our sole discretion to modify, withdraw or suspend the availability of the Product without prior notice.

PACKAGE GUIDELINES

9. General Package Guidelines

9.1. There are 12 Packages:

9.1.1. (1) Pay Per Listing, (2) Attract, (3) Engage, (4) Captivate, (5) New Homes Exposure, (6) New Homes Standard Digital, (7) New Homes Enhanced Digital; and

9.1.2. (8) Overseas Development Exposure, (9) Development, (10) Development Listings, (11) Exposure, (12) Presence. The Packages listed in this clause 8.1.2 are not available to purchase.

9.2. Packages are only available where You are specifically notified of Your qualification by Us.

9.3. You are permitted to on-charge the costs of Your Membership to Your Client.

9.4. Your first invoice may be higher than the agreed calendar monthly Price Schedule as they may include more than one calendar month's Service.

9.5. If You choose to upgrade or downgrade Your Package during or at the end of the minimum Term, You will be subject to a new minimum Term of such period which is at least as long as the previous Minimum Term (or such Term that we agree at Our sole discretion) for the new Package.

10. Pay Per Listing Package

10.1. Package Description

10.1.1. Pay Per Listing is a Package where You receive Core Membership and Brand Plus for a single property advertised on Our Platforms.

10.2. Package Pricing:

10.2.1. Payment is in advance of the Effective Date and on a calendar monthly, per listings basis.

10.2.2. Should the property sell during the Term, no reimbursement will be made.

10.3. Minimum Term:

10.3.1. 3 complete calendar months, commencing from the Effective Date and ending on the final day of the complete calendar month at least 3 complete calendar months later (or for an extended period that We agree at Our sole discretion).

10.3.2. Thereafter, Your Membership will continue on a rolling calendar monthly basis unless You provide notice equivalent to the Notice Period.

10.4. Package usage constraints:

10.4.1. You may only advertise one property per Package, unless otherwise permitted by Us in a Special Offer.

10.4.2. Should the property be sold during Term, You can cancel Your Membership by providing notice to Us equivalent to the Notice Period. Should the property subsequently need to be re-advertised, a new Membership will be required.

11. New Homes Exposure Package

11.1. Package description:

- 11.1.1. New Homes Exposure is a Package where you Receive Core Membership, Brand Plus, 6 Featured Property listings and Premium Listing One Off credits as outlined in these Guidelines.

11.2. Package pricing:

- 11.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

11.3. Minimum Term:

- 11.3.1. The minimum Term for the New Homes Exposure Package is 6 or 12 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 or 12 complete calendar months later.
- 11.3.2. At the end of the Term, Your Development Exposure Package will continue on a rolling monthly basis unless You provide notice equivalent to the Notice Period.

11.4. Package usage constraints:

- 11.4.1. This Package is only available to Members on an Overseas New Build Membership.

12. New Homes Standard Digital Package

12.1. Package description:

- 12.1.1. New Homes Standard Digital is a Package where You receive Core Membership, Brand Plus, 6 Featured Property listings, Premium Listing One Off credits, and Active Campaigns as outlined in these Guidelines.
- 12.1.2. Subject to the availability of impressions on the page for the relevant region of Our Website (at Our Sole discretion), You may have access to the Brand Builder Additional Product under the New Homes Standard Digital Package. In such case, We will note Brand Builder on Your Product Request Form.

12.2. Package pricing:

- 12.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

12.3. Minimum Term:

- 12.3.1. The minimum Term for the New Homes Standard Digital Package is 6 or 12 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.
- 12.3.2. At the end of the Term, Your New Homes Standard Digital Package will continue on a rolling monthly basis unless You provide notice equivalent to the Notice Period.

12.4. Package Usage Constraints:

- 12.4.1. Under this Package, Multi Channel Campaigns are not available to purchase.
- 12.4.2. This Package is only available to Members on an Overseas New Build Membership.

13. New Homes Enhanced Digital Package

13.1. Package description:

13.1.1. New Homes Enhanced Digital is a Package where You receive Core Membership, Brand Plus, 6 Featured Property listings, Premium Listing One Off credits, Brand Builder and Active Campaigns as outlined in these Guidelines.

13.2. Package pricing:

13.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

13.2.2. The New Homes Enhanced Digital Package includes a Package Threshold as detailed in Your Membership Application Form.

13.2.3. The Package Threshold is on a per Residential Development basis, based on Your average calendar monthly spend per Residential Development.

13.2.4. Any Featured Property listings, Premium Listing One Off credits, Brand Builder and Rightmove Active Campaigns purchased can contribute to Your Package Threshold.

13.2.5. If You fail to meet Your calendar monthly Package Threshold, You will no longer be eligible for the New Homes Enhanced Digital Package and We reserve the right to invoice You for the Underspend at Our sole discretion.

13.3. Minimum Term:

13.3.1. The minimum Term for the New Homes Enhanced Digital Package is 6 or 12 complete calendar months, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 or 12 complete calendar months later.

13.3.2. At the end of the Term, Your New Homes Enhanced Digital Package will continue on a rolling calendar monthly basis unless and until You provide notice equivalent to the Notice Period.

13.4. Package Usage Constraints:

13.4.1. This Package is only available to Members on an Overseas New Build Membership.

14. Attract Package

14.1. Package description:

14.1.1. Attract is a Package where You receive Core Membership and Brand Plus.

14.2. Package pricing:

14.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

14.2.2. The Price Schedule is based on Your Property Banding Category.

14.3. Minimum Term:

14.3.1. 6 complete 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).

14.4. Package Usage Constraints:

14.4.1. This Package is only available to Members on an Overseas Residential Resale Membership.

14.4.2. Under this Package, You can only purchase the Featured Property, Premium Listing One Off and Premium Listing Subscription Additional Products.

14.4.3. Under this Package, Active Campaigns (excluding Multi Channel Campaigns) and Email Campaigns, as outlined in these Guidelines, are available to purchase.

15. Engage Package

15.1. Package description:

- 15.1.1. Engage is a Package where You receive Core Membership, Brand Plus, Featured Property listings and a 50% discount on any additional Featured Property listings, Premium Listing One Off and Premium Listing Subscription.

15.2. Package pricing:

- 15.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

15.3. Minimum Term:

- 15.3.1. The minimum Term under this Package is 6 complete 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).
- 15.3.2. At the end of the Term, Your Package will continue on a rolling calendar monthly basis unless You provide notice equivalent to the Notice Period.

15.4. Package Usage Constraints:

- 15.4.1. This Package is only available to Members on an Overseas Residential Resale Membership.
- 15.4.2. Under this Package, Active Campaigns (excluding Multi Channel Campaigns) and Email Campaigns, as outlined in these Guidelines, are available to purchase.

16. Captivate Package

16.1. Package description:

- 16.1.1. Captivate is a Package where You receive Core Membership, Brand Plus, Featured Property listings and Premium Listing Subscription, and a 75% discount on any additional Featured Property listings, Premium Listing One Off and Premium Listing Subscription Additional Products.
- 16.1.2. Subject to the availability of impressions on the page for the relevant region of Our Website (at Our Sole discretion), You may have access to the Brand Builder Additional Product under the Captivate Package. In such case, We will note Brand Builder on Your Product Request Form.

16.2. Package pricing:

- 16.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

16.3. Minimum Term:

- 16.3.1. The minimum Term under this Package is 6 complete 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).

16.4. Package Usage Constraints:

- 16.4.1. This Package is only available to Members on an Overseas Residential Resale Membership.
- 16.4.2. Under this Package, Active Campaigns and Email Campaigns, as outlined in these Guidelines, are available to purchase.

PACKAGES WHICH ARE NO LONGER AVAILABLE TO PURCHASE

17. New Homes Development Listing Package (no longer available to purchase)

17.1. Package description:

17.1.1. New Homes Development Listing is a Package where You receive Core Membership and Brand Plus as outlined in these Guidelines.

17.2. Package pricing:

17.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

17.3. Minimum Term:

17.3.1. The minimum Term is 6 complete 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).

17.3.2. At the end of the Term, Your Development Listing Package will continue on a rolling monthly basis unless You provide notice equivalent to the Notice Period.

18. New Homes Development Package (no longer available to purchase)

18.1. Package description:

18.1.1. New Homes Development is a Package where You receive Core Membership and Brand Plus as outlined in these Guidelines.

18.2. Package pricing:

18.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

18.3. Minimum Term:

18.3.1. The minimum Term for the Development Package is 6 or 12 complete calendar months as specified on Your Membership Application Form, commencing from the Effective Date and ending on the final day of the complete calendar month at least 6 complete calendar months later.

18.3.2. At the end of the Term, Your Development Package will continue on a rolling monthly basis unless and until You provide notice equivalent to the Notice Period.

19. New Homes Development Exposure Package (no longer available to purchase)

19.1. Package description:

19.1.1. New Homes Development Exposure is a Package where You receive Core Membership, Brand Plus, 6 Featured Property listings and Premium Listing credits as outlined in these Guidelines.

19.2. Package pricing:

19.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

19.3. Minimum Term:

19.3.1. The minimum Term for the Development Exposure Package is 6 or 12 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.

19.3.2. At the end of the Term, Your Development Exposure Package will continue on a rolling monthly basis unless You provide notice equivalent to the Notice Period.

19.4. Package Usage Constraints:

19.4.1. Under this Package, Multi Channel Campaigns are not available to purchase.

19.4.2. This Package is only available to Members on an Overseas New Build Membership.

20. Presence Package (no longer available to purchase)

20.1. Package description:

20.1.1. Presence is a Package where You receive Core Membership and Brand Plus.

20.2. Package pricing:

20.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

20.2.2. The Price Schedule is based on Your Property Banding Category.

20.3. Minimum Term:

20.3.1. 6 complete 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).

20.3.2. At the end of the Term, Your Package will continue on a rolling calendar monthly basis unless You provide notice equivalent to the Notice Period.

20.4. Package usage constraints:

20.4.1. This Package is only available to Members on an Overseas Residential Resale Membership.

20.4.2. Under this Package, You can only purchase the Featured Property and Premium Listings One Off Additional Products.

21. Exposure Package (no longer available to purchase)

21.1. Package description:

21.1.1. Exposure is a Package where You receive Core Membership, Brand Plus, 2 Featured Property listings and a 50% discount on any additional Featured Property listings and Premium Listing One Off credits. You will also have access to Brand Builder and Active Campaigns as outlined in these Guidelines.

21.2. Package pricing:

21.2.1. Payment is in advance of the Effective Date and on a calendar monthly basis.

21.3. Minimum Term:

21.3.1. The minimum Term under this Package is 6 complete 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).

21.3.2. At the end of the Term, Your Package will continue on a rolling calendar monthly basis unless You provide notice equivalent to the Notice Period.

21.4. Package usage constraints:

21.4.1. This Package is only available to Members on an Overseas Residential Resale Membership.

SPECIAL OFFER GUIDELINES

22. General Special Offer Guidelines

- 22.1. 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.
- 22.2. 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.
- 22.3. Irrespective of the Effective Date for Your Package or Additional Product(s), the expiry of Your Special Offer remains the same.
- 22.4. Unless agreed otherwise with Us at Our sole discretion, Special Offers are not available in conjunction with any other offers.
- 22.5. Special Offers are non-transferable.
- 22.6. 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.
- 22.7. 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.

23. Take Six – 50% Offer (“TS50 Offer”)

- 23.1. Special Offer description and pricing:
 - 23.1.1. You will receive a preferential Price Schedule of a 50% discount on Your Core Membership and Additional Products before any Package discount for the first 6 complete calendar months of the Term.
 - 23.1.2. If You upgrade Your Additional Products and/or Packages within the Term, You will continue to benefit from the 50% discount on Your new Additional Products and/or Packages for the remainder of the first 6 complete calendar months.
 - 23.1.3. Any Additional Product to which You are entitled can be purchased during the Term but only those purchased on a subscription basis can benefit from the discounts available under this Special Offer.
- 23.2. Minimum Term:
 - 23.2.1. 12 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 12 complete calendar months later. You will receive the preferential Price Schedule for the first 6 calendar months only.

23.2.2. Where a Membership Application Form is signed mid-month, the TS50 Offer will include any initial 'part-month' up to the beginning of the next calendar month after Effective Date.

23.2.3. You may cancel the Special Offer by the 15th day of the sixth full calendar month. Should You cancel after the 15th day of the sixth full calendar month of the Term, You will still be liable for the full Charges until the end of the Term.

23.3. Special Offer usage constraints:

23.3.1. You will not be eligible for the TS50 Offer if You have been in Membership of Us within the twelve calendar months preceding the date Your Contract was signed unless otherwise agreed by Us.

This TS50 Offer is only available if You have an Overseas Residential Resale Membership.

24. Take One – 100% Offer ("TO100")

24.1. Special Offer pricing:

24.1.1. You will receive a preferential Price Schedule of a 100% discount on Your Core Membership and Additional Products and/or Packages for the first complete calendar month during the Term.

24.1.2. Any Additional Product to which You are entitled can be purchased during the Term but only those purchased on a subscription basis can benefit from the discounts available under this Special Offer.

24.2. Minimum Term:

24.2.1. 7 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 7 complete calendar months later. You will receive the preferential Price Schedule for the first complete calendar month only.

24.2.2. You may cancel by the 15th day of the first full calendar month. Should You cancel after the 15th day of the first full calendar month of the Term, You will still be liable for the full Charges until the end of the Term.

24.2.3. Where a Membership Application Form is signed mid-month, the TO100 Offer will include any initial 'part-month' up to the beginning of the next calendar month after Effective Date.

24.3. Special Offer usage constraints:

24.3.1. You will not be eligible for the TO100 Offer if You have been in Membership of Us within the twelve calendar months preceding the date Your Contract was signed, unless otherwise agreed by Us.

24.3.2. This TO100 Offer is only available if You have (a) an Overseas Residential Resale Membership or (b) an Overseas New Build Membership and You are on the New Homes Exposure Package.

25. Additional Listings Special Offer

25.1. Special Offer Description and Pricing:

25.1.1. We will apply a number of property listings (such number is at Our discretion) in addition to Your Core Membership and Stock Limit ("**Additional Listings**"), free of charge.

25.2. Minimum Term:

25.2.1. 6 complete calendar months (or for a period that We agree at Our sole discretion). At the end of the Term, the Additional Listings will be removed.

25.3. Special Offer Usage Constraints:

25.3.1. This Special Offer is available to new Members and is only available to existing Members if You enter into a new Contract with Us.

26. Premium Listing One Off Special Offer Guidelines

26.1. Special Offer Description and Pricing:

26.1.1. We will offer You a number of Premium Listing One Off credits (such number is at Our discretion), free of charge.

26.2. Minimum Term:

26.2.1. 6 complete calendar months (or for a period that We agree at Our sole discretion). At the end of the Term, the Premium Listing One Off credits will expire.

26.3. Special Offer Usage Constraints:

26.3.1. This Special Offer is available to new Members and is only available to existing Members if You enter into a new Contract with Us.

27. Trial Special Offer

27.1. Special Offer description:

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

27.2. Special Offer pricing:

27.2.1. Chargeable as per the applicable Special Offer Price Schedule.

27.3. Minimum Term:

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

27.4. Special Offer usage constraints:

27.4.1. 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.