

**RIGHTMOVE PRODUCT GUIDELINES
OVERSEAS
OCTOBER 2023**

DEFINITIONS

“Active Campaign” means one of the following 5 products: (1) Targeted Email Campaigns, (2) Re-mail Campaigns, (3) Regional/National Email Campaigns, (4) Facebook Campaigns, or (5) SMS Campaigns.

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

“Branding Products” mean Brand Plus and Brand Plus for Mobile.

“Core Membership” means the basic Services on Our Platforms to which You are entitled under Your Contract with Us subject to the variable maximum number of properties being concurrently listed on Our Platforms at any given time as set out in Your Contract with Us (the “Stock Limit”).

“Development” is a Package where You receive Core Membership, Brand Plus, 2 Featured Property listings, Brand Builder and Targeted Email Campaigns as outlined in these Guidelines.

“Development Listing” is a Package where You receive Core Membership and Brand Plus as outlined in these Guidelines.

“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.

“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 Listings. You will also have access to Brand Builder and Active Campaigns as outlined in these Guidelines.

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

“Package” means one of the following 3 options: (1) Pay Per Listing, (2) Presence, or (3) Exposure.

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

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

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

“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.

“Property Products” means Featured Property and Premium Listing.

“Search Based Products” means Brand Builder.

“Special Offer” means Take Six – 50% offer or Take One – 100% offer.

“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 Search Based Product.

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. Additional Products or 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.
5. 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.
6. 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).

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 initial Term, on a rolling calendar 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 Rightmove 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 but where the Notice Period commences on 15 January, it will expire on 28 (or 29) February.
- 1.5. 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 or by post.

2. General Product Guidelines – Property Products

- 2.1. Property Products mean Featured Property and Premium Listing.
- 2.2. We reserve the right to remove any properties from a Featured Property or Premium Listing which do not comply with the Technical Guidelines.

3. General Product Guidelines – Branding Products

- 3.1. Branding Products mean Brand Plus and Brand Plus for Mobile.
- 3.2. Branding Product pricing:
 - 3.2.1. We reserve the right to charge You separately for the display of a logo on property listings which are not currently available to buy.

4. General Product Guidelines – Search Based Products

- 4.1. Search Based Products means Brand Builder.
- 4.2. Search Based Product pricing:
 - 4.2.1. Brand Builder is priced on the number of impressions We agree to serve on Your behalf.
 - 4.2.2. All of Your Advertisements are subject to Our Search Based Products Content Guidelines.
 - 4.2.3. We reserve the right, at Our sole discretion, to modify, withdraw or suspend the availability of any Search Based 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 Search Based Product, by reference to the time period during which the Search Based Product was no longer made available to You by Us.

5. General Product Guidelines – Active Campaign Products

- 5.1. Product description:
 - 5.1.1. **Targeted Email Campaigns** offer You a broadcast by Us to a targeted group of our Users.
 - 5.1.2. **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.

- 5.1.3. **Regional/National Email 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.
- 5.1.4. **Facebook Campaigns** can only be purchased in conjunction with either a Targeted or Regional/National Email Campaign. The Facebook Campaign offers you Facebook custom audience or a branded advert on the social media platform Facebook, served only to a targeted group of Our Users.
- 5.2. Active Campaign pricing:
 - 5.2.1. Active Campaign prices are available from Your account manager and depend on the type of Active Campaign product selected and/or the Match Count.
 - 5.2.2. A minimum order of £350 +VAT (charged at the prevailing rate) applies to each Active Campaign.
 - 5.2.3. We offer a free quotation based on Your Match Count.
 - 5.2.4. Active Campaigns attract a service charge of £100 +VAT (charged at the prevailing rate) per order.
 - 5.2.5. 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.
- 5.3. Active Campaign usage constraints:
 - 5.3.1. 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.
 - 5.3.2. 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.
 - 5.3.3. 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.
 - 5.3.4. 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.
- 5.4. Active Campaign design:
 - 5.4.1. We will only publish Active Campaigns that meet Our Search Based Products Content Guidelines and We retain editorial control over all communications sent by Us to Our Users.
 - 5.4.2. Each HTML template design created by Us is valid for 6 complete calendar months.
 - 5.4.3. 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).
 - 5.4.4. 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 Search Based Products 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).

5.4.5. All artwork assets must be emailed to CampaignManagement@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.

5.4.6. 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.

5.5. Active Campaign cancellation:

5.5.1. 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:

5.5.1.1. Within 14 days of the date of broadcast, You shall pay 100% of the total order value to Us;

5.5.1.2. Within 15 to 30 days of the date of broadcast, You shall pay 50% of the total order value to Us; and

5.5.1.3. 31 days or more before the date of broadcast, You shall pay 25% of the total order value to Us.

6. Featured Property

6.1. Product description:

6.1.1. 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.

6.2. Product pricing:

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

6.2.2. 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.

6.3. Minimum Term: 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.

6.4. Product usage constraints:

- 6.4.1. You will ensure that an individual property listing will only appear in a single Featured Property purchased by You at any time.
- 6.4.2. You have the right to nominate any of Your property listings to appear in a Featured Property, provided that:
 - 6.4.2.1. Any such properties are currently offered by You for sale; and
 - 6.4.2.2. 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
 - 6.4.2.3. 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.
- 6.4.3. 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:
 - 6.4.3.1. The number of individual property listings placed in a particular Featured Property; and
 - 6.4.3.2. The number of times each property is nominated by You to appear in a particular Featured Property.
- 6.4.4. You cannot purchase this product on a Pay Per Listing Package.
- 6.4.5. 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.
- 6.4.6. 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.

7. Premium Listing

- 7.1. Product description:
 - 7.1.1. The Premium Listing product is an enhanced advert with a digital sticker applied on Our Platforms in the natural search listings.
 - 7.1.2. Once applied to a specific property, You cannot transfer the Premium Listing credit to another property.
- 7.2. Product pricing:
 - 7.2.1. The Premium Listing product 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.
 - 7.2.2. 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.
- 7.3. Minimum Term: Credits for Premium Listing are purchased on an ad-hoc basis. We will format an individual property listing as a Premium Listing for:
 - 7.3.1. A period of 12 months; or
 - 7.3.2. The duration of the property's continuous listing on Our Platforms if less than 12 months.

7.4. Product usage constraints:

7.4.1. 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:

7.4.1.1. Any such properties or land are currently offered by You as for sale; and

7.4.1.2. 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

7.4.1.3. 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.

7.4.2. 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.

8. Brand Plus and Brand Plus for Mobile

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, excluding Featured Properties.

8.2. Minimum Term: 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.

8.3. Product usage constraints:

8.3.1. 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.

9. Brand Builder

9.1. Product description:

9.1.1. The Brand Builder 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 Brand Builder will appear.

9.2. Minimum Term: 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.

9.3. Product usage constraints:

9.3.1. You can only purchase this product under an Exposure Package.

9.3.2. 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.

9.3.3. The creative for Your Advertisement must be provided to Us by 5pm 2 full working days (any day other than Saturdays, Sundays or bank holiday on which legal business can be conducted in England) before the Go-Live Date. Failure to do so will result in Your selected search term(s) being released.

- 9.3.4. 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 working days to be updated on Our Platforms.

PACKAGE GUIDELINES

10. General Package Guidelines

- 10.1. We have 5 Packages: (1) Pay Per Listing, (2) Presence, (3) Exposure, (4) Development Listing, and (5) Development.
- 10.2. Packages are only available where You are specifically notified of Your qualification by Us.

11. Pay Per Listing Package

- 11.1. Package Pricing:
- 11.1.1. Payment is in advance of the Effective Date and on a monthly basis.
 - 11.1.2. Should the property sell during the Term, no reimbursement will be made.
- 11.2. Minimum Term:
- 11.2.1. 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. Thereafter, Your Membership will continue on a rolling calendar monthly basis until either You or Us gives 30 days' written notice to expire at the end of a calendar month.
 - 11.2.2. The Term will commence on the Effective Date.
- 11.3. Package usage constraints:
- 11.3.1. You may only advertise one property per Package.
 - 11.3.2. You cannot purchase any Additional Products under this Package.
 - 11.3.3. Should the property be sold during Term You can cancel Your Membership by providing 30 days' written notice to expire at the end of a calendar month, as outlined in the Rightmove General Membership Term and Conditions. Should the property subsequently need to be re-advertised, a new Membership will be required.

12. Presence Package

- 12.1. Package Pricing:
- 12.1.1. Payment is in advance of the Effective Date and on a monthly basis.
- 12.2. Minimum Term:
- 12.2.1. 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.
 - 12.2.2. The Term will commence on the Effective Date.
- 12.3. Termination:
- 12.3.1. At the end of the Term, Your Package will continue on a rolling monthly basis unless and until You provide at least one complete calendar month's written notice to expire at the end of the calendar month otherwise the Package will roll forward to the end of the next calendar month. For example, if you wish to terminate Your Package and notify Us on 1 April, Your Package will terminate on 30 April but where You notify Us on 15 April, Your Package will terminate on 31 May.

12.4. Package usage constraints:

- 12.4.1. Under this Package You can only purchase the Featured Property and Premium Listings Additional Products.

13. Exposure Package

13.1. Package Pricing:

- 13.1.1. We reserve the right, at Our sole discretion, to change the preferential Price Schedule for Additional Products at any time during or after the Term. When We do this, We will notify You of this in writing at least 30 days in advance of the change.

13.2. Minimum Term:

- 13.2.1. The minimum Term under this Package is 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. For example, where the Effective Date is 1 April, the minimum Term will expire on 30 September but where the Effective Date is 15 April, the minimum Term will expire on 31 October.

- 13.2.2. If You choose to upgrade Your Presence Package during or at the end of the Term, Your new Exposure Package will operate for a minimum Term of 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.

- 13.2.3. If You choose to downgrade Your Exposure Package at the end of the Term, Your new Presence Package which will operate for a minimum Term of 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.

13.3. Termination:

- 13.3.1. At the end of the Term, Your Package will continue on a rolling monthly basis unless and until You provide at least one complete calendar month's written notice to expire at the end of the calendar month otherwise the Package will roll forward to the end of the next calendar month. For example, if you wish to terminate Your Package and notify Us on 1 April, Your Package will terminate on 30 April but where You notify Us on 15 April, Your Package will terminate on 31 May.

- 13.3.2. 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.

14. Development Listing Package

14.1. Package Pricing:

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

14.2. Minimum Term:

- 14.2.1. The minimum Term for the Development Package is 6 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. For example, where the Effective Date is 1 April, the minimum Term will expire on 30 September but where the Effective Date is 15 April, the minimum Term will expire on 31 October.

14.2.2. If You choose to upgrade Your Development Listing Package during or at the end of the Term, Your new Development Package will operate for a minimum Term of 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.

14.3. Termination:

14.3.1. At the end of the Term, Your Development Listing Package will continue on a rolling monthly basis unless and until You provide at least one complete calendar month's written notice to expire at the end of the calendar month, otherwise the Development Listing Package will roll forward to the end of the next calendar month. For example, if You wish to terminate Your Development Listing Package and notify Us on 1 April, Your Development Listing Package will terminate on 30 April but where You notify Us on 15 April, Your Package will terminate on 31 May.

14.3.2. Where Your Development Listing 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 Development Listing Package until You notify Us that You wish to cancel some or all of Your Additional Products and/or terminate Your Membership with Us.

15. Development Package

15.1. Package Pricing:

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

15.2. Minimum Term:

15.2.1. 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. For example, where the Effective Date is 1 April, the minimum Term will expire on 30 September but where the Effective Date is 15 April, the minimum Term will expire on 31 October.

15.2.2. If You choose to downgrade Your Development Package at the end of the Term, Your new Development Listings Package will operate for a minimum Term of 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.

15.3. Termination:

15.3.1. At the end of the Term, Your Development Package will continue on a rolling monthly basis unless and until You provide at least one complete calendar month's written notice to expire at the end of the calendar month otherwise the Development Package will roll forward to the end of the next calendar month. For example, if You wish to terminate Your Development Package and notify Us on 1 April, Your

Development Package will terminate on 30 April but where You notify Us on 15 April, Your Development Package will terminate on 31 May.

- 15.3.2. Where Your Development 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 Development Package until You notify Us that You wish to cancel some or all of Your Additional Products and/or terminate Your Membership with Us.

SPECIAL OFFER GUIDELINES

16. General Special Offer Guidelines

- 16.1. 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.
- 16.2. 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.
- 16.3. Irrespective of the Effective Date for Your Package or Additional Product(s), the expiry of Your Special Offer remains the same.
- 16.4. Unless agreed otherwise with Us at Our sole discretion, Special Offers are not available in conjunction with any other offers.
- 16.5. Special Offers are non-transferable.
- 16.6. 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.

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

- 17.1. Special Offer pricing:
- 17.1.1. 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.
- 17.1.2. 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.
- 17.1.3. 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.
- 17.2. Minimum Term:
- 17.2.1. 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.
- 17.2.2. 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.

17.2.3. 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.

17.3. Special Offer usage constraints:

17.3.1. 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.

17.3.2. This TS50 Offer is available to Overseas Residential Resale customers only.

18. Take One – 100% Offer (“TO100”)

18.1. Special Offer pricing:

18.1.1. 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.

18.1.2. 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.

18.2. Minimum Term:

18.2.1. 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.

18.2.2. 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.

18.2.3. 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.

18.3. Special Offer usage constraints:

18.3.1. 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.

18.3.2. This TO100 Offer is available to Overseas Residential Resale customers only.

19. Brand Builder Bonus Offer

19.1. Special Offer pricing:

19.1.1. The Brand Builder Bonus Offer entitles You to receive a further 20% discount off the Active Campaign pricing.

19.2. Minimum Term:

19.2.1. There is no minimum Term.

19.3. Special Offer usage constraints:

19.3.1. The Brand Builder Bonus Offer is only available to Members on an Overseas Residential Resale Membership or on an Overseas Master Agent Membership, if they have purchased a live Brand Builder Additional Product and also wish to purchase Active Email Campaigns.

19.3.2. If You cancel Your Brand Builder Additional Product before the broadcast date of the relevant Active Campaign, the discount will no longer apply.

20. Upgrade Now Special Offer

20.1. Special Offer pricing:

20.1.1. You will receive a preferential Price Schedule of a 100% discount on the Brand Builder Additional Product for the first three complete calendar month during the Term.

20.2. Minimum Term

20.2.1. 9 complete calendar months, commencing from the Effective Date and ending on the final day of the complete calendar month at least 9 complete calendar months later. You will receive the preferential Price Schedule for the first 3 complete calendar months only.

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

20.3. Special Offer usage constraints:

20.3.1. This Upgrade Now Offer is available to Overseas Residential Resale customers only.

21. Trial Special Offer

21.1. Special Offer description:

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

21.2. Special Offer pricing:

21.2.1. Free of all Charges.

21.3. Minimum Term:

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

21.4. Special Offer Conditions:

21.4.1. 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.

22. Go Live Featured Property Offer

22.1. Special Offer description:

22.1.1. If You attend a training call with Us within 2 calendar weeks of the Effective Date we will, at our sole discretion, upgrade one of Your Property Listings with a Featured Property for the duration of that listing.

22.2. Special Offer pricing:

22.2.1. We will apply one Featured Property free of all applicable Charges.

22.3. Special Offer Term:

22.3.1. The Featured Property will be applied for a period of 6 calendar months beginning on the date of the training call, after which it will be removed unless You enter into a separate contract with Us for the continuation of such Additional Product.

22.3.2. Where the training call is held mid-month the Go Live Featured Property Offer will include any initial "part-month" up to the beginning of the next calendar month after the go live call date.

22.4. Special Offer Conditions:

- 22.4.1. This Go Live Featured Property Offer is only available to new or returning customers who are signing up to an Overseas Residential Resale Membership.
- 22.4.2. The Additional Product will be applied at the end of the training call which will last approximately 30 minutes.

23. Competition Guidelines

- 23.1. You agree to co-operate with Us in order to ensure that any Prize Winner which includes, as part of their prize, any of Our 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.