



Rental Operator Membership Guide

rightmove 
believe it



Making the most of Rightmove

This guide shows you all the ways you can reach our unique in-market audience, as well as the tools and reports included in your membership to help you plan your marketing strategy.

Acquiring HomeViews in 2024 allowed us to unite two trusted brands and add verified resident feedback to our platform. This enhances trust and transparency for home-movers while allowing you to own and amplify your positive reputation among current and future residents.

With all the opportunities available, we want to make sure that your membership meets your needs and delivers the results you expect.



"Reputation is an incredibly powerful tool for operators. We're continuing to work towards deeper integration of our platforms, to enhance the visibility of HomeViews reviews on Rightmove and provide insights to support smarter decisions.

"Our knowledgeable teams are here to help you get more from your membership. We look forward to working with you."

Alex Slater

Director, Rental Operators

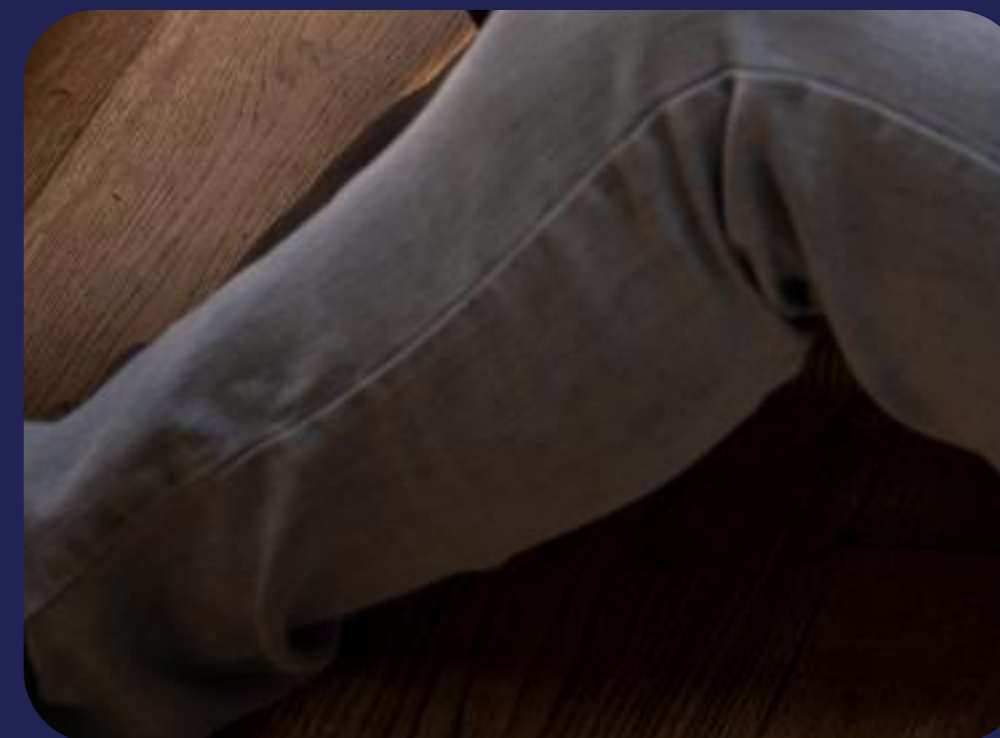
More eyes on your properties

8 in every 10 minutes spent on property portals is on
Rightmove¹

16 million property email alerts sent to renters every month
– putting your properties directly into their inboxes²

3 out of every 4 renters find their home on
Rightmove³

Sources: 1. Comscore MMX® Desktop only + Comscore Mobile Metrix® Mobile Web & App, Total Minutes, Custom-defined list of Rightmove Sites, vs ZOOPLA.CO.UK, PRIMELOCATION.COM, ONTHEMARKET.COM, September 2025. UK, 2. Rightmove Internal Data, Property Email Alerts sent, lettings only monthly average Aug – Nov 2025.
3. Based on a sample of tenancies comparing Rightmove with the next largest portal.



More control with our Rental Operator membership

Your listings

Easily manage how your properties are presented

Benefit from our custom **Built for Renters Listing** and our new **Rental Development Listing**.

Stand out against the private rented sector and make it easy for renters to discover your unique proposition.

Your brand

Tell your story, your way

Make the most of all of the branding touchpoints available to you.

With more time spent on Rightmove than other property portals, that's more opportunity for renters to get to know you.

Your leads

Attract, influence and convert more renters

Reach the rental audience who will actually move.

Cut wasted marketing spend and improve your ROI.

More control over **your listings**

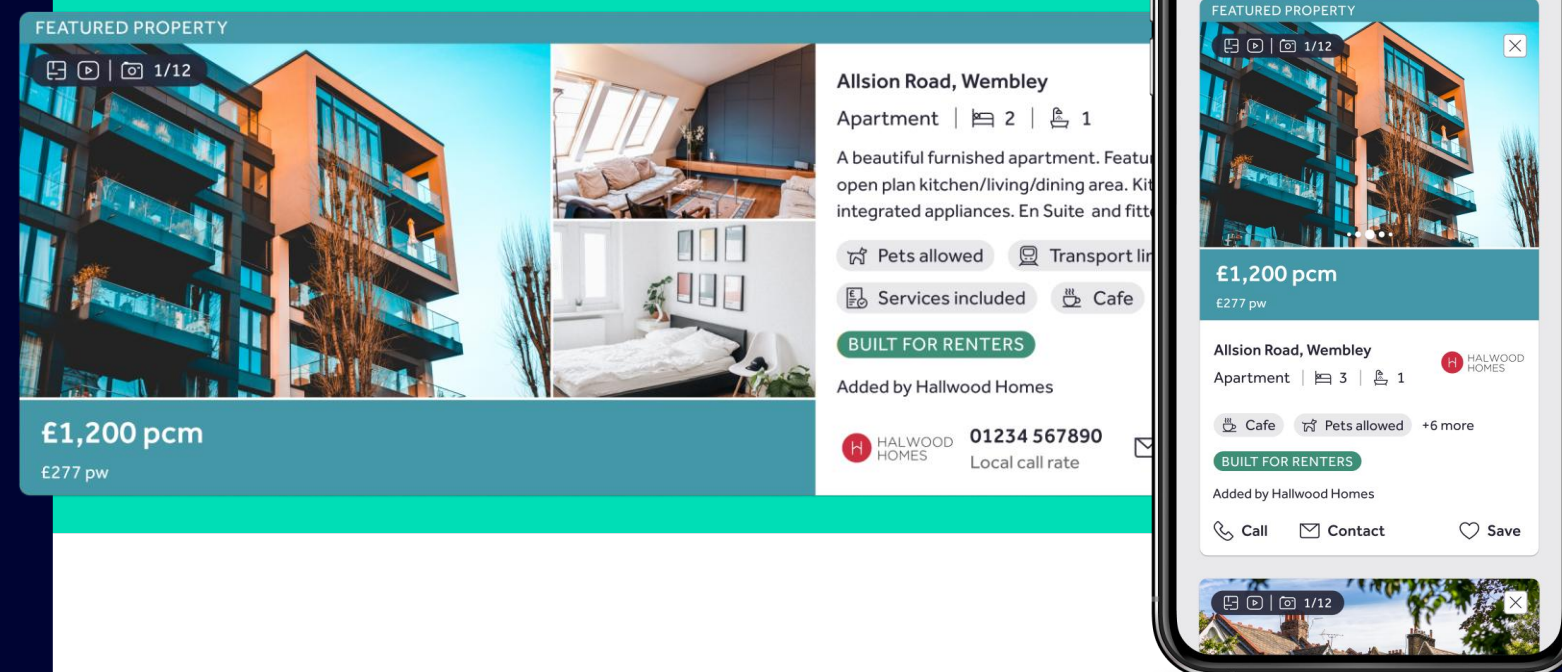
Easily manage how your properties are presented

New
for 2026



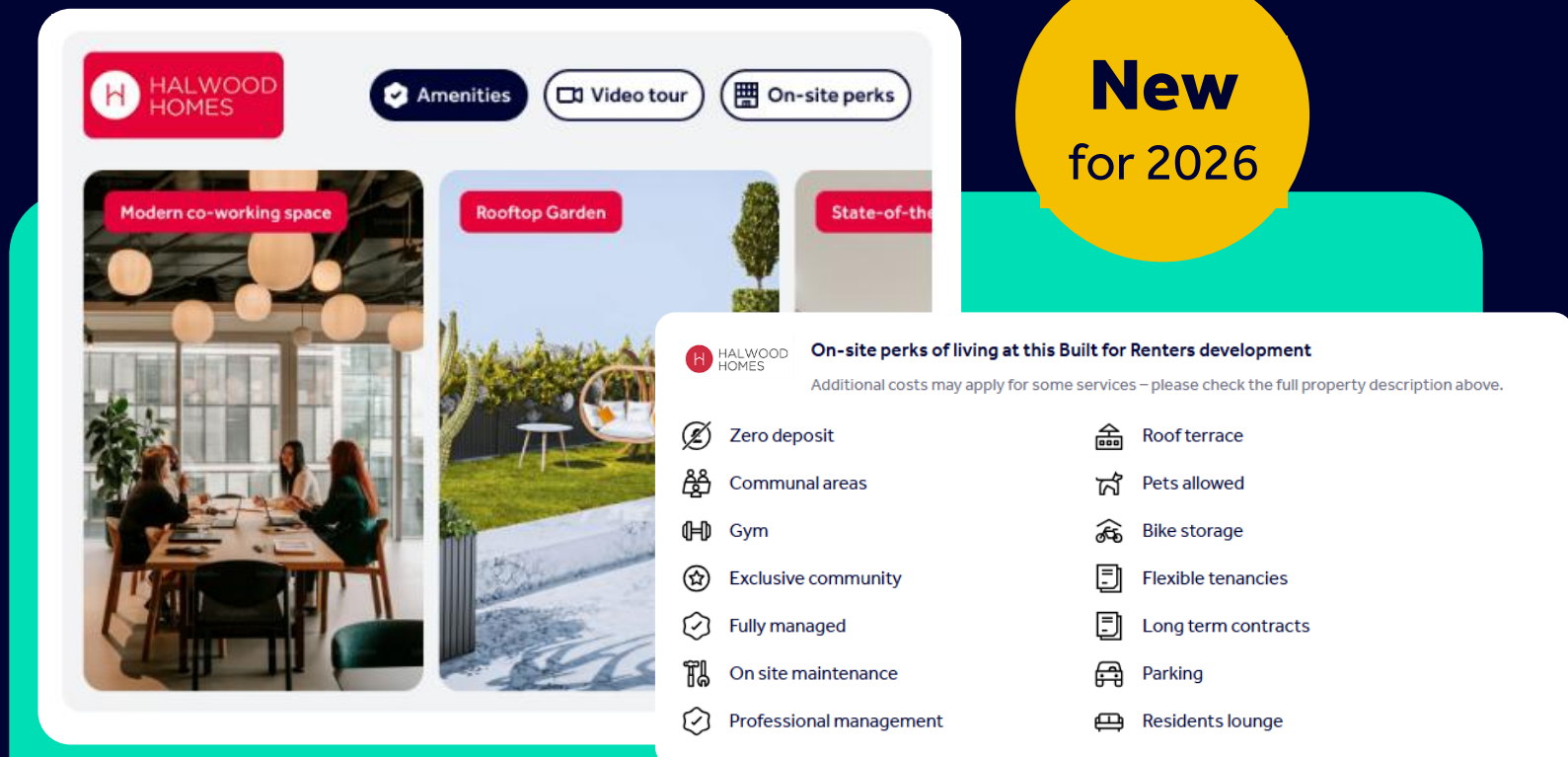
Visibility

- Custom listings designed to help you stand out against the private rented sector and highlight your unique proposition
 - **Built for Renters Listing** as standard
 - **NEW Rental Development Listing** to grab even more attention



Flexibility

- Increase your visibility on demand
- Make your properties even more discoverable when you need it most



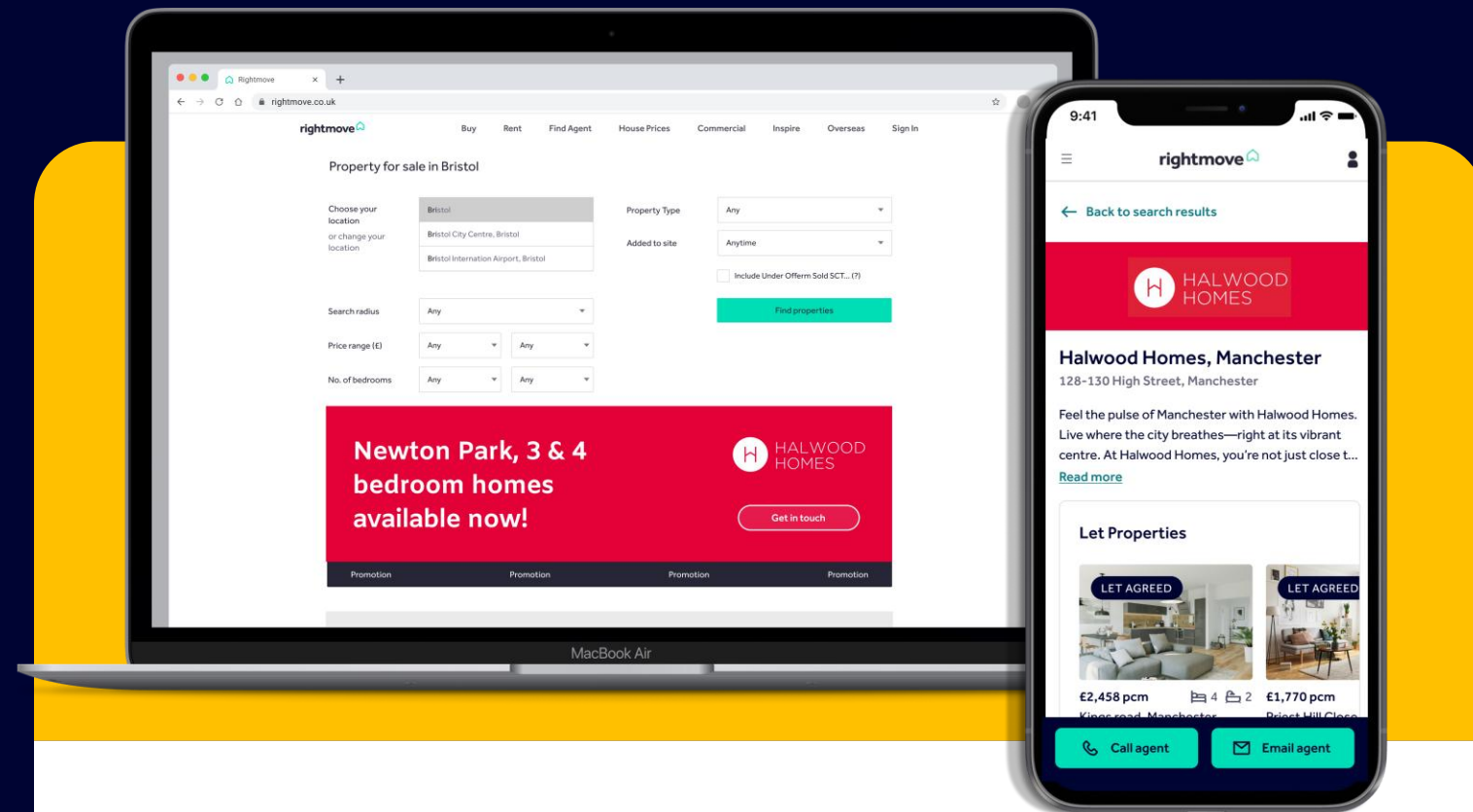
New
for 2026

Quality control

- Highlight key features, amenities and lifestyle content and make the most of every detail to maximise engagement
- Make it easy for renters to discover your unique proposition

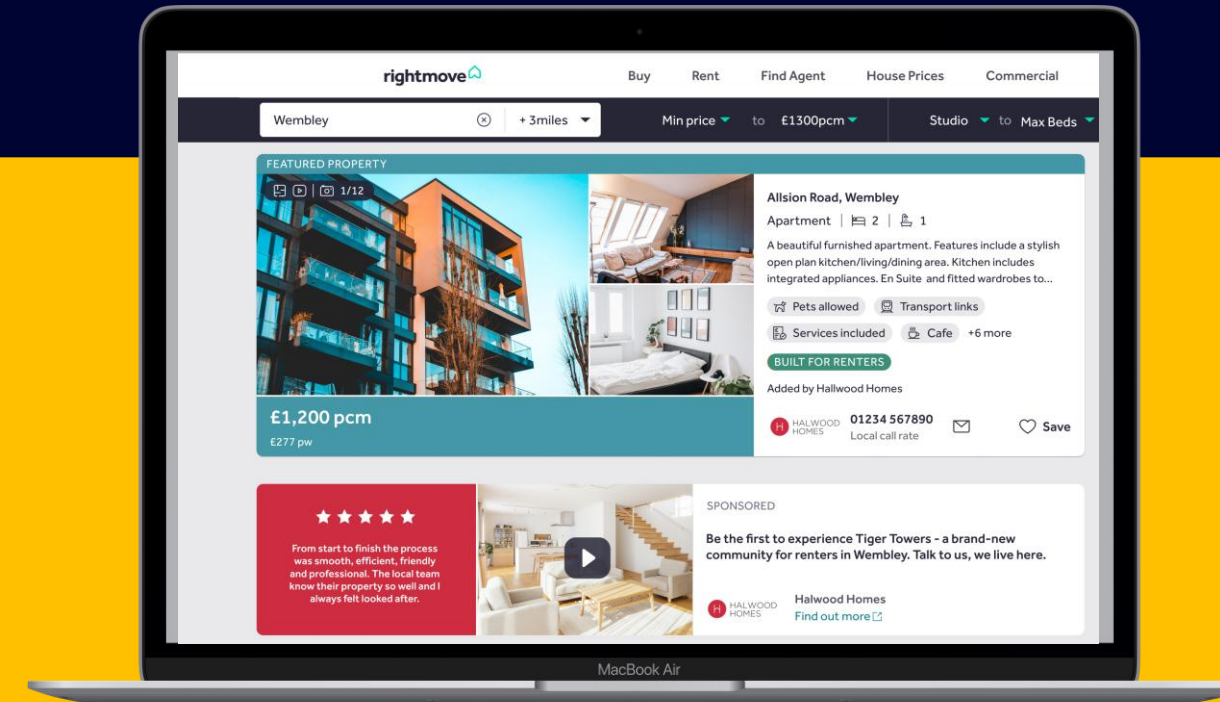
More control over **your brand**

Tell your story, your way



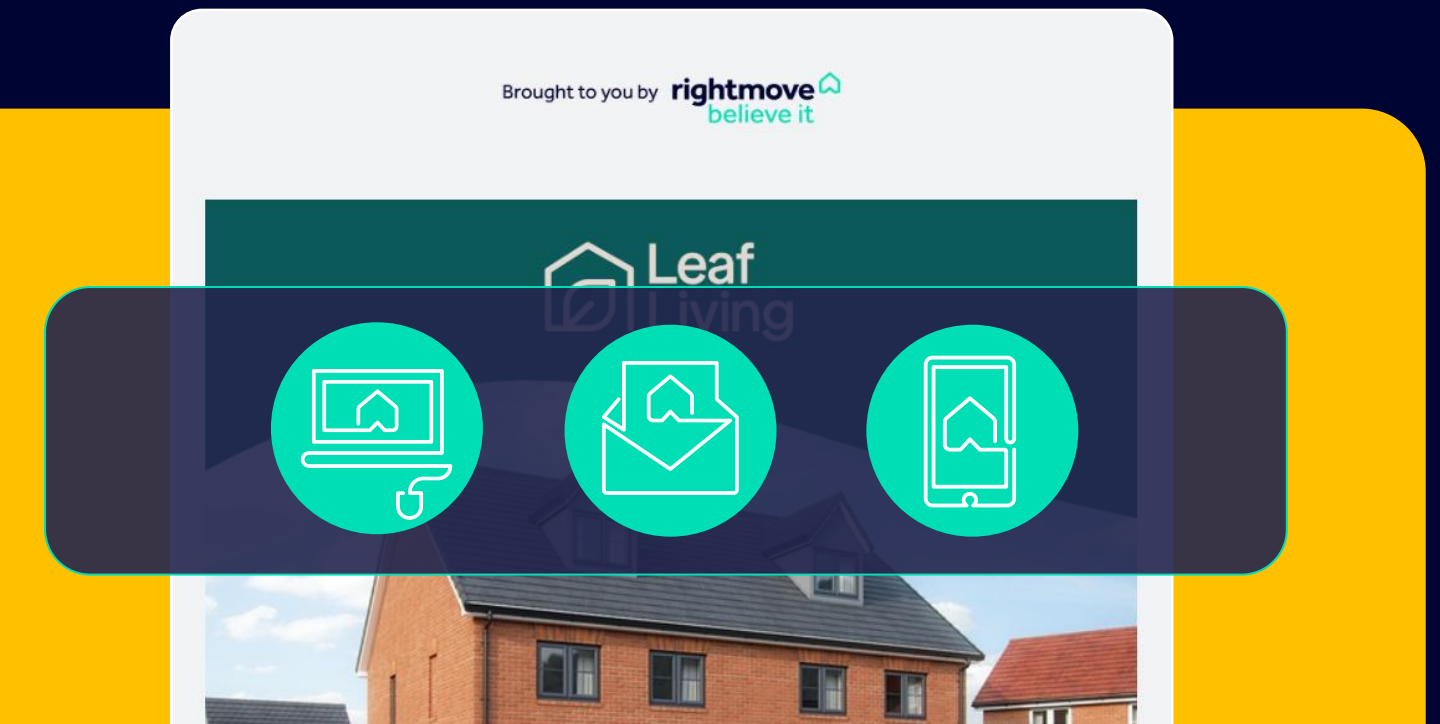
Awareness

- Amplify your development brand
- Generate always-on exposure for your operator brand.



Prominence

- Demonstrate what makes you different
- Upweight your exposure as needed to influence more renters through their journey



Reach

- With multiple branding touchpoints and channels available, don't wait for renters to come to you
- Target out of area renters in lead hotspots, and proactively reach them on channels away from Rightmove

More control over **your leads**

Attract, influence and convert more in-market renters

8 in 10
minutes spent on
Rightmove¹

Cut the waste

- Reach the rental audience who will actually move
- Cut wasted marketing spend and improve your ROI

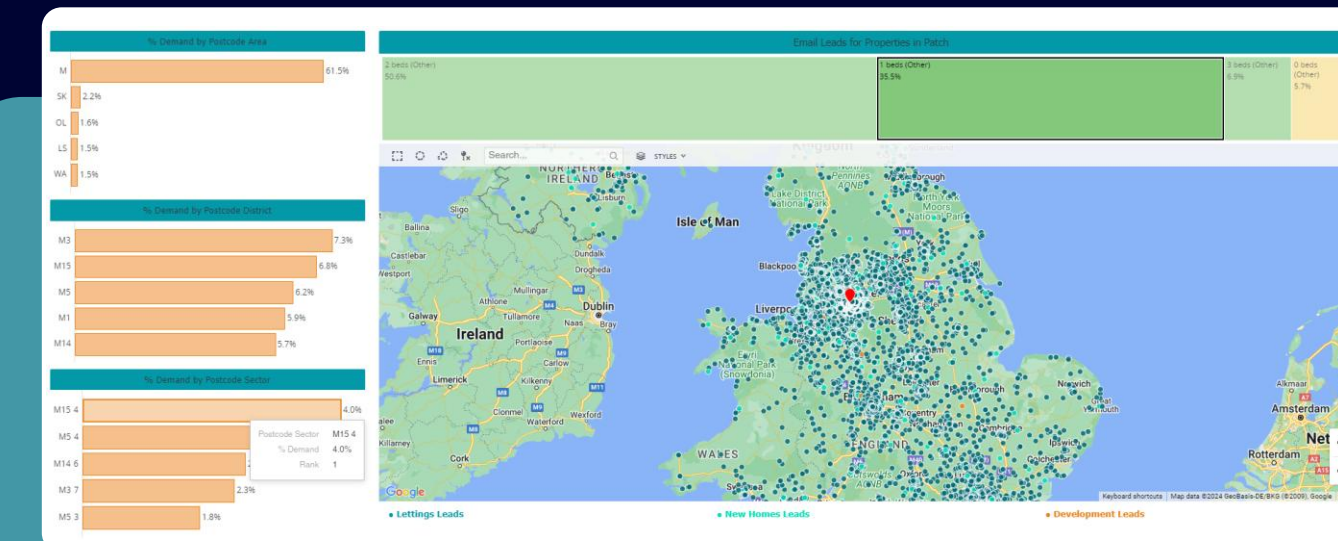
About your move

When do you want to move in by?

- ☐ Within 2 weeks
- ☐ Within 1 month
- ☐ Within 3 months
- ☐ Within 3-6 months
- ☐ More than 6 months
- ☐ I'm flexible

Get qualified leads, faster

- Benefit from enhanced leads, helping you find the most suitable, qualified applicants
- Match pre-qualified renters with your available units, faster

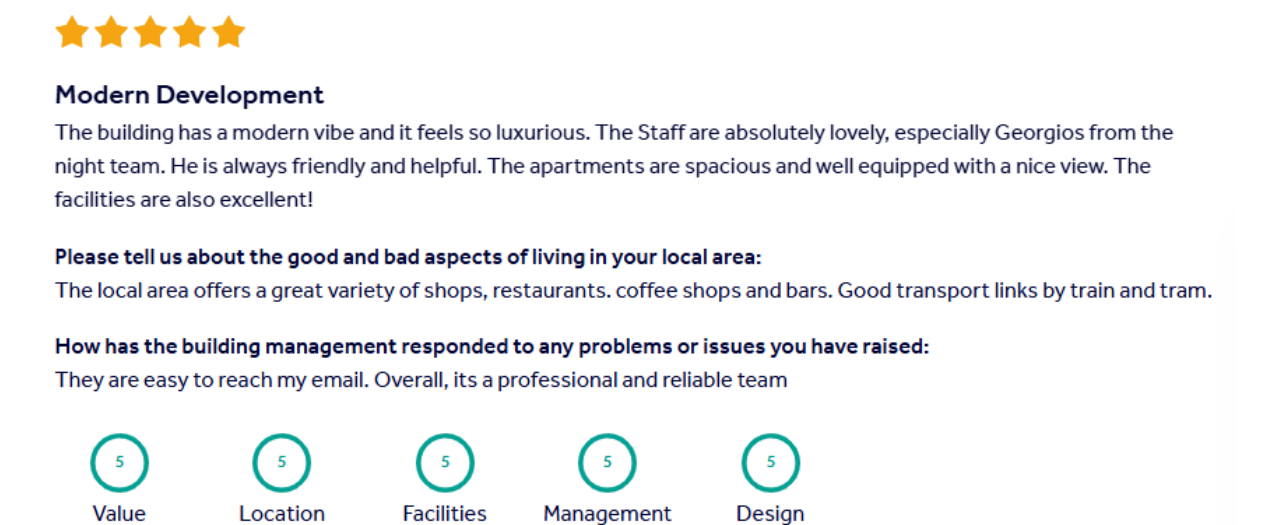
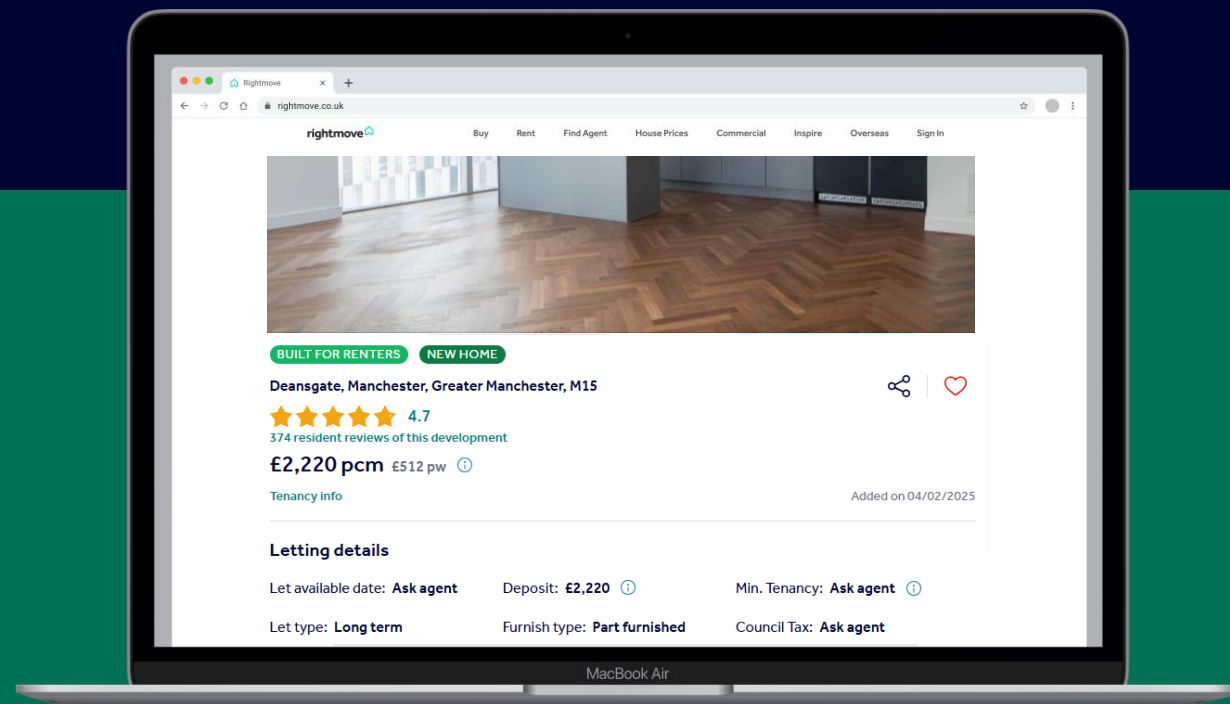


More data within your reach

- Get more complete lead data upfront and synced to your feeds
- Enrich your database, benchmark demographics across developments and support your marketing decisions

More control over **your reputation**

Two trusted brands powering yours



Stand out from the crowd

- Turn your HomeViews reviews into a powerful marketing tool.
- Display verified resident reviews on your listings to build trust with in-market renters in the place they search for property.

Stay competitive

- Leverage your reputation to differentiate yourself
- Make a lasting impression before applicants look elsewhere.

Build brand trust

- Harness powerful insights from your residents.
- Use them to boost brand awareness and trust, and to support marketing strategies for your development or operator brand.

More control over your data & insight

Alongside your self-service data tools, your Account Manager can provide insights to help inform your business and marketing decisions.

Self-service tools included in your membership

- **Property Performance Report**
See your listings' engagement
- **Lead Reports**
For your email and telephone enquiries.
- **Best Price Guide**
Rental valuation info and local market pricing
- **Rental Trends Tracker**
Our quarterly report on the rental market
- **The Rightmove Hub**
For stats, research and marketing materials

Insights available from your Account Manager

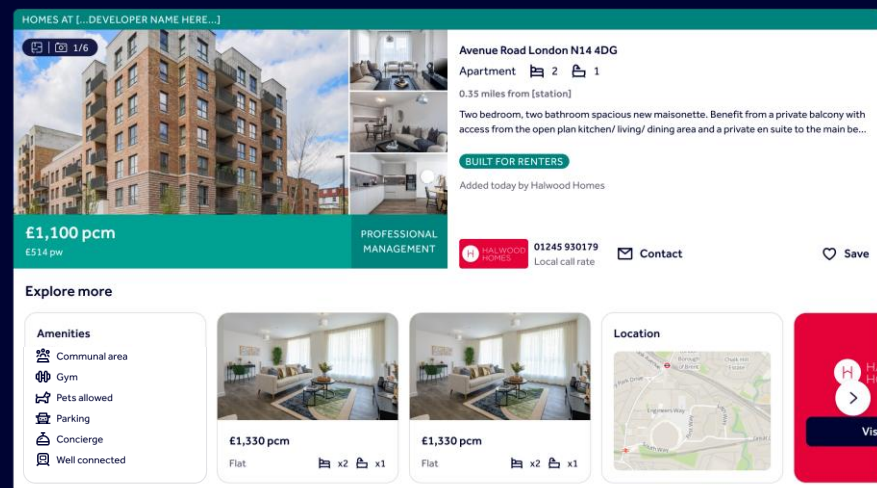
- **Supply and Demand Reports**
Discover how much demand there is for your rental properties.
- **Fair Share Reports**
Compare your developments vs. competitors.
- **Lead Mapping Report**
See where you and your competitors are winning leads.
- **Enhanced Lead Report**
See consumer demographics and compare developments.

Get more from Rightmove

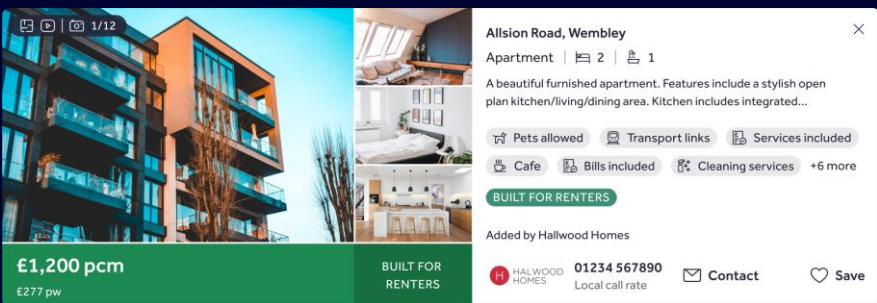
Your Rental Operator Membership product overview

Your listings

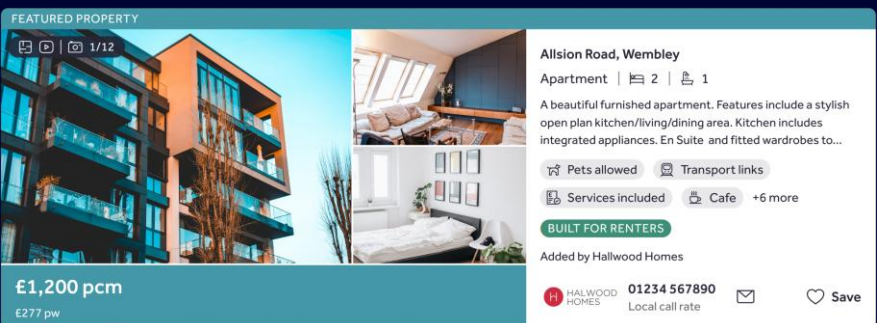
Rental Development Listing



Built for Renters Listing

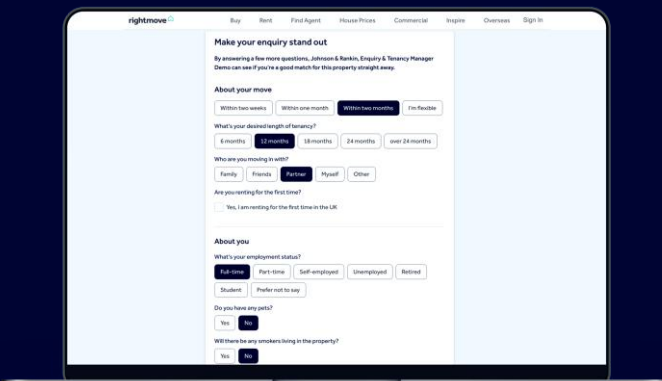


Featured & Auto Featured Property



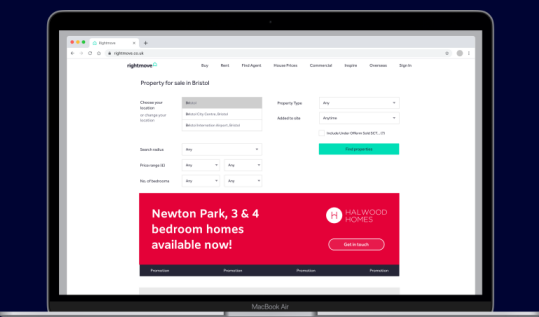
Your leads

Enhanced Leads

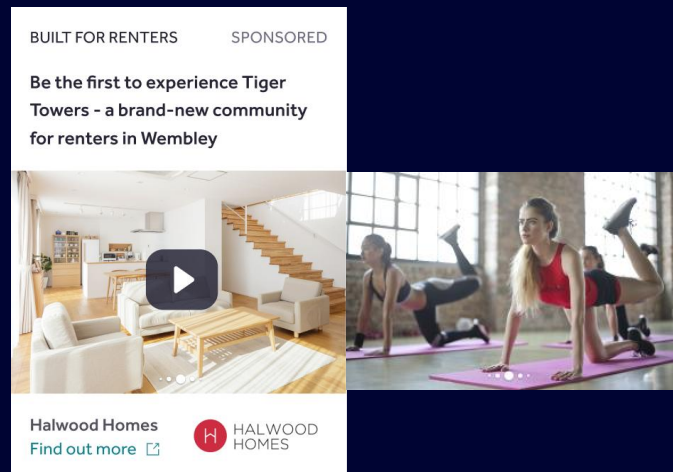


Your brand

Local Homepage

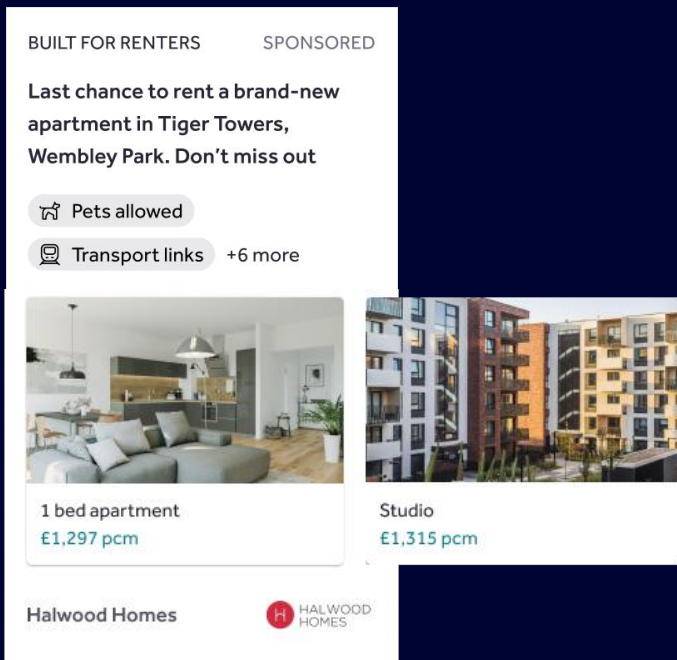


Campaign Carousel

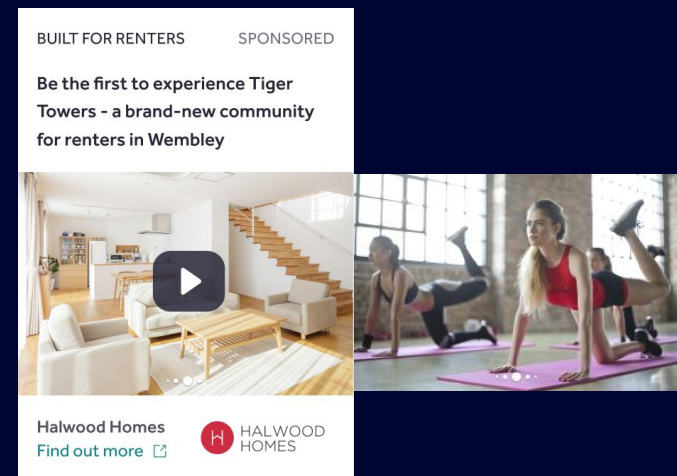


Make your brand and direct response marketing work harder

Direct response: Property Carousel

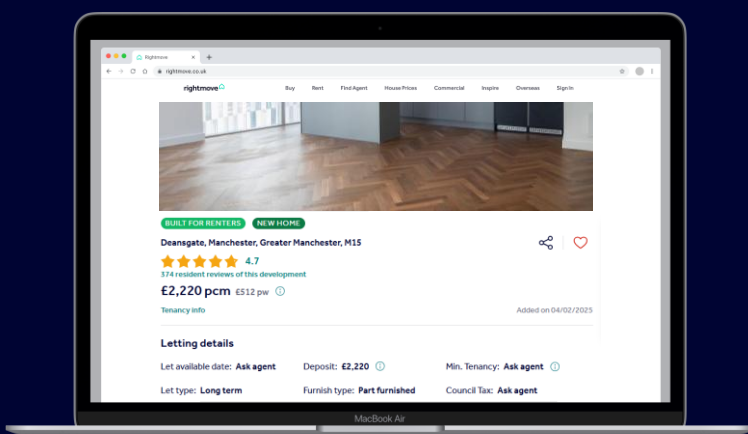


Brand awareness: Campaign Carousel



Your reputation

Reviews



Influence more renters on more channels

Targeted Campaigns



City & Regional Campaigns

