

Self-Employed Agent Guidelines

Estate agencies operating models for self-employed agents are subject to the following guidelines. These guidelines aim to ensure consistency and clarity to consumers of the Rightmove Platforms and compliance with the General Membership Terms and Conditions (GTCs) and the relevant guidelines available <https://www.rightmove.co.uk/advertise-with-us>. Capitalised terms not otherwise defined shall have the meaning given in the GTCs and the relevant guidelines.

Note: Rightmove will assess each situation based on its specific facts and circumstances. Please note that the content in these guidelines is non-exhaustive, and Rightmove reserves the right to amend the content and any applicable criteria at any time in its sole discretion. For the purposes of applying the appropriate model, Rightmove will, in its sole discretion, determine which model applies to you (as set out in clause 21 of the Technical Guidelines).

1. **Key definitions:**

1.1. **A Self Employed Agent:**

- Is an independent property professional who operates and earns commission through and/or on behalf of a Host Agency without being employed by them.
- Organises and/or facilitates sales or lettings contracts on behalf of their Host Agency.
- Can be classified into two types: (1) Self Branded Agent and (2) Host Branded Agent (as further explained below).
- Must be presented in a clear format on Rightmove where a Branch Location or Additional Profile Package* is purchased for them by their Host Agency: *<the Self Employed Agent's name/ brand name>, Powered By <the Host Agency's name>*

1.2. **A Host Agency:**

- Is an estate or letting agency that supports Self Employed Agents by providing branding, tools, training, admin and other services, which allow Self Employed Agents to operate under the Host Agency's umbrella.
- May employ estate agents as well as supporting Self Employed Agents.
- Is the legal entity that vendors and landlords contract with to sell or let their property.
- Remains responsible for all acts and conducts of its Self Employed Agents with regards to Rightmove's GTCs and relevant guidelines

1.3. **A Self Branded Agent:**

- Is a type of Self Employed Agent.
- Operates or promotes itself, in any environment or platform, as anything other than an individual named representative of the Host Agency, to create a distinct brand. Either by way of additions to their own name, a collection of names, or a distinctive brand name.

For example, *Jane Smith Homes, JS Estates, Jane and Terry Smith, or Jane Smith Team* are not individual named representatives, and are therefore Self Branded Agents.

- Uses distinctive logos, fonts or stylised visuals on boards, websites, PR or social media that are instead of, or in addition to the Host Agency's standard branding.

1.4. A Host Branded Agent:

- Is a type of Self Employed Agent.
- Operates and promotes itself solely as a named individual "powered by" (or similar) the Host Agency.
- Has no distinctive wording or imagery on websites, social media or boards etc to suggest they are operating their own brand.

2. Membership required at Host Agency level:

Host Agency, in addition to their Membership, shall purchase the correct type of Membership for their Self Employed Agents, in accordance with the table below (capitalised terms shall have the meaning set out in Rightmove's GTCs and guidelines unless otherwise specified):

| | With a Branch Location | Without a Branch Location |
|----------------------------|--|---|
| Self Branded Agents | Purchase a separate Branch Location under their Membership | Host Agency are required to purchase a separate Additional Profile Package* for each Self Branded Agent |
| Host Branded Agents | | No requirement to purchase a separate Additional Profile Package* for each Host Branded Agent. However should a Host Agency wish to purchase an Additional Profile Package* for a Host Branded Agent, they may do so. |

**References to Additional Profile Package shall exclude Clauses 30.5.1.1 and 30.5.3 of the Rightmove Estate Agency and Lettings Product Guidelines where applicable.*