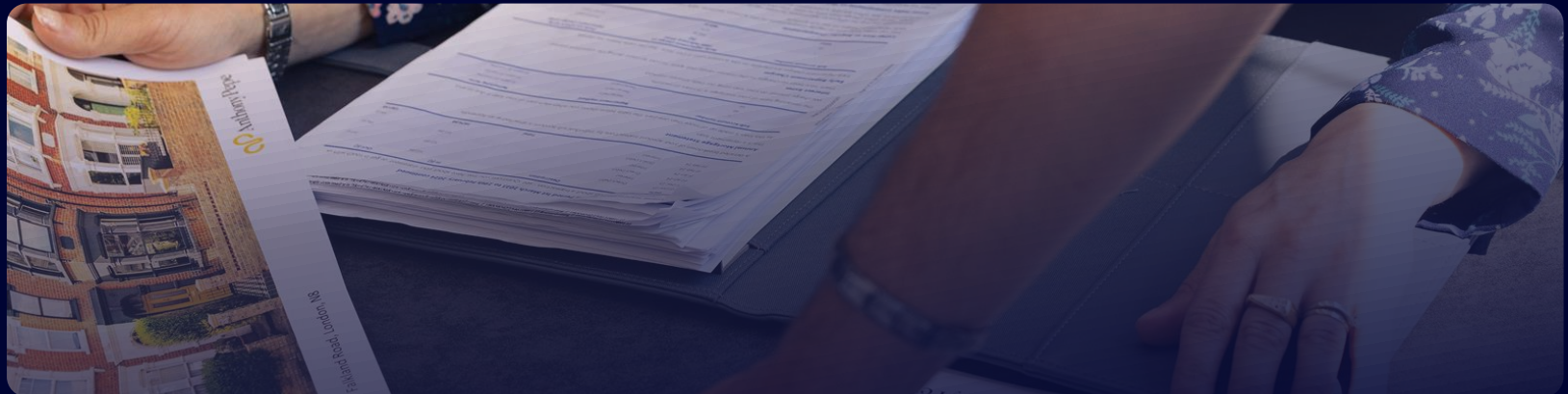


Estate Agency & Lettings Membership Guide

↖ ↗ Maximising
↙ ↘ your opportunity



Making the most of Rightmove

"Your property listings and brand will be seen by the UK's largest and most engaged audience of home movers.

And your team have access to our ever-evolving toolkit designed especially for agents to maximise opportunity through increased earnings, continuous innovation and support from long-term growth.

This guide contains a brief overview of what's available to you as a Rightmove member. For help identifying the tools and products which will deliver the best results for your business, speak to your dedicated Account Manager. "

Thank you for choosing Rightmove.



"By partnering with Rightmove, you're giving your clients the best chance of success, and your team too."

Christian Balshen

Director of Agent Partnerships

Estate & Letting Agents

What's in this guide?

- > 1. Maximising your opportunity
- > 2. Your Rightmove Toolkit
- > 3. Products to support your entire pipeline
- > 4. Lead to Keys
- > 5. Additional services for landlords



Maximising your opportunity



Earnings



Innovation



Growth

Increase your return with the UK's largest home-moving audience and long-term industry support



[Find out more](#)

Building Success Together

Helping agents unlock more revenue opportunities through our four focus areas:

Inspiring your success
with **insight**



Market data, industry
insight and consumer
behaviour trends that
support your business.

Optimising your
success with **training**



Accredited training
solutions that keep you
and your teams compliant
and ahead of the crowd.

Powering your success
with **control**



Tools and resources that
give you greater visibility
and control over your
membership.

Backing agents'
success with **advocacy**



Understanding the issues
that matter to you and
identifying opportunities
for change so we can
advocate on your behalf.



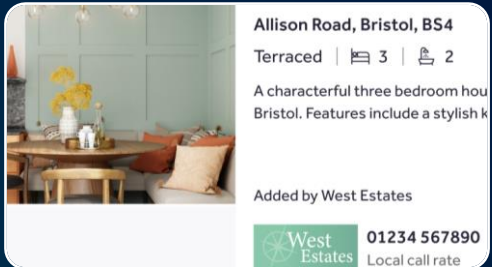
Your Rightmove Toolkit

All the essentials included in your membership as standard

↖ ↗ Maximising
↙ ↘ **your opportunity**

Branded listings

By advertising your properties on Rightmove, you give your clients the most exposure to the biggest audience of active home-movers.



Use me to: get more enquiries on your properties

Account Management

Discuss your challenges and opportunities and develop strategies to maximise your success with insight only available through your Account Manager.

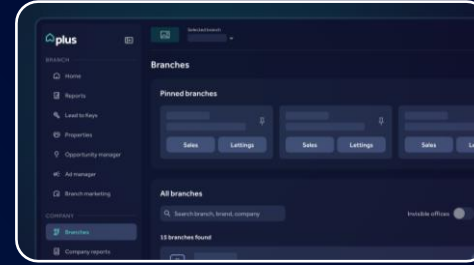


Use me to: maximise your business success and reach your goals with unique data and insight.

Rightmove Plus

More>

Your secure dashboard where you can access performance reports, manage your listings and customise the contents of advertising products.



Use me to: manage your Rightmove account and review your performance.

Rightmove Hub

More >

Your go-to 'hub' for the latest research, certified training, qualifications and marketing materials.



Use me to: get you and your teams trained and stay up-to-date with the latest insight.

Single login





Insight

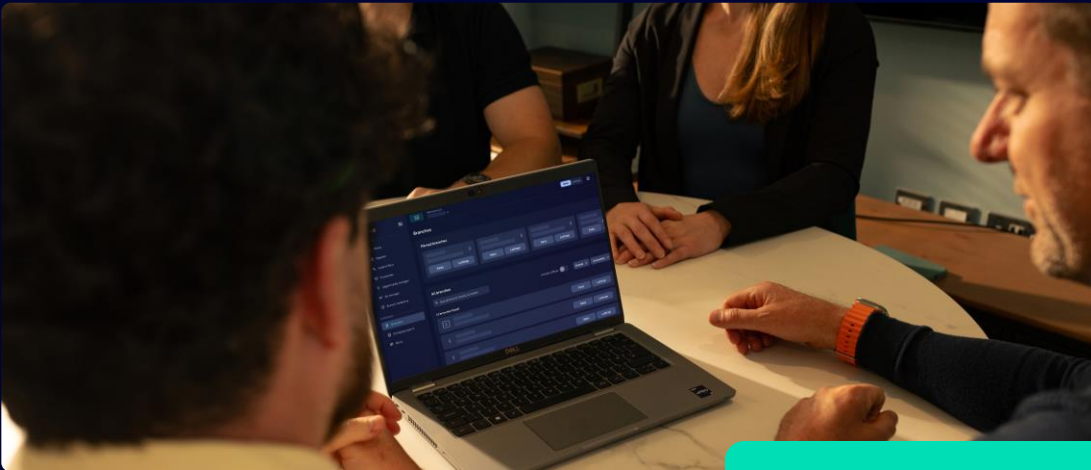


Control

Tools and self-service

Rightmove Plus

Rightmove Plus is designed to support your success! Several tools and reports are available, from comparing your branch's performance and creating vendor-facing reports, to managing your Rightmove set-up.



Your Rightmove Plus login gives you access to [Rightmove Hub](#)

Agent Profile

Add information about your agency to stand out and sell yourself to potential vendors and landlords.

Opportunity Manager

AI-powered tool that uncovers and flags potential vendors and landlords just before they're likely to instruct an agent.

Optimiser Edge Only

[More >](#)

Online Agent Valuation

Connect with sellers earlier in their journey, and before your competitors, by completing a digital valuation.

[More >](#)

Lead to Keys

Fully integrated advertising, enquiry management and tenancy progression solution for **lettings**.

[More >](#)

Ad Manager

A tool to manage and submit your ads in just a few clicks. Reducing turnaround time from days to hours.

[More >](#)



Reports and insight

Rightmove Plus

Understand the performance of your business

Property Performance Report

Update your listings to get more detail views and drive more interest in your properties.

Market Share Report

A printable certificate backed by Rightmove data to show you're a leading agent in sales agreed, new instruction or available stock.

Company Level Reports

Spot performance changes, compare metrics against your competitors and make data-driven decisions.

Uncover new opportunities

Lead Reports

Your built-in call-out list used to uncover hidden instruction opportunities.

Price Reduction & Time on Market Reports

Spot potential instruction opportunities.

Support your conversations with vendors and landlords

Marketing Report

Overview of your marketing efforts to support vendor and landlord feedback.



Best Price Guide

Create and share data-backed valuation reports digitally.

[More >](#)

Premium Price Guide

Best-in-class valuation reports, which notify you when leads are at their hottest.

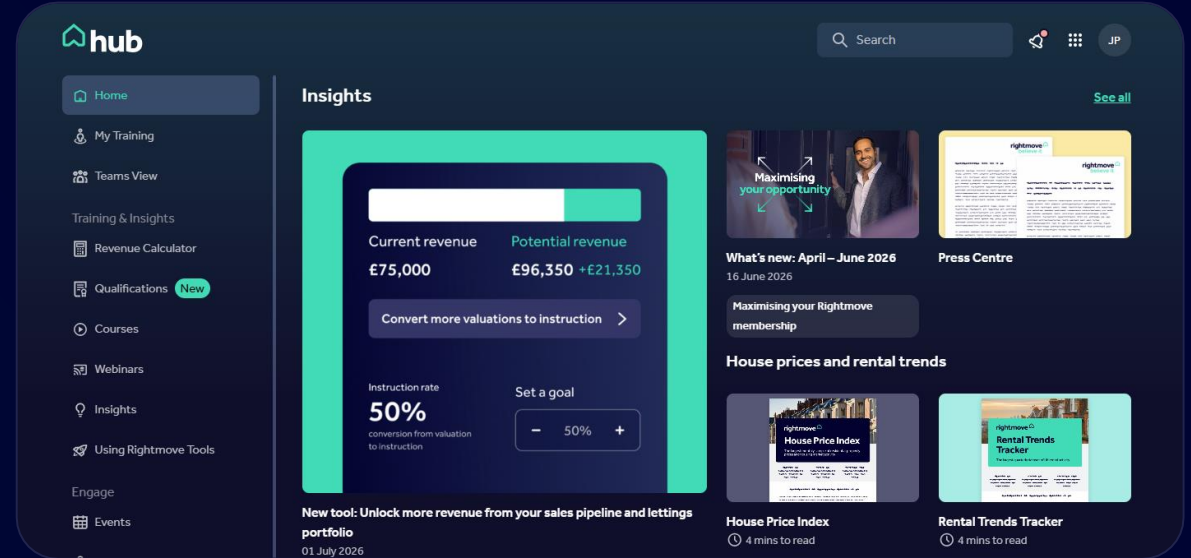
Optimiser Edge Only

[More >](#)



Rightmove Hub

Your go-to for the latest research, certified training and marketing materials. All our webinars, training and qualifications are CPD-certified, so you can rest assured you're getting reliable, high-quality information.



Webinars

Live and interactive or catch up on-demand. We cover the latest:

- Topical news and industry trends
- Legislation updates and guidance
- Market insights and much more...



Training courses

Get unlimited access to:

- Accredited training tailored for property professionals
- Teams View tool for managers to assign and track training certificates

Saving you time and money.

[More >](#)



propertymark

Qualifications

Become a qualified agent with one of our Level 3 qualification pathways:

- Certificate for Estate & Letting Agents (CELA)
- Certificate in Property Agency (CiPA) – Sales ^{NEW}
- Certificate in Property Agency (CiPA) – Lettings ^{NEW}

[More >](#)



Industry insight

Get insight from our team of experts, including:

- Legislative updates
- Sales and rental trends, and much more...

Use our Revenue Calculator ^{NEW} to explore opportunities.

[Explore >](#)



Design Studio

Get support from our talented designers to ensure:

- Your marketing on Rightmove stands out
- You get results



Marketing

Order from a range of printed items and merchandise to attract more vendors and landlords, totally free.





Find me on Rightmove Hub

Training

Certified training courses and qualifications for you and your team.

Teams View

Create a bespoke team of learners, allocate training and monitor progress and performance. Make the most of the ever-growing range of free training courses on Rightmove Hub.

Use me to assign training, track progress, send reminders and get a clearer view of learning across your business.



Get qualified

propertymark

Level 3 Certificate for: Estate and Letting Agents (CELA) and Property Agency (CiPA) *



Propertymark approved

Use it to gain membership and apply for ARLA or NAEA.



Learn from the best

Written by leading industry experts across both sales and lettings.



Meets ROPA requirements

Independently adjudicated by ABBE or Propertymark and Ofqual regulated.

Certified training courses

Self-service training courses for you and your team



Free training for all your team as part of your membership.



Delivered by leading industry experts and compliant with regulatory standards. Topics include AML, GDPR and the CPRs.



Maximise the impact of your training with 'Rightmove Certified' badges which you can proudly share on email and social.



Products to support your pipeline at every stage



Product

You have access to a range of market-leading products to support you at every stage of your pipeline. From generating those all-important valuations, to completing and moving in with our Lead to Keys offering.

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in



Tomorrow's listings, today

Generate more valuation opportunities

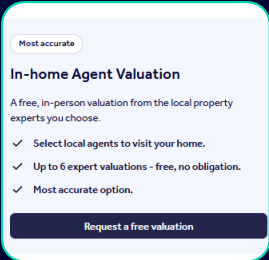


Local Valuation Alert

Get on vendor shortlists and let the leads come to you.

With multiple touchpoints for potential vendors to send you a valuation request.

Use me to: get invited to more valuations in your patch.

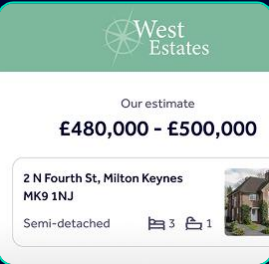


Online Agent Valuation

A digital valuation tool, powered by local agent expertise.

Diversify the way you connect with potential vendors through online valuation requests. Get insights early to provide valuable in-person appraisals later.

Use me to: build your pipeline and engage with vendors early.

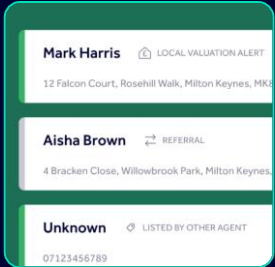


Opportunity Manager

An AI-powered tool to surface and organise your valuation leads.

Vendors and landlords are surfaced based on their changing behaviour on Rightmove. You'll receive an email notification when a new lead is flagged so you can follow up at key moments.

Use me to: uncover new valuation opportunities before your competitors



Optimiser Edge Exclusive

Discover

Reach new potential vendors earlier in their journey¹

Proactively target potential vendors based on the likelihood that they will need a valuation, with optimised automated email campaigns, exclusive to just one agent.

Use me to: get invited to more valuations from new audiences.



Source 1: Almost 99% of Discover's targeted potential sellers had not previously sent a lead to the contacting agent. Rightmove Internal Data April 2025-March 2026



Tomorrow's listings, today

Convert more valuations to instructions



Product

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

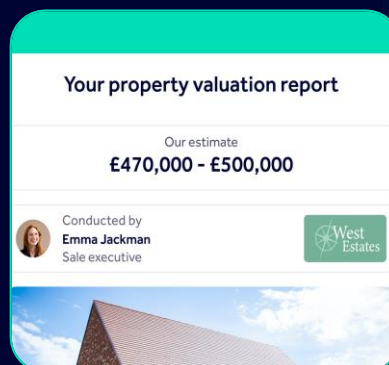
Complete/Move in

Best Price Guide

Create and share data-backed valuation reports digitally.

A tool to support your expert valuation and back up your advice with a report detailing available or sold properties like theirs.

Use me to: turn valuations into instructions.



Premium Price Guide

Best-in-class valuation report, which notifies you when leads are at their hottest.

Create and share detailed valuation reports to support your appraisals – we'll notify you when they're viewed so you can follow up at key decision-making moments. Your profile and Sold By Me carousels also showcase your success as an agent to help your report shine.

Use me to: impress vendors with your research to turn valuations into instructions.

Optimiser Edge Exclusive

Your Premium Price Guide
has been viewed

Login now

Your people skills, our audience

Boost your market share



Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

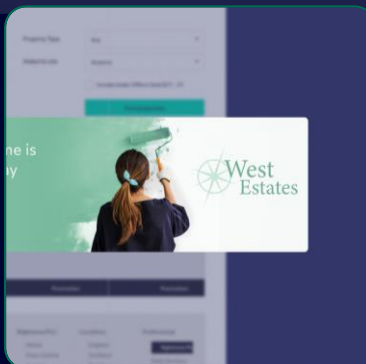
Complete/Move in

Local Homepage

Get your branding seen first

Advertise your agency on the biggest ad space on Rightmove, exclusive to just a few agents in a particular location.

Use me to: get noticed by potential vendors and landlords at the start of a search.



Native Search Ads

Branded adverts with dynamic retargeting.

Designed to look like helpful content rather than an ad to boost engagement. Even if a vendor relocates, your branding will still reach them through retargeting.

Use me to: reach more potential vendors and get remembered.

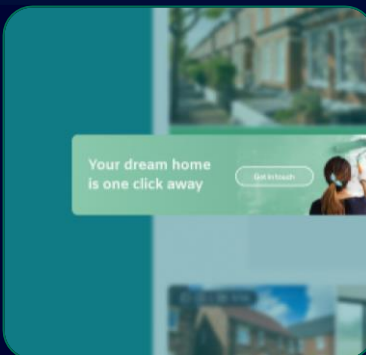
Optimiser Edge Exclusive

Featured Agent

Get your branding seen repeatedly

Get your branding seen repeatedly with eye-catching banners on the pages home-movers spend the most time.

Use me to: get seen and remembered by potential vendors and landlords.



Your people skills, our audience

Boost your market share



Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

Optimiser Edge Exclusive

Premium Agent Profiles

Get your branding seen in more places

Your branding plastered across all your property detail pages, plus a dedicated website to outline why a vendor or landlord should choose you.

Use me to: get more branding on your listings.



Sold by Me

A carousel which automatically displays your recently sold properties

A branded feature on the search results page which automatically displays your recently sold properties and allows you to choose your target areas.

Use me to: showcase your selling success to potential vendors.



Showcase your stock at its best



Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

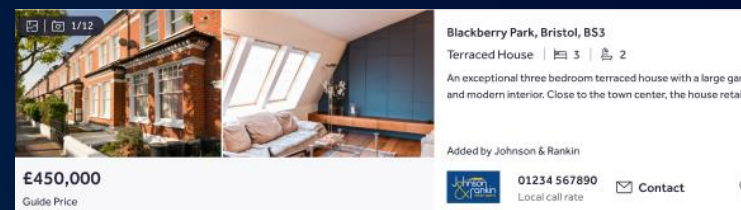
Promote your properties and give them the best exposure by selecting one of our listing options:

Featured Property– boosts your listings to the top of search results. Be seen first and twice.

Premium Listing – a larger highlighted listing to stand out from the crowd with feature call outs, enhanced map view and video

Standard Listing – the building blocks to get your properties seen by our in-market audience.

Use me to: showcase your stock to attract more attention from potential vendors.



3 ways to buy Featured Property

Featured Property

Rotates through either your new instructions or your best-performing stock.

Suitable for 3-7 properties.

Featured Property of the Week

Puts your chosen property at the top in a bigger, bolder box for one week.

Suitable for 1-3 properties.

Auto Featured Property

Applied automatically to all your properties at key points when they need to get noticed - when newly listed, reduced in price or relisted after a fall-through.

Suitable for 8+ properties.

Lead to Keys

Find me on Rightmove Plus

Valuation

Instruction

Buyer/Tenant leads

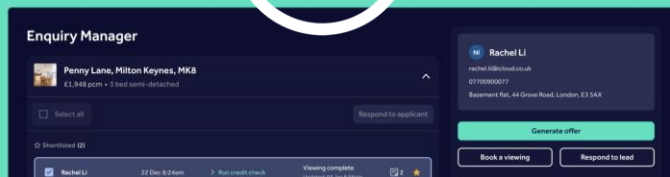
Secure Buyer/Tenants

Progression

Complete/Move in

The UK's first fully integrated property advertising, enquiry management and tenancy progression solution for **letting agents**.

Everything you need
in one place



Lead to Keys: find and qualify tenants

Rightmove Products

Valuation

Instruction

Buyer/Tenant leads

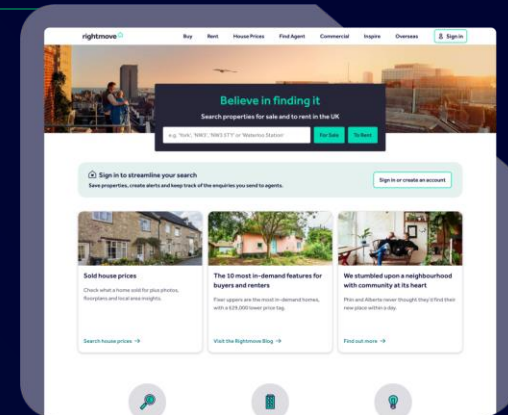
Secure Buyer/Tenants

Progression

Complete/Move in

1. Advertising

Get your properties listed on the UK's number one lettings marketplace.

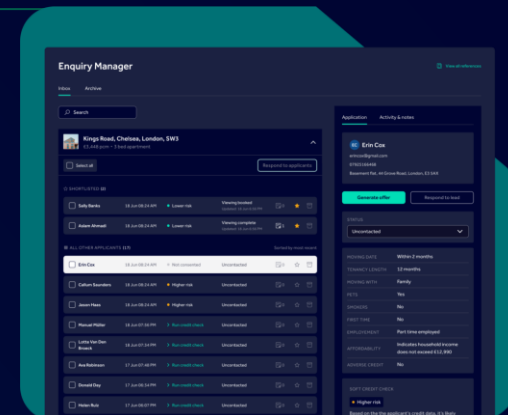


2. Enquiry Manager

Find the right tenant without all the admin.

Pre-qualified rental enquiries sent directly from your Rightmove listings to your new enquiry management tool.

Included in your membership



Lead to Keys: progress tenants

Rightmove Products

Valuation

Instruction

Buyer/Tenant leads

Secure Buyer/Tenants

Progression

Complete/Move in

3. Referencing

Get tenants referenced quicker and with less chasing.

Combining the best available technology and a proactive customer support team, Rightmove's comprehensive service takes the stress out of tenant referencing.

The screenshot displays the 'rightmove' logo and the address '246 Rochester Avenue, Luton LU2 7PS'. The applicant is 'Mr Ryan Murphy'. The 'Overall result' is 'Pass'. A summary states: 'The applicant has been thoroughly assessed. The applicant's income is more than sufficient for the proposed tenancy, and their credit score is quite good. The applicant is understood to be employed. No previous landlord check was possible as the applicant is currently living with family. No evidence of CCJ, fraud or serious credit history problem could be found.'

Criteria	Value	Status
Rent share	£400pcm	Affordability: Pass
Affordability ratio	3.8x	Landlord reference: Pass
Has guarantor	Yes	Credit history: Pass
Preferred move-in date	04 July 2022	

Below this, there are two detailed sections: 'Affordability' and 'Landlord reference', both marked 'Pass'. The 'Affordability' section lists: Rent share (£500 pcm), Affordability ratio (3.8x), and Verified savings (£10,000). The 'Landlord reference' section lists: Rent always paid on time (Yes), Property maintained acceptably (Yes), and Recommends tenant (Yes).

4. Tenancy Manager

Save time without compromising on compliance.

Manage your entire tenancy progression in one simple system.

The screenshot shows the 'Tenancy Manager' dashboard with a search bar and a filter button. It lists four tenancies in progress, each with a timeline and status indicators. The first tenancy is for '21 Park Lane' with tenant 'Jane Davidson', showing stages: Offer, Holding deposit, Referencing, Contract, and Move in. The second is for '18 Penny Lane' with tenant 'Richard Li', showing stages: Offer, Holding deposit, Referencing, Contract, and Move in. The third is for '14 Baltham Manor' with tenant 'James Dine', showing stages: Offer, Holding deposit, Referencing, Contract, and Move in. The fourth is for '49 Marsham Street' with tenant 'Joanne Balcombe', showing stages: Offer, Holding deposit, Referencing, Contract, and Move in. Each tenancy has a 'To Start' button and a 'Filter' button.



Rent Guarantee insurance with legal expenses

Use me to: protect your income and boost your managed service

Agent Revenue Protection

If the tenant doesn't pay the rent this policy:

- Will pay the agent's management fee each month – up to 15% of the monthly rent*
- Provides all the legal services to obtain possession of the property



Letting agent's income protected

Agent Rent Guarantee

If the tenant doesn't pay the rent this policy:

- Will pay the rent in full to the letting agent (until vacant possession)*
- Provides all the legal services to obtain possession of the property



Letting agent's and landlord's income protected

Landlord Rent Guarantee

If the tenant doesn't pay the rent this policy:

- Will pay the rent in full directly to the Landlord (until vacant possession)*
- Provides all the legal services to obtain possession of the property



Landlord's income protected

Rent Guarantee insurance policies from Rightmove Landlord and Tenant Services can protect your landlord's income, your income or both.*

Legal expenses are covered in all available policy types.*

Ask your Rightmove Account Manager to learn more.



All subject to terms and conditions.

*Terms and conditions apply. Subject to eligibility criteria. Always check the policy wording for full benefits and exclusions. Rent guarantee payments may be paid up to policy indemnity limits for an indefinite number of months until vacant possession is gained, except where the tenant provides a valid defence to the eviction in which case payments are capped at 12 months. 75% of the monthly rent paid after vacant possession is gained in some circumstances. Total payment for any one claim is capped at £100,000. Policies are administered by Legal Protection Group Ltd and underwritten by Financial & Legal Insurance Company Ltd.



Request a call back

