

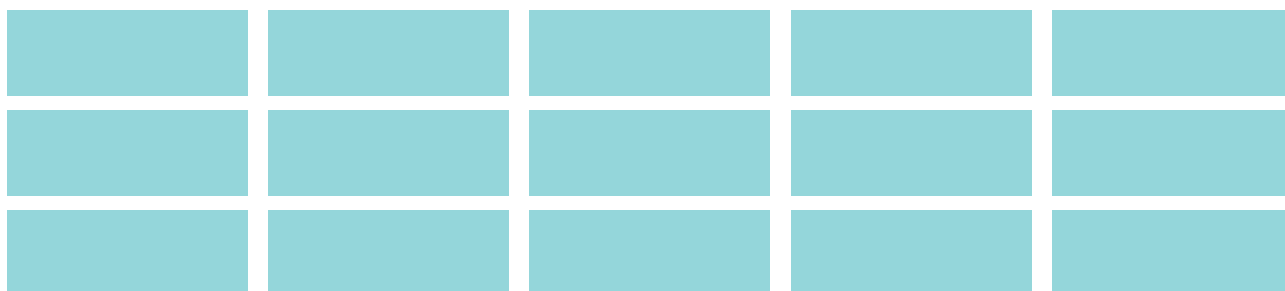
Display Products Text Content Guide



Welcome to the Text Content Guide

This document has been created using the Committee of Advertising Practice (CAP) codes, as well as incorporating some Rightmove guidelines. The document has been split into sections which covers all areas to ensure adverts on site are compliant. As an advertiser it is your obligation to comply with the CAP codes.

Contents



What are the CAP Codes?

All adverts in the UK, including marketing claims made on websites must adhere to the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Codes). The Code is administered by the Advertising Standards Authority (ASA).

- The overarching principles of the Code are that adverts must be legal, decent, honest and truthful;
- Advertisers must hold evidence to prove that any claims are capable of objective substantiation;
- Adverts must not mislead by exaggeration, ambiguity or omission;
- Comparative claims with competitors are allowed, but must not mislead consumers or denigrate a competitor.

Advertisers are encouraged to contact the Committee of Advertising Practice (CAP) Copy Advice Team for prepublication advice. This service is free, confidential and provides expert guidance on how to ensure your advert adheres to the guidelines. CAP Copy Advice can be contacted on **020 7492 2100** or www.cap.org.uk

Please note: Rightmove reserves the right to refuse any claim or text supplied for any advert.

Amending your Adverts and Proofing with You

New Orders: If you would like to request any additional changes after a proof has been supplied to you, these must be received within **two full working days**. If nothing is heard after **two full working days** this will be deemed as your consent and your creative will be made live on site.

Currently Live: Once your creative is live on site, you are limited to one amend request per calendar month. If you wish to make any amend requests, please let your Account Manager know, or email onlinedesign@rightmove.co.uk. Upon receipt of an amend request, with a complete and clear brief, the Online Design team will create and supply you with a new proof for approval within **five full working days**. Once a proof has been supplied, you will have **two full working days** to make additional changes. If nothing is heard after **two full working days** this will be deemed as your consent and your creative will be made live on site.

You are limited to requesting **three additional proofs** of a creative which you have been supplied.

If you receive a proof and ask the Online Design team to put it on hold, you will have **one week** to come back with your additional changes otherwise this will be deemed as your consent and your creative will be made live on site.

Please note: Working days are any day other than Saturdays, Sundays or a bank holiday on which legal business can be conducted.

Fees and Commission

No references to actual fees - by percentage or actual value.

Text that contains reference to actual fees, whether it be in percentages or a fixed amount, will not be accepted. For example, the following would be **rejected**:

- ✗ “We only charge you £500 to sell your house”
- ✗ “Our fees are a guaranteed 1.5% with no hidden charges!”
- ✗ “0% fees on all our properties”

If you do not charge commission, but have a fixed fee, you could include something similar to:

- ✓ “We don’t charge you commission, just a fixed fee!”

Please note: When advertising properties for rent, you can display such Tenant Fee information as required from the 6th March 2013 ASA ruling regarding Tenant Fee disclosure.

Offers and Incentives

Offers and incentives are accepted. Any offer or incentive must be accurately described.

To help promote offers and incentives on your fees, you can state discounts as a percentage or amount off current fees, any competitions or special promotions. Some terms and conditions must be displayed, see below [Terms and Conditions](#) section for further information.

- ✓ “For this month only, 33% off our regular fees!”
- ✓ “£1000 off fees in March”
- ✓ “40% off fees to sell your home!”
- ✓ “Win a chance to sell your home for free”

Adverts featuring “**sell your home for free**” or similar offers, can only be used subject to Rightmove approval. It is recommended that adverts contain one of the following statements:

- ✓ “Sell your home for free”
- ✓ “No fee”

Again, any text that contains reference to actual fees, whether it be in percentages or a fixed amount is not accepted. For example, the following would be rejected:

- ✗ “0% fees on all our properties”

Terms and Conditions

Text used must be a true representation of the offer or incentive in question.

All offers or incentives that have conditions must display them, as well as any information to be more specific about the offer or incentive. This **MUST** be legible. For any offer, incentive or discount, it is recommended that you advise on a time limit for the promotion within the advert. Free valuation/market appraisals are exempt, and do not require terms and conditions. Featured Agent adverts that refer to these offers **MUST** click through to a page which features the full terms and conditions of the offer or incentive.

An example of this, stating “**£100 cash-back when you sign up with us**” is not a true representation of the offer. In reality the customer will only receive the cash-back if the agent sells the property. The text in this example would need to be more specific - somewhere on the advert a caveat like “**cash-back is given upon successful sale of your property**” would need to be displayed.

VAT

Unless you are VAT exempt, “No VAT” is not accurate, so it is not acceptable.

If an advert states “**No VAT**”, this is inaccurate as fees and commissions are subject to VAT; it may be that the cost is being absorbed by you. It would therefore be acceptable to state “**We will pay the VAT**” but the advert will need the following disclaimer: “**Reduction equivalent to 20% VAT on original price, VAT is still applicable and will be shown on the invoice.**”

You may be VAT exempt in their first year of operating. In this case, “**No VAT**” can be used, but a caveat explaining why you are VAT exempt must be present.

Affiliations

Affiliation logos are permitted on your creative, for example NALS, The Property Ombudsman and ARLA, providing you are a current member of that scheme and are using the correct, up-to-date logo.

OFT Approved Code Scheme

The OFT approved logo is no longer valid to be used on site. Unfortunately the scheme has now ended, as per their announcement on their website:

“From April 2013, under changes to the consumer landscape protection regime, introduced by Government, the OFT is no longer responsible for approving consumer facing codes of practice. The Trading Standards Institute (TSI) is now operating a successor scheme to the Consumer Codes Approval Scheme”.

[Click here for further information](#)

If you were a previous member of the OFT Approved Code scheme, it does not automatically ensure you are also entitled to the TSI Consumer Codes Approval Scheme.

Please note: Rightmove reserve the right to refuse any mention or logo of an affiliation if they deem inappropriate.

Awards

Any award claim must be clear to the user as to what award has been won including its level (for example second place or silver).

Only current award logos can be displayed (won within the last year). Older awards may be mentioned in text only and must state the year the award was won. The user must be able to read the text on the award logo.

Multi-award winning claims may use all the award logos, however one of the awards must be recent (within the past year). If the awards are all current then you do not need to show or state the award on the advert, just supply Rightmove with the evidence. If one award is current, but the others are from past years you must either show all the award logos or state all the awards in text on the advert.

Once an award is no longer considered current you will be contacted to arrange an amendment of your advert.

Internally issued awards, for example “**Best Branch within the Franchise**” type awards are acceptable, but must be specified as being an internal award within the advert.

Please note: You must abide by the terms and conditions of the governing award body in regards to reference of usage of your award.

Claims and Testimonials

Any claims that cannot be substantiated will not be accepted.

You are restricted in what you can say in adverts – governed by the Advertising Standards Authority and Trading Standards.

To create a competitive, fair and honest level playing field, **any claim will require proof**. If there are any concerns over the validity of the data, Rightmove reserves the right to refuse any claim or text supplied for any advert.

If there is uncertainty whether a claim can be used, it will be referred to CAP. If a genuine complaint arises regarding these claims, Rightmove reserve the right to amend the challenged statement or claim.

Here are some examples of messages that are suitable for adverts:

- ✓ “We have a huge selection of properties!”
- ✓ “Make use of our expertise, speak to one of our many staff!”
- ✓ “Highly competitive rates”
- ✓ “Find a property where YOU want to live - we cover [areas]”
- ✓ “Many properties, years of experience...”
- ✓ “We look to help you sell or let your property fast!”
- ✓ “We specialise in the [town] area”
- ✓ “In March [year], we sold XX number of houses in the [town] area”

It is important to back up anything that you wish to say, as specific facts make for more effective messages than just opinion. Any message based on fact is more likely to stand up to any investigation by the ASA or Trading Standards, should someone take issue with a claim. Claims based purely on opinion or supposition are more likely to be ordered to be amended or taken off the site.

Claims must be relevant to the search and your own services as an agent or developer.

Please note: Rightmove reserves the right to refuse any claim or text supplied for any advert, also the right to amend any challenged statement or claim.

Testimonials

A testimonial must be genuine and include the name of the person who provided the quote and the date it was written.

Agent Data

Agent Data is acceptable, subject to approval.

If you have performed your own research, this would be acceptable, subject to Rightmove approval.

The advert must disclose the source, sample size, date and location, e.g. “**West Estates Survey of 100 people, West Town, 14th Feb 2014**”. Use of your own statistics and figures is acceptable, but dates, locations and other relevant source information must be stated.

Any statement must be an accurate representation of the source data.

Third Party Data

Third Party Data is acceptable subject to approval by Rightmove and dependent on the terms of the data supplier.

Any concerns over the validity of the data, Rightmove reserve the right to refuse any claim or text supplied for use in an advert.

Please see [Appendix 1](#) for further information on third party data suppliers.

Rightmove Data

Standard Rightmove data (emails, properties, CTR, product uplift, product testimonials) is acceptable, PLAVA/LAVA too, but with a caveat.

Standard Rightmove data, for example, “**click-through rates**”, “**number of emails received in a month**” from Rightmove are acceptable on adverts, as long as the periods for the data collected are displayed.

You may use data from your Leads Analysis and Value Audit (LAVA) or Platinum Leads Analysis and Value Audit (PLAVA), but the advert must display the following caveat, with the relevant dates and responses received:

- “**From an email survey carried out by Rightmove between 1st Nov 2013 and 17th Jan 2014. The results are from the 28 responses received to the survey.**”

Rightmove Agent Competitor Analysis (ACA) Data

ACA data can be used in Local Homepage, using a specific template design that must link through to an Agent Microsite Tab Promotional advert.

Rightmove have created Local Homepage and Agent Microsite Tab Promotional templates for each of the four ACA performance indicators (New Listings, Available Stock, Click Through Rate and Average Time on Rightmove). Agents who wish to use the ACA templates can only state the facts of the report and not make further claims, such as “**No.1 Agent**”, “**Leading Agent**” or “**Best Agent**”.

To see the full guidelines and templates please refer to the ACA usage guidelines.

Referencing Competitors (Denigration)

Statements must not reflect badly on any industry, competitor, affiliation or individual.

Messages that reflect poorly on the estate agency, lettings and/or new homes industry and the conduct of the professionals who serve it is not allowed. Rightmove is supportive of the property industry. Whilst it is a competitive environment Rightmove does its best to uphold the credibility and integrity of the industry and the professionals within it and not work against them. For example, “**Go with West Estates as East Estates are terrible**” is not acceptable.

Links and Content

Links that reflect poorly on Rightmove or the Property industry are not acceptable for use.

Rightmove will not link or display any URL to any website, that:

- Is not relevant to the customer's membership;
- Contains offending information;
- Contains links to any of the above;
- Is hosted by competitor websites.

Links within Agent Microsite.

Displaying website addresses or including links within the text of the Agent Microsite is not allowed, as the use of these will contravene section 27 of the Rightmove General Terms and Conditions, which states.

27. We retain the right to edit, suppress, remove or amend any links or similar to third party sites, documents or associated data if, in Our opinion, the operation of such links will adversely affect in any way the performance of Our Platforms or the user experience of using Our Platforms.

Displaying website addresses in Local Homepage, Homepage for Mobile, Featured Agent / Developer Adverts and the Agent Microsite Header, Tab Promotional Advert & Mid-Page Advert is allowed as these are not active links that will click through to the URL specified, except for Featured Agent.

Appendix 1: Third Party Data

For Sale Sign Analysis

For Sale Sign Analysis (FSSA) data can be used in Local Homepage adverts and on Tab Promotional adverts within an Agent Microsite only, using a template that has been specifically designed to include all necessary data. This will require approval from FSSA and the relevant licence to do so, and will be subject to FSSA terms and conditions. FSSA adverts are currently not available to use on any other display product.

Vizzihome

You cannot use Vizzihome data within your adverts or to back up any claims due to them foremostly being a competitor but also due to their terms and conditions regarding the use of their data, as stated below:

Licence:

3.1.3 for marketing or advertising purposes You may only make use of the Top Agent Certificate (Most For Sale / To Let Certificate and Most SSTC / Let Certificate) available on the Website ('TAC'); The certificates, must be used in their entirety and must not be adulterated in anyway. Nor may you use accompanying extracts or sound bites that make direct reference to the certificate or Vizzihome data.

All Agents

You cannot make any reference to All Agents, use any All Agents data or awards within your adverts or to back up any claims as they are deemed to be a competitor.

CrossRail and Transport for London maps

CrossRail maps are not permitted to be used in any piece of artwork. The creative agency who handle all licencing for Transport for London (TFL) and CrossRail maps have stated:

"The reason the map is not available for licensing is because the design of the map is in a transitional period and also I've been told that the route might also change".

As such, the CrossRail map is not available for use in the public domain. TFL maps can only be used on a creative if they have the correct license. For further information please speak with TFL. www.tfl.gov.uk

Land Registry data

Land Registry data cannot be accepted as substantiation for **"We sell more properties"** and **"Top Seller"** type claims unless you have sold more than 51% of properties in said area, because of the anonymous nature of the data.

You can use Land Registry data to substantiate non-comparative claims such as "We have sold 35% of properties in the [area]", but a caveat must be used.

Competitor Data

Any reference to competitor data within any display products on Rightmove is not allowed. A few examples are Zoopla, All Agents, Prime Location and Agents Mutual.

Appendix 2: Unusable Statements

- X** “Leading the way”
- X** “Leading where others follow”
- X** “Leading Estate Agents”
- X** “We are the Number 1 agent”
- X** “The Premier Agent”
- X** “Unrivalled Service / knowledge”
- X** “Unbeatable fees/offers”
- X** “Top selling agent in [area]”
- X** “More sales”

Please note: We are unable to accept these statements as you would need access to your competitors data to substantiate them. To use Land Registry data you would need to have sold 51% of properties in your area or more. We cannot accept web portal data for substantiation.