



New Homes Membership Guide

rightmove 
believe it



Making the most of Rightmove

In this membership guide, we highlight all the ways you can reach our unique, in-market audience both on and off Rightmove.

You'll also learn more about the tools and reports included in your membership to help you plan your marketing strategy.

Your dedicated Rightmove Account Manager is on hand to advise you on your options, make sure that your Rightmove package is cost effective and delivers the results you expect.



"We're continuously enhancing our products and packages to deliver even more value.

This year, we're introducing new features designed to give you greater visibility, earlier engagement, and better ways to connect with buyers throughout their journey.

As a partner to your business, we'll work with you to support your strategy and ensure you're making the most of all the marketing opportunities available to you."

Alex Slater
Director – New Homes

A member of
HBF

Get more eyes on your properties on Rightmove

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

Over 70 million property email alerts sent every month – putting your properties in home-hunters' inboxes²

77% home-movers are open to influence when it comes choosing a pre-owned or a new build property³

Source: 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, November 2025. UK, 2. Rightmove Internal Data Property Email Alerts sent, UK residential sales and lettings, monthly average January – June 2025. 3. Source: Survey to Living Room (Rightmove's research panel) - June 2025



Helping you reach our **in-market** audience

Partnering with you throughout the lifecycle of your development



PLANNING PHASE

Land search & acquisition



COMING SOON PHASE

Off plan sales



AVAILABLE NOW

Active selling



TAIL END PHASE

Last plots remaining



SITE SOLD

Land & buyer insights from your Account Manager to inform acquisition strategy.

Build awareness and start selling early with Coming Soon campaigns.

Maximise visibility and lead quality by transitioning to one of our tailored New Homes memberships.

Drive urgency and re-engage buyers with targeted, multi-channel campaigns.

Helping you reach our **in-market** audience

Supporting your strategy throughout the lifecycle of your development

Off-plan

We help New Home Developers market their developments off-plan during the build phase. Leveraging our powerful property data to target interested buyers before construction is even complete, you'll be able to:

- Drive early sales
- Reduce time to sell
- Minimise the risk of unsold plots

Available now

Once construction is complete, seamlessly transition to an exclusive new homes package designed for developers:

- Stand out against the resale market
- Maximise your visibility
- Generate quality leads to get your plots sold faster

Direct marketing

We offer direct marketing campaigns, helping you reach and re-engage buyers when they're not on Rightmove via channels like email, SMS and Facebook. We identify buyers based on:

- Where they're looking to move
- What they can afford
- Type of property they're looking for
- Size of property they're looking for

Property marketing products

Enhance your listings

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

-  **Featured New Home** – boosts your listings to the top of search results. Be seen first and twice.
-  **Premium New Home** – a larger highlighted listing to stand out from the crowd.
-  **Standard Listing** – the building blocks to get your properties seen by our in-market audience.

FEATURED PROPERTY



1/12

£450,000
Guide Price

Park Lane, Chelmsford, CM2
Semi-Detached | 3 | 2

Park Lane has everything you need for modern living. Downstairs there's a front aspect kitchen, spacious living room with French doors leading into the rear garden, a large storage cupboard under the stairs and a...

NEW HOME

Added by Halwood Homes

 **01234 567890**
Local call rate

  Sa



1/12

£450,000
from

Park Lane, Chelmsford, CM2
Semi-Detached | 3 | 2

Park Lane has everything you need for modern living. Downstairs there's a front aspect kitchen, spacious living room with French doors leading into the rear garden, a large storage cupboard under the stairs and a WC. The first floor is horizontal...

NEW HOME

Added by Halwood Homes

 **01234 567890**
Local call rate

 Sa



1/12

£450,000
Guide Price

Blackberry Park, Bristol, BS3
Terraced House | 3 | 2

An exceptional three bedroom terraced house with a large garden and modern interior. Close to the town center, the house retains...

Added by Johnson & Rankin

 **01234 567890**
Local call rate

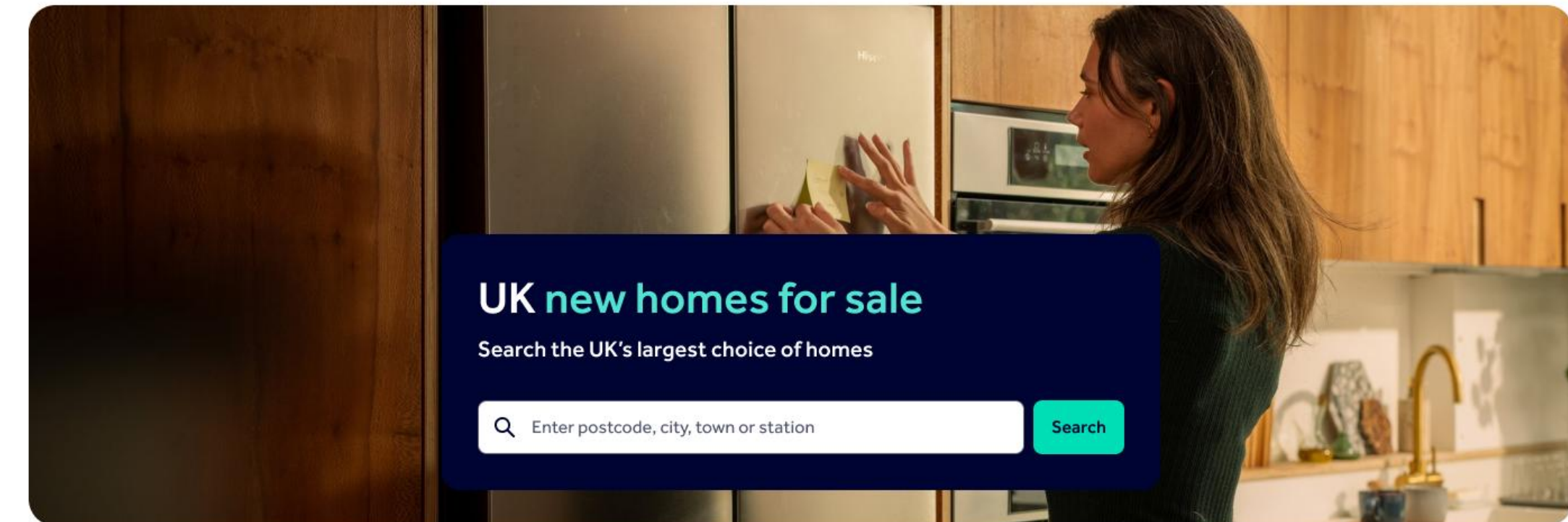
 **Contact**  Sa

Advanced property marketing products

Be seen by home-movers sooner

New Home Property Showcase

- Exposure on 'For Sale' and 'New Homes For Sale' search pages
- Buyers get immediate access to your property pages
- Intelligent targeting is built in



Stay organised. Sign in or create an account

Save properties, create alerts and keep track of the enquiries you send.

Sign in or create an account

Where the nation finds their home

Looking for a new-build home that is energy efficient, modern in design and community focused? Explore the UK's largest collection of homes to find your perfect match.

Sponsored

Explore new build homes in your searched areas

 £695,000 Colchester, C04 6AZ Detached 3 1 Call Contact	 £500,000 45 Fring drive, C04 6AZ Detached 3 1 Call Contact	 £750,000 Chelmsford, CM11 Detached 3 1 Call Contact	 £750,000 Fisher Avenue, Chelmsford, CM1 Detached 3 1 Call Contact	 £750,000 Chelmsford, CM1 Detached 3 1 Call Contact
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Why buy a new-build home?



Energy efficient

Many new homes end up achieving the highest EPC ratings of A or B. This means they will be more energy efficient and save you money on your energy bills.



Financial incentives

Lots of developers offer different types of financial incentives. Also, you can even buy a new home with a government grant.



Community focussed

Many new-build developments also focus on creating a sense of community. This can be done through shared facilities, such as a communal garden or a shared workspace.

Advanced property marketing products

Influence buyers earlier

Advanced Development Listing

- Interactive carousels to promote your whole development
- Spotlight messaging to highlight key features
- Cross-sell and upsell plots with quick links to promote more properties on the same or other developments

HALWOOD HOMES - NEW HOMES

1/12



Newton Park, Chelmsford, CM2
Semi-Detached | 3 | 1

Park Lane has everything you need for modern living. D a front aspect kitchen, spacious living room with French

NEW HOME

Added by Halwood Homes

£600,000
From

PART EXCHANGE

01245 930179
Local call rate

Contact

More properties available at this development



£624,950
Semi-Detached x3



£664,950
Semi-Detached x4



£664,950
Semi-Detached x4



£664,950
Semi-Detached

rightmove

rightmove.co.uk

Council Tax
Ask developer

Newton Park

View brochure

View Site Plan

About this development

- 2, 3 & 4 bedroom homes
- A welcoming, tight-knit neighbourhood feel
- Local Amenities
- Proposed new train station

MARKETED BY
Halwood Homes
Chelmsford CM2

Call developer: 01206 567890
Request details

Newton Park, 3 & 4 bedroom homes available now!
Get in touch

Other properties in this development



£320,000
Semi-Detach... x3



£325,000
Semi-Detach... x3



£325,000
Semi-Detach... x3

Spotted an error with this listing?

rightmove

Hello,
John has viewed the brochure
for this property in your
development:

Park Lane, Chelmsford
£450,000 3 bed

Contact details:
John Smith
john.smith@email.com
07598865642
3 Kings Drive, Hackney, E8 7QY
Has property to sell: yes, it is on the market

View all leads

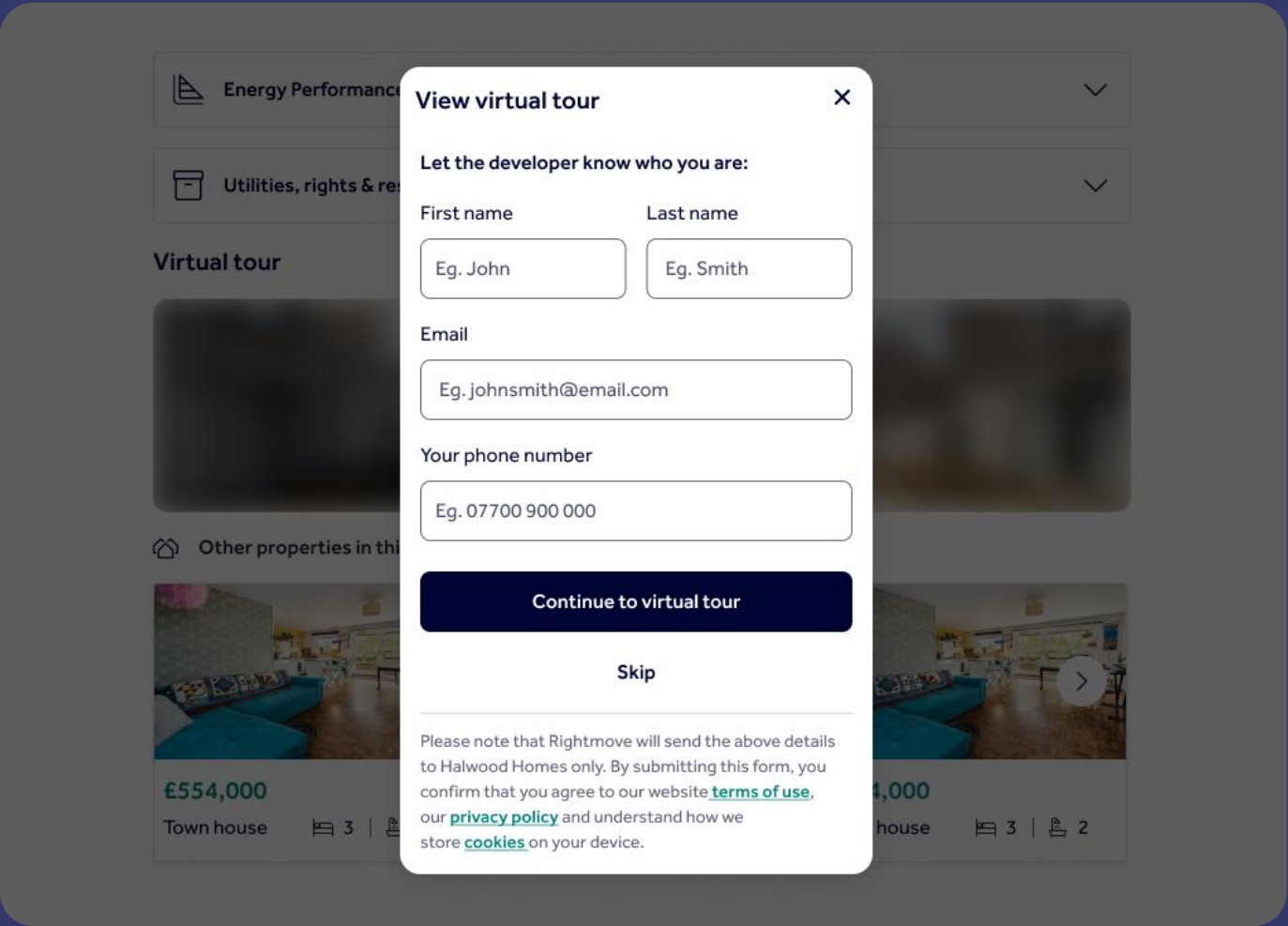
Advanced property marketing products

Connect with more buyers through the journey

Build your pipeline of earlier discoverers and nurture towards reservations.

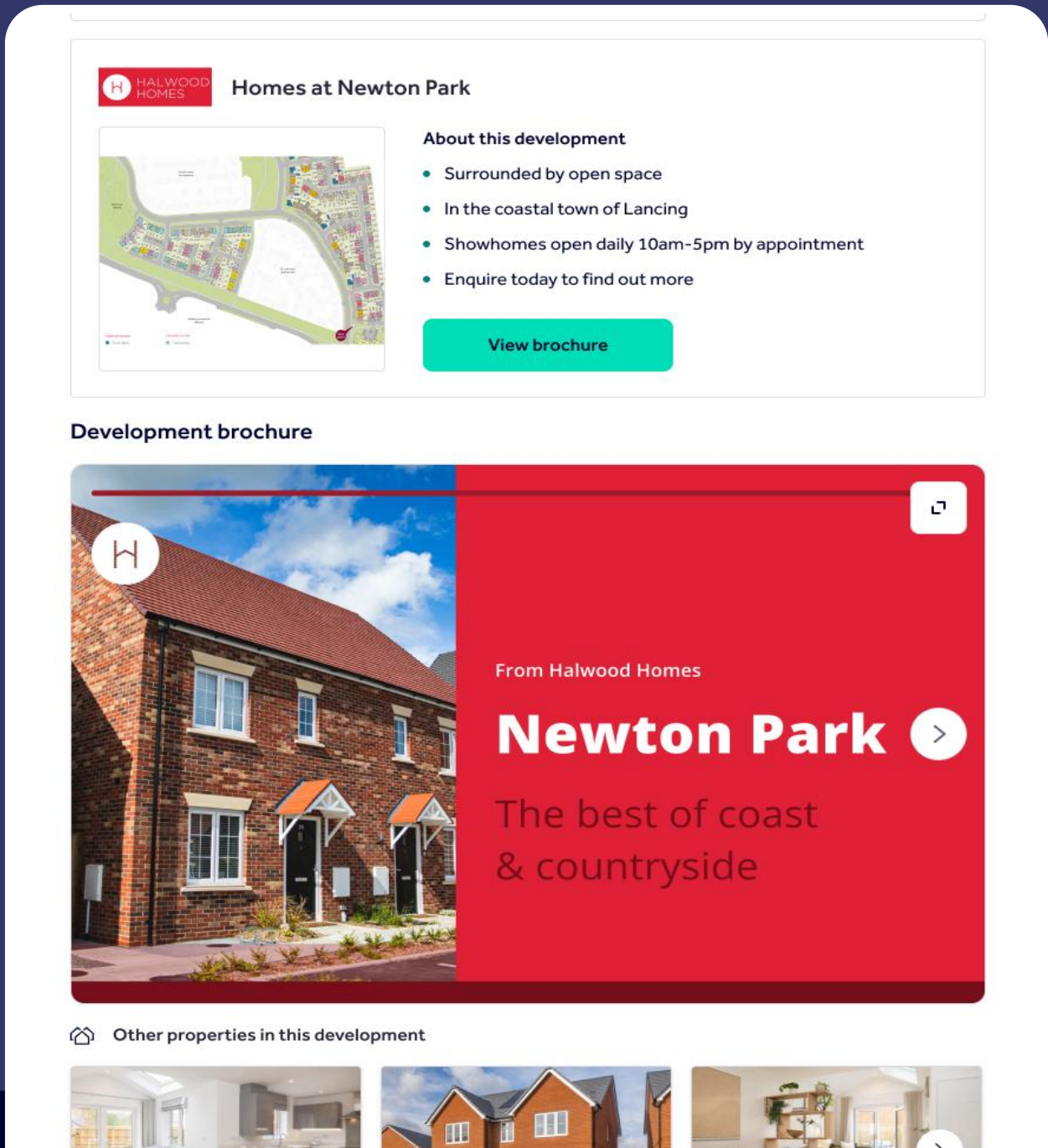
Virtual Tour Request

A new opportunity to turn consideration into conversion



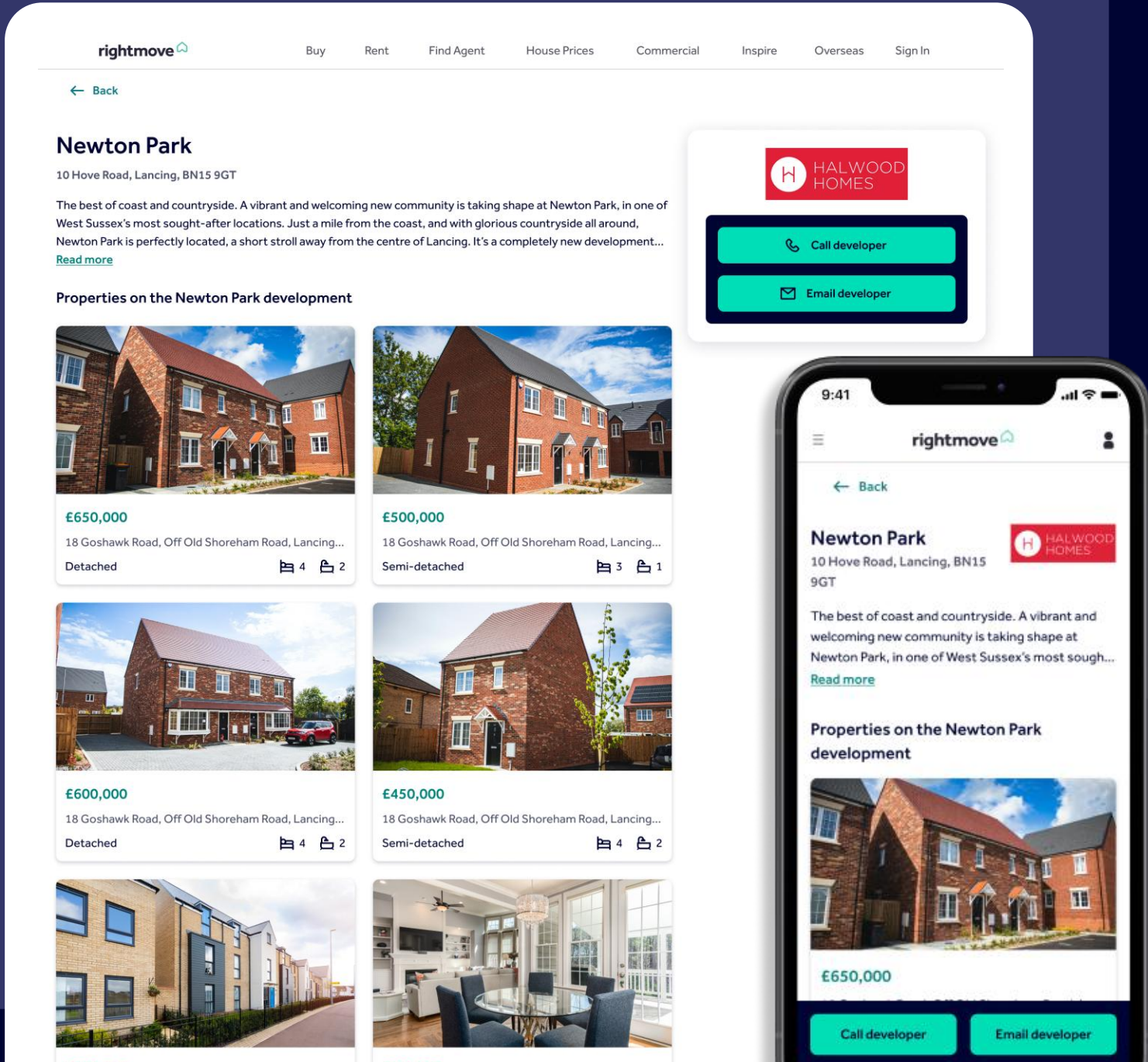
Brochure Request

Strong prominence of brochures and an additional source of high quality leads.



Development Profiles

Designed to highlight your development and make your homes stand out.



Advanced property marketing products

Take your leads to the next level

Surface motivated buyers, sooner

- **Buyer Profiles**
An enhanced lead form giving you a more complete profile of your buyer
- **Appointment Request**
An easy way for home-movers to request an appointment at your development within the Rightmove experience.

About your move

When do you want to move?

☒ Within 3 months

☐ Within 3 - 6 months

☐ Within 6 - 12 months

☐ Within 1 - 2 years

What is your current status?

☒ I'm a first time buyer

☐ I have a property to sell

☐ I've sold my property

☐ I'm an investor

☐ I'm a cash buyer

☐ I'm a renter

Have you checked your affordability? I have:

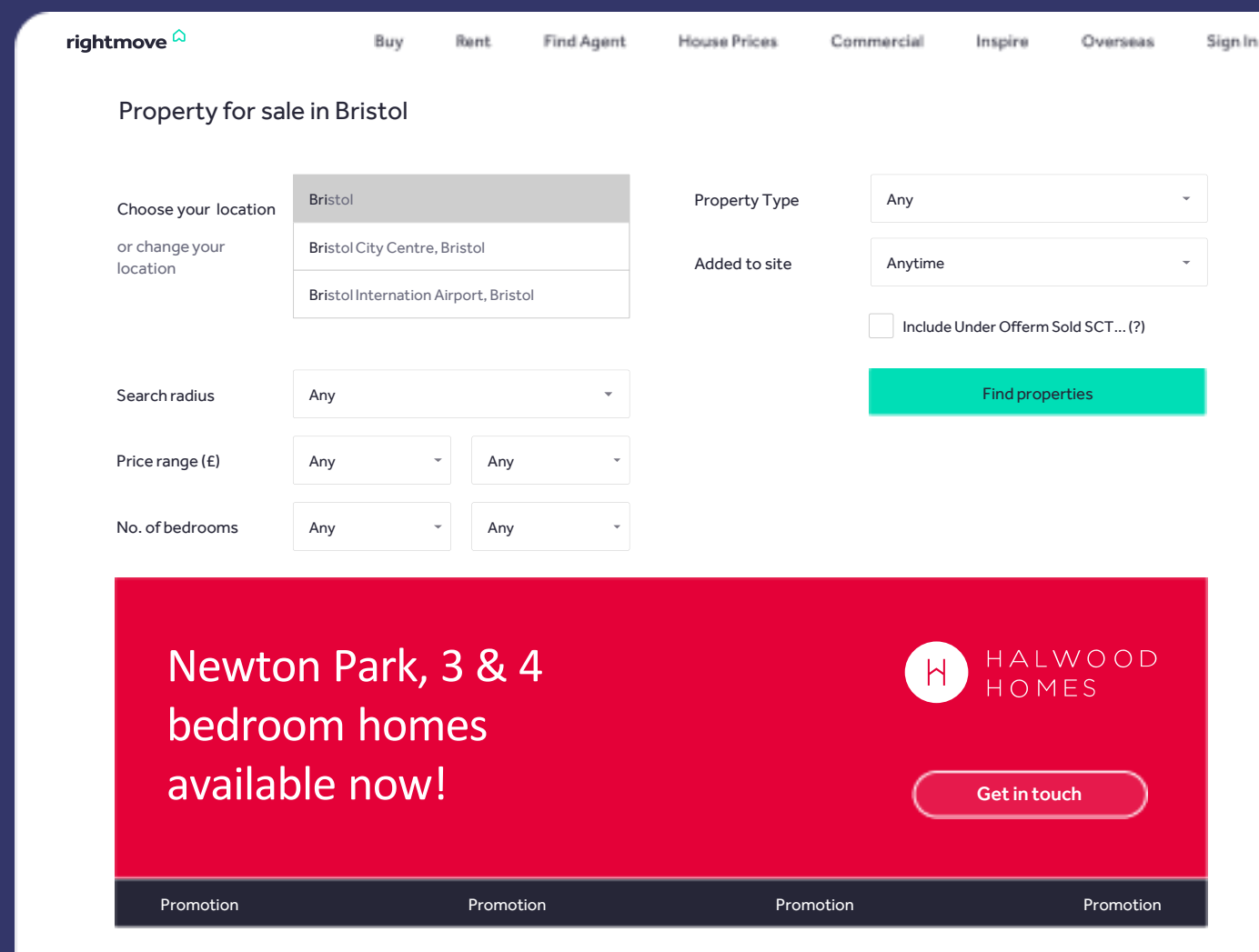
☒ A Mortgage in Principle

Brand marketing

Build your brand and exposure with our in-market audience

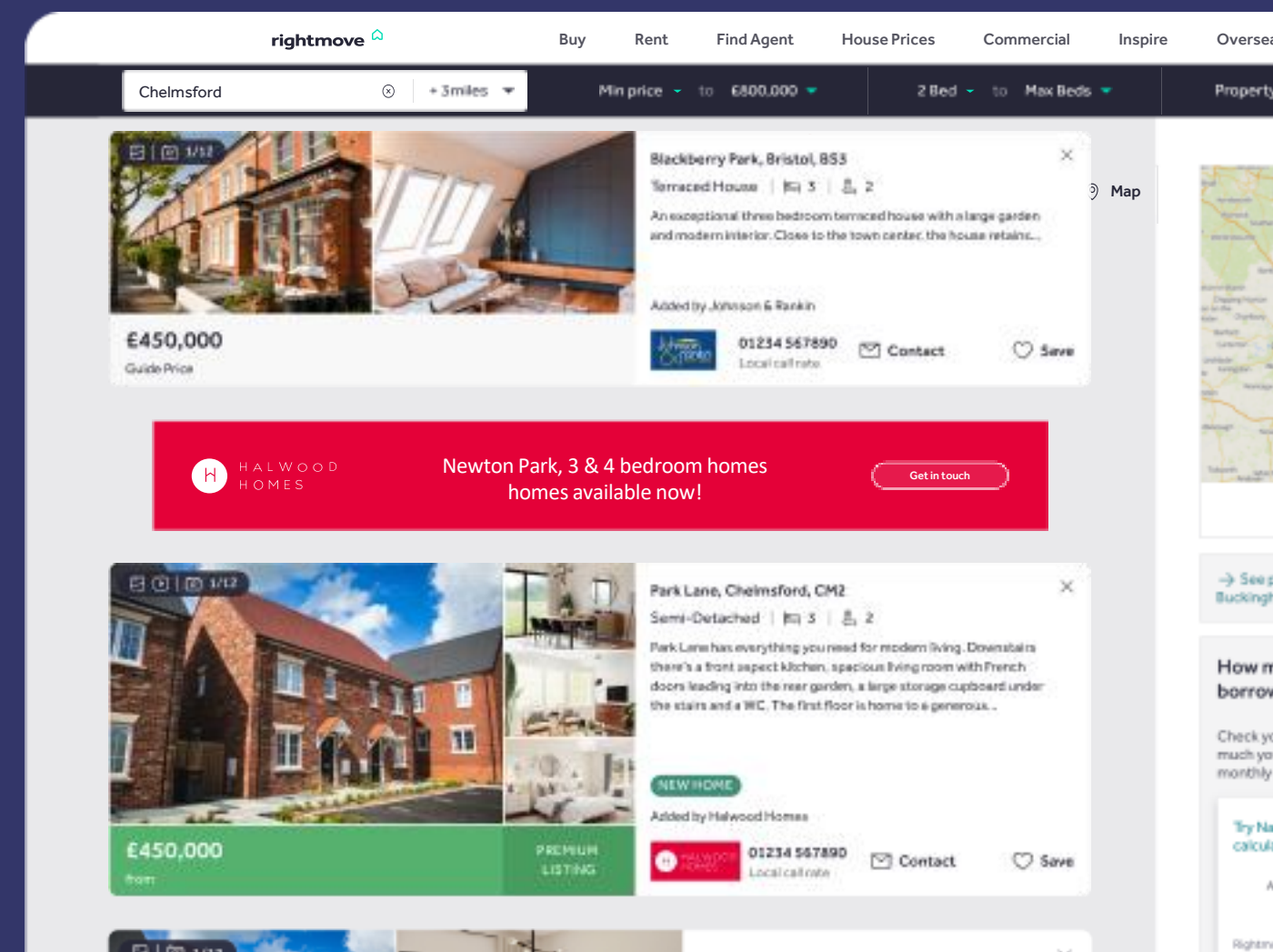
Local Homepage

- Our largest advertising space puts your advert at the start of the buyers' journey



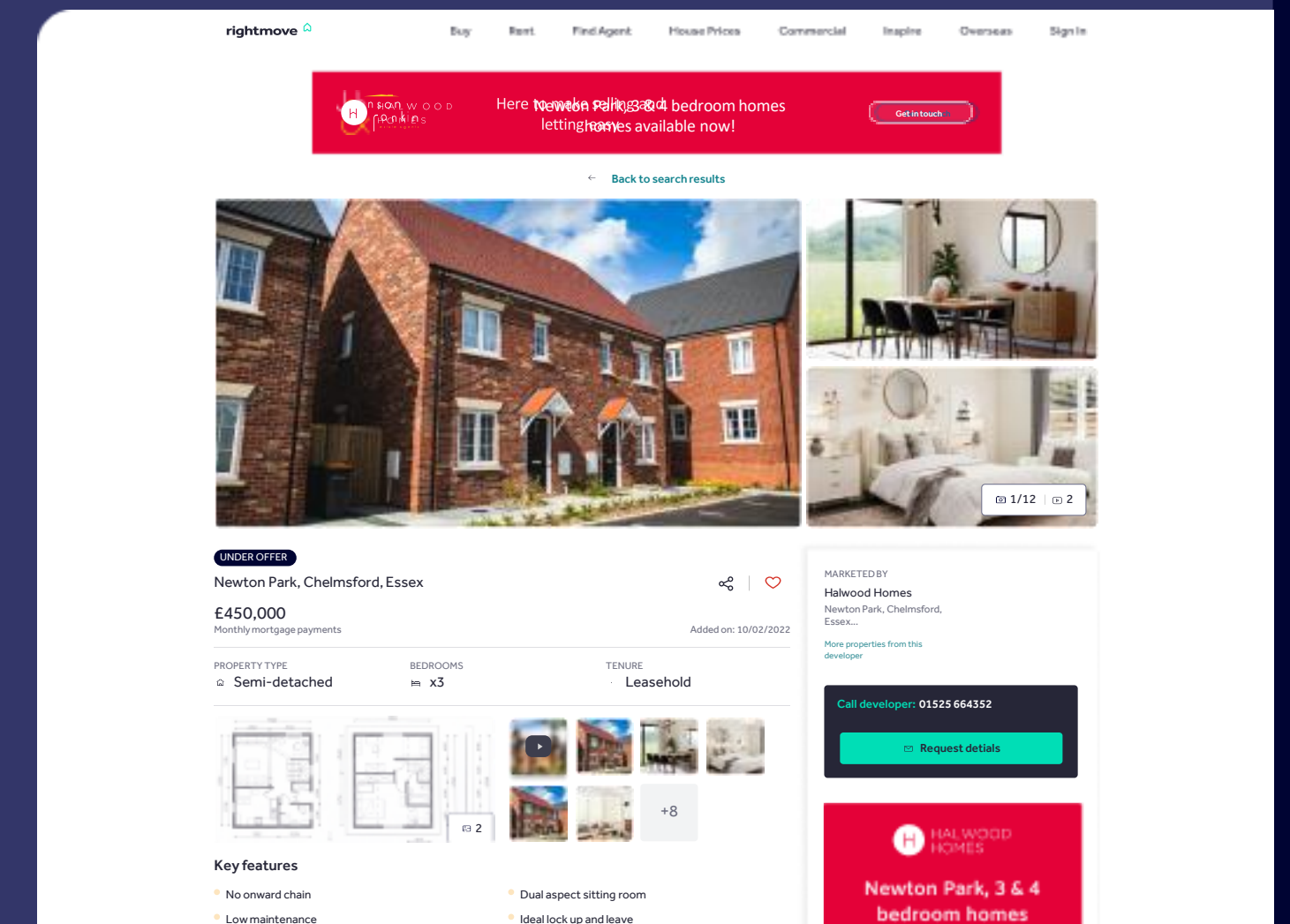
Featured Developer

- A flexible branding slot on the busiest page on Rightmove to communicate key messages and link directly to your website



Additional branding opportunities

- Highlight your USP and drive traffic to your Development Profile



Coming soon membership

Grow your audience while building is still in progress

A tailored membership to reach home-movers while building is still in progress.

- Drive **early visibility** of your brand, developments and plots
- Start building your **database** to target home-movers before launch

NSA: Developer Carousel

rightmove

Buy Rent Find Agent House Prices Commercial Inspire Overseas Sign In

Bristol +3 miles Min price to £800,000 2 Bed to Max Beds Property Type Filters

Properties for Sale in Bristol, up to £800,000 Save search Create alert

612 results Sort by: Highest Price List Map

Prioritise properties with... Add keyword

Kingdom Hall, Bristol, BS4
Semi-Detached | 3 | 2
Kingdom Hall has everything you need for modern living. Downstairs there's a front aspect kitchen, spacious...
NEW HOME
Added by Halwood Homes
£450,000
Guide Price
01234 567890 Local call rate Save

★★★★★
"From start to finish the process was smooth, efficient, friendly and professional. The local team knew their market as well and I always felt the sale was in capable hands."
Mrs MacAuley, June 2022

SPONSORED
Coming soon! 2,3,4 and 5 bedroom characterful new build homes in Chelmsford. Register today.
Halwood Homes
Find out more

Blackberry Park, Bristol, BS3
Terraced House | 3 | 2
An exceptional three bedroom terraced house with a large garden and modern interior. Close to the town center, the house retains...

Choose your location Bristol
or change your location
Bristol City Centre, Bristol
Bristol International Airport, Bristol

Property Type Any

Added to site Anytime

☐ Include Under Offer/Sold SCT... (?)

Search radius Any

Price range (£) Any Any

No. of bedrooms Any Any

Find properties

Newton Park, 3 & 4 bedroom homes available now!

HALWOOD HOMES

Get in touch

Promotion Promotion Promotion Promotion

Local Homepage

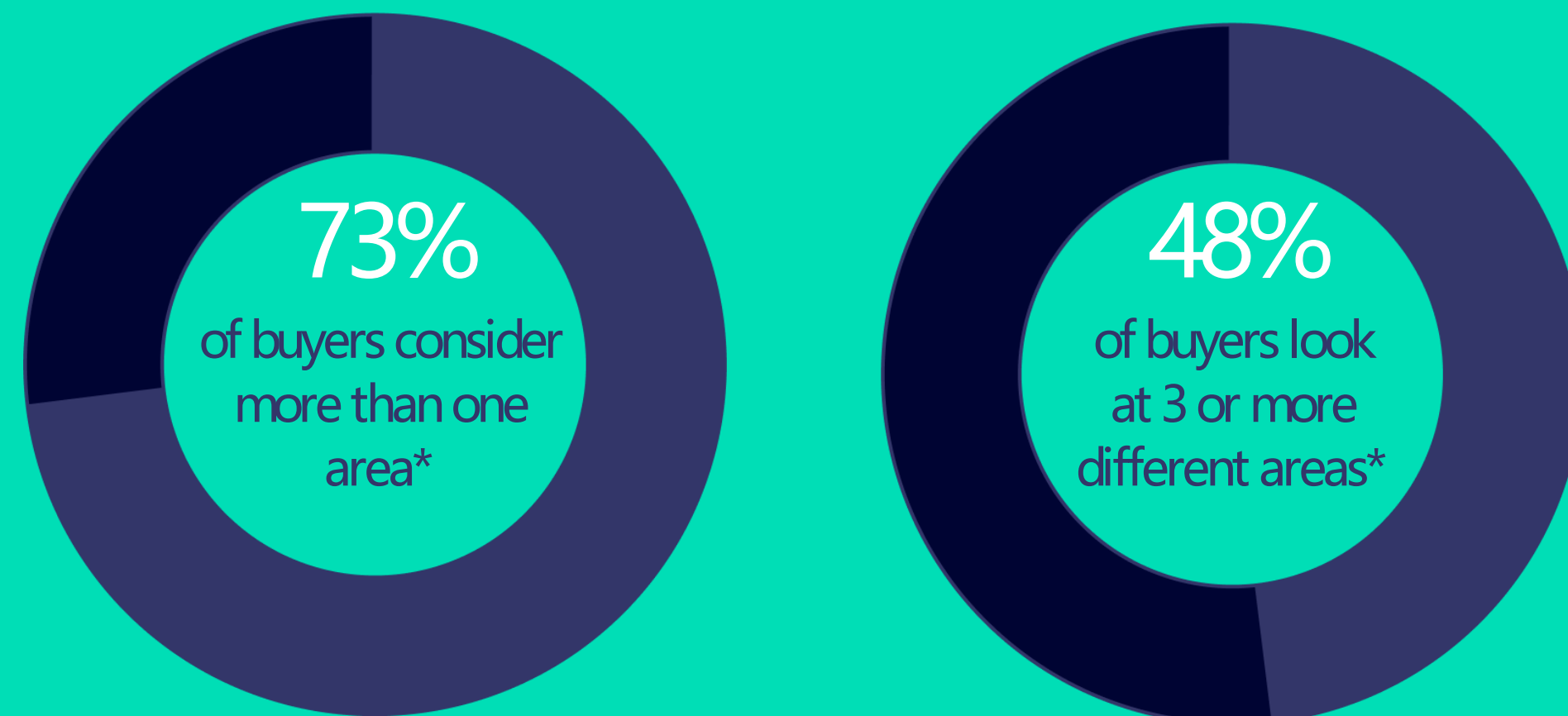
Native Search Adverts

Get seen by more buyers **more often**

In the place they search for property

What is Native Advertising?

Native Adverts are designed to look less like adverts and more like helpful content, increasing engagement. Did you know that...



Source: Rightmove Spring Survey 2023, based on 4125 responses

That's why Native Search Adverts target buyers on Rightmove when they search different areas



Buyer visits Rightmove to search for their next property



They see your Native Search Adverts among the search results



If they search a new area, we'll retarget them with your adverts

Dynamic Retargeting

Your brand, messaging and plots visible in more searches, including:



Filtered searches

Appear in buyers' search results no matter what additional filters they apply



Out of area searches

Appear in searches that your property listings don't usually appear in

Digital Marketing Campaigns

Reach your audience
when they're on
Rightmove, and again
when they're not

What makes our campaigns different?

- It all starts with our unique audience, that we know are self-selected, active and engaged.
- We'll build you a database in minutes, as well as helping you design and optimise your campaigns.
- We'll help you move fast and make your marketing work harder.

Our campaigns help you reach buyers even when they're not searching on Rightmove:

Targeted Email Campaigns

Our most targeted option – reach buyers according to their location, price range, bedrooms and property type

Multi-Channel Campaigns

Land the right message at the right time. Boost your exposure across email, Facebook and SMS

Regional Email Campaigns

Target buyers regionally where you have developments

Follow up campaign

Increase frequency by re-targeting motivated buyers who click on your email - **exclusive to Regional campaigns**

Reporting and insights

Self-service tools **included** **in your membership**

Property Performance Report

See how much engagement your listings are receiving.

Lead Reports

The home of all your Rightmove email and telephone enquiries, including call recordings if activated.

Best Price Guide

Your one-stop-shop for property price comparisons. Find similar properties that have sold or remain on the market, to help you plan new sites and price competitively.

House Price Index

Stay in-the-know about the market with our asking price index, based on the UK's largest sample size of properties.

The Rightmove Hub

Your go-to place for stats, research, training and marketing materials.

Insights available from your **Account Manager**



Your Account Manager has market-leading tools to help you make informed decisions about your developments

Supply and Demand Reports

See the demand for developments you're planning

Fair Share Reports

See how your developments are performing against your competitors

Buyer Insight Report

Discover how best to target buyers outside your area

Featured New Home Report

Understand the uplift in detail views