

Market share reports with

rightmoveintel



rightmove 
find your happy

Contents (click to jump to a section)

| | |
|--|-------------------------|
| What is Rightmove Intel? | Page 3 |
| Your market share reports | Page 3 |
| Accessing your reports | Page 4 |
| Your dashboard | Page 5 |
| Setting dashboard filters | Page 6 |
| Changing your patch | Page 7 |
| Switching between sales and lettings offices | Page 8 |
| The full reports | Page 9 |
| Six ways to see your market share | Page 10 |
| Property data and house numbers | Page 11 |
| Creating certificates from Rightmove Intel reports | Page 12 |
| Usage guidelines | Page 13 |
| Frequently Asked Questions | Page 15 |

What is Rightmove Intel?

Rightmove Intel is a tool designed to help you understand more about your local market and promote your success. It's all about supporting you in getting invited out to more valuations and winning more instructions.

Market share reports

The market share reports in Rightmove Intel have replaced our older Agent Competitor Analysis (ACA) reports in Rightmove Plus . The new reports are more flexible and allow you to see competitive rankings for a greater range of criteria than the ACA reports.

Why did we replace the ACA?

We conducted extensive research with agents up and down the UK to find out how we could improve our suite of reports. The result was Rightmove Intel.

Intel allows us to address the things that agents asked for most:

- More flexibility with date ranges and exportability
- More market share metrics
- Information on a per property level



How to access the market share reports in Rightmove Intel

1. Simply log into Rightmove Plus
2. Within either the sales or lettings tab you will see a banner that looks like the example below
3. Click anywhere on the top banner to go to the Rightmove Intel dashboard

Your competitive rankings are moving

AVAILABLE STOCK

2nd

No Change

out of
165
offices

Full available stock report

NEW INSTRUCTIONS

4th

No Change

out of
46
offices

Full new instructions report

SALES AGREED

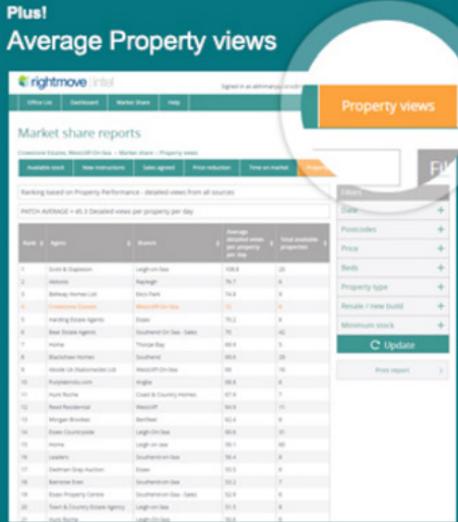
1st

No Change

out of
19
offices

Full sales agreed report

Plus!
Average Property views



| Rank | Agency | Branch | Average instructions per property per day | Total available properties |
|------|-----------------|--------------|---|----------------------------|
| 1 | Stark & Simpson | Leigh-on-Sea | 108.8 | 10 |
| 2 | Widdowson | Rayleigh | 76.7 | 6 |
| 3 | Widdowson | Rayleigh | 75.8 | 6 |
| 4 | Widdowson | Rayleigh | 71.1 | 6 |
| 5 | Widdowson | Rayleigh | 70.2 | 6 |
| 6 | Widdowson | Rayleigh | 70 | 6 |
| 7 | Widdowson | Rayleigh | 69.9 | 6 |
| 8 | Widdowson | Rayleigh | 69.8 | 6 |
| 9 | Widdowson | Rayleigh | 69.8 | 6 |
| 10 | Widdowson | Rayleigh | 69.8 | 6 |
| 11 | Widdowson | Rayleigh | 69.8 | 6 |
| 12 | Widdowson | Rayleigh | 69.8 | 6 |
| 13 | Widdowson | Rayleigh | 69.8 | 6 |
| 14 | Widdowson | Rayleigh | 69.8 | 6 |
| 15 | Widdowson | Rayleigh | 69.8 | 6 |
| 16 | Widdowson | Rayleigh | 69.8 | 6 |
| 17 | Widdowson | Rayleigh | 69.8 | 6 |
| 18 | Widdowson | Rayleigh | 69.8 | 6 |
| 19 | Widdowson | Rayleigh | 69.8 | 6 |
| 20 | Widdowson | Rayleigh | 69.8 | 6 |

See how you rank now >

Welcome to your dashboard

This is designed to give you a snapshot of your market place, displaying the three most popular market share metrics.

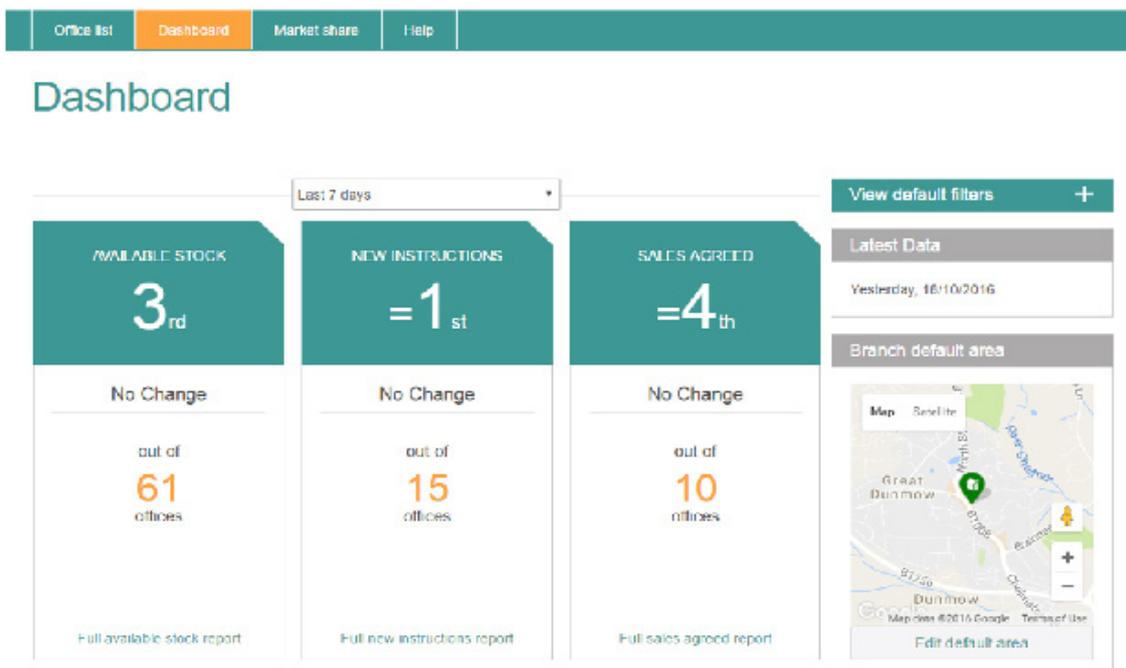
Sales: Available stock, New instructions & Sales agreed

Lettings: Available stock, New instructions & Let agreed

You'll see your current position, how that's changed and the number of agents that you're competing against in your patch. The data defaults to the last seven days.

You can change the date range using the drop down menu above the reports. Additional date ranges are available in the full report.

rightmoveintel



Setting dashboard filters

Alter the data reflected in the dashboard reports by using the **View default filters** drop down:

The screenshot shows a dashboard with three main reports and a sidebar. At the top, there is a dropdown menu set to 'Last 7 days'. The three reports are:

- AVAILABLE STOCK:** 3rd (No Change), out of 61 offices. Full available stock report.
- NEW INSTRUCTIONS:** =1st (No Change), out of 15 offices. Full new instructions report.
- SALES AGREED:** =4th (No Change), out of 10 offices. Full sales agreed report.

The sidebar on the right contains:

- Latest Data:** Yesterday, 18/10/2016.
- Branch default area:** A map showing the location of Great Dunmow, Dunmow, and Brantree. A green pin is placed on the map. Below the map is an 'Edit default area' button.

A button labeled 'View default filters' with a plus sign is circled in red at the top right of the dashboard.

Your dashboard can be filtered by price and property type. For sales, you can choose to show just resale or new build properties. And for lettings, you have the option to add or remove student lets from the results.

This screenshot shows the same dashboard as above, but with the 'View default filters' dropdown menu open. The menu is circled in red and contains the following options:

- Price +
- Property type +
- Resale / new build +
- Save default settings (with a refresh icon)

The rest of the dashboard, including the three reports and the sidebar, remains the same as in the previous image.

Once you have applied your filters, click on the Save button.

These settings will be applied to all of your reports within Rightmove Intel.

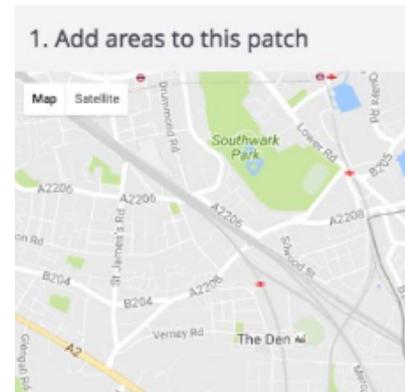
How to change your patch

Your rankings are based on your default map. This was previously set within Rightmove Plus and can now be edited from the Intel dashboard. Follow these simple steps to edit it.

1. Click on Edit Patch on the right of your dashboard.



2. Adjust your area by selecting postcode areas or using the map.



3. Then give your patch a name and choose whether to make the new patch your default. At least one patch you create must be made the default, which the reports are then based on. Finally, click Save.



Switch between sales and lettings data

If your branch does both sales and lettings, you'll be able to choose between both. Simply use the tabs in the top right hand corner of the screen. These tabs are visible throughout Intel.

This option won't show if you do only sales or lettings.

rightmove intel

Sales

Lettings

Office list

Dashboard

Market share

Help

How to change office

If you have multiple offices assigned to your user profile, you will have the option to view other offices within your network.

1. Click on **Office list** in the top tool bar (visible whenever you're in Intel).

2. Choose the office that you'd like to view.

rightmove intel

Office list

Dashboard

Market share

Help

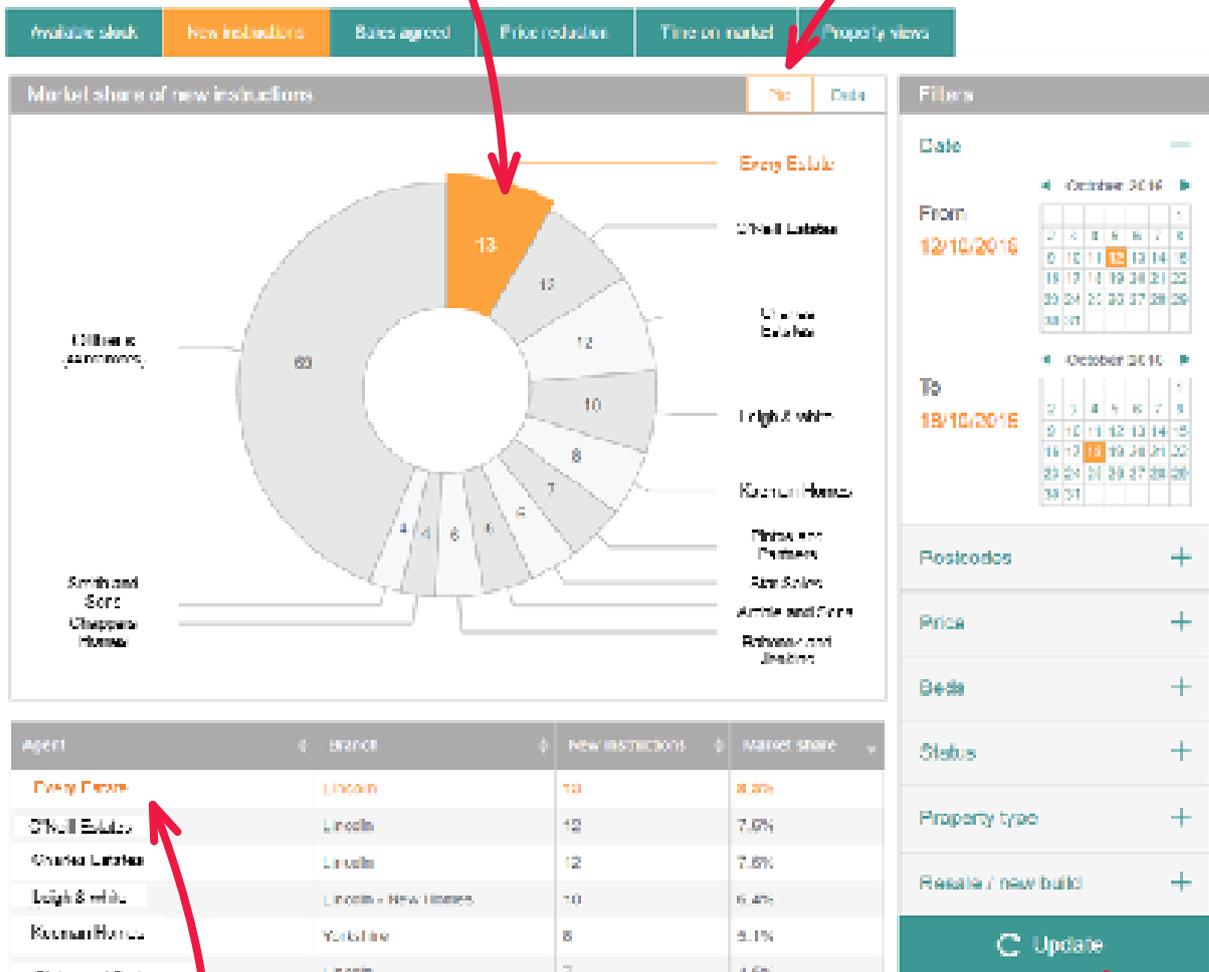
3. On the home page of Rightmove Plus, click on the Intel banner and you will be taken back into Rightmove Intel for that new branch.

Getting the full report

Clicking on any of the tabs under Market share will take you to the full report for that criteria. It'll look like this below. In this example, we've chosen New Instructions.

Your market share

Switch between pie chart and list data



Agent ranking table including totals and percentages

Click to update after altering a filter

The six market share reports

Here's a list of all the reports you can use in Rightmove Intel when viewing your market share.

Available stock

Shows all properties that had the status of 'available' during the time period selected.

New instructions

Displays all new properties uploaded to Rightmove during the time period selected. This includes properties which were uploaded as 'Under offer' or 'STC'.

Sales/let agreed

Displays all properties that went from the status of available to 'Under offer' or 'STC/Let agreed' during the time period selected. Properties that have had multiple status changes are only counted once in this report.

Price reduction (sales only)

See all properties that have been reduced in price during the time period selected. The report is based on the number of properties that have been reduced as opposed to reporting on each individual price reduction.

Time on market (sales only)

Displays all properties that were defined as a slow mover at some point during the reporting period. This, by default includes properties which have been either available or Under offer or STC, unless these have been filtered out. A slow mover is defined as a property that has been on Rightmove for 12 weeks or longer.

NEW Property views

Shows the average amount of views of their Rightmove property listings each agent has received on average over the time period. This allows you to see how effective your listings on Rightmove are compared to your local competition.



Looking through local data

Once you have clicked on the **Data** tab, you are presented with the full data set of all of the properties which make up the pie chart.

Market share reports

Available stock | New instructions | Sales agreed | Price reduction | Title

Pie | **Data**

Market share of available stock

| Note | Address | Post code | Price | Beds | Property type | Agent |
|---------------------|----------------------------------|-----------|------------|------|------------------|--|
| Add | HIGH BIRCH L, Dunmow, Essex | CM6 1AE | £230,000 | 2 | Flat / Apartment | The Personal Property Shop, Bishop's Stortford |
| Add | HIGH STREET, Dunmow, Essex | CM6 1AE | £230,000 | 2 | Flat / Apartment | Intercounty, Great Dunmow |
| Add | High Street, Dunmow, Essex | CM6 1AE | £225,000 | 2 | Flat / Apartment | Intercounty, Great Dunmow |
| Add | OLD MILL CLOSE, Dunmow, Essex | CM6 1AN | £1,000,000 | 5 | House - Detached | Daniel Brewer Estate Agents, Essex |
| Add | Old Mill Close, Dunmow, Essex | CM6 1AN | £995,000 | 5 | House - Detached | Knight Frank, Bishop's Stortford |

Date

From 01/01/2017

To 28/02/2017

Postcodes +

You can add **house number/name** and **customer name** to the data sets. Any data that you save here cannot be seen by any other branch.

Simply click on the **add** link or the **edit** link (if you have previously added a note), enter the details and then save.

This data is fully exportable by using the **email data export** button. Just insert your email address into the field provided and the data will be sent through to you shortly.

Printing certificates

You can use the market share data in Rightmove Intel to create certificates showing your success in your market for available stock, new instructions or sales/let agreed. Agents find these really useful in appraisals to show vendors or landlords how successful they are at selling or letting properties similar to theirs.

Simply create your report then click on the **Print certificate** button.

Print certificate >

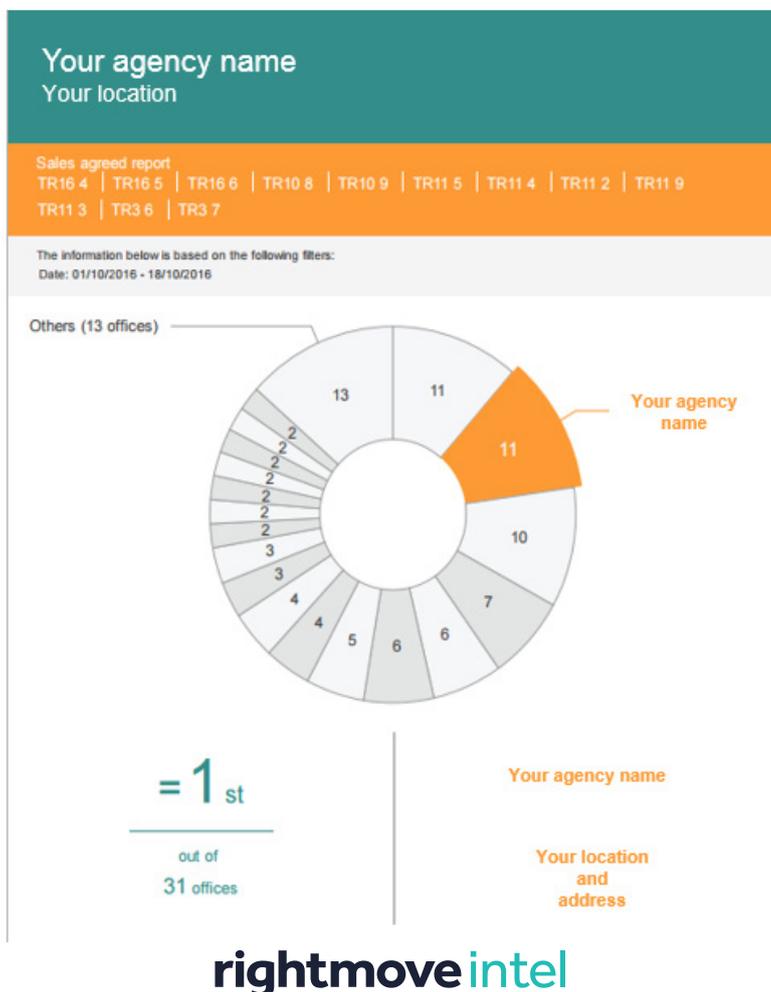
Print report >

Email data export >

Please note: You can only use this certificate in its printed entirety (i.e. no partial screen shots, or cropping). Failure to do this can result in the removal of Rightmove Intel for your branch.

You can use a printed certificate for 90 days from the day of printing, and it must include data from the last 90 days. See full T&Cs on the next page.

You may also have your own branch marketing guidelines to adhere to, so please also refer to them too.



Bear these guidelines in mind when using any data from Intel in your business

1. Use of any data taken from Rightmove Admin and Rightmove Intel which is used for marketing purposes should adhere to the code of advertising practice (CAP). This stipulates that any claims made are solely the responsibility of the advertiser. For advice on advertising claims, substantiation or adherence to the CAP code, we suggest you contact the Advertising Standards Authority. It is your responsibility to ensure your marketing material is compliant with all applicable legislation (for example and not limited to; Consumer Protection Regulations; Business Protection Regulations), codes or best practice.
2. Rightmove Admin and Rightmove Intel online reports and print outs are for internal use only. Please note that you cannot alter the reports in any way - use of data or images taken directly from Rightmove Admin and Rightmove Intel in any member advertising is not allowed.
3. Printed certificates may be used externally to your branch without our written permission on condition that they are reproduced in their entirety subject to clause 2. You must get our written permission to edit, modify or alter the layout or content in any way. You may use data contained within the Market Share Reports within the Rightmove display products subject to the 'Display Products Text Content Guide'.
4. Printed certificates may only be used for marketing purposes for a period of 90 days from the date the report was generated. The certificates must include data from within the most recent three months period.
5. No part of these reports, printed or otherwise, in whole or part, may be reproduced or stored in any other website or included or used in any public or private electronic or non-electronic retrieval system, service or publication without our prior written permission.

Continued...

6. Report results are subject to the geographical context and property criteria which have been defined by the user, and as such this must be clearly referenced along side any use of the data.

7. The "Sales agreed" report is based on properties that have been marked up as Under Offer or Sold Subject to Contract (or SSTCM) on the Rightmove website. It does not represent completions.

8. The "Let Agreed" report is based on properties that have been marked up as Let Agreed on the Rightmove website. It does not represent completions.

9. The copyright and intellectual property in these reports remains with Rightmove Group Limited.

10. If we believe you to be in breach of these terms we reserve the right to disable your access to these reports without warning and may suspend or terminate your membership.

11. You warrant that your use of these reports will not; breach any contract; fail to comply with any applicable law or regulation; infringe any copyright, trade mark, intellectual property or any other personal or proprietary right of any person, firm or corporate entity; render us liable to any claim whatsoever; and that you will indemnify us against any resulting third party claim, legal action or penalty arising from your use of these reports or if you fail to adhere to these terms or to the Terms and Conditions of your membership.

Why are the areas displayed in Rightmove Intel different to what I used to see in the ACA?

The ACA was based on drawn areas or by postcode. Intel is based on postcode sectors (e.g. W1D 3), either entered manually or by choosing postcode sectors from the map.

How often are the market share reports updated in Rightmove Intel?

They are updated every day.

How far back do the market share reports go?

The dashboard is based on the previous seven days worth of data. The full reports go back historically up to 14 months.

Need help?

**Contact your
Rightmove Account
Manager**

or visit

hub.rightmove.co.uk

rightmove 
find your happy