

Branch performance report

Your guide to what's changing

Why we're retiring the Branch Performance report

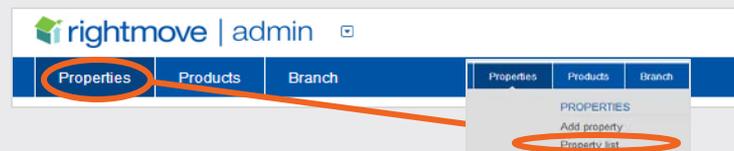
The Branch Performance report contains a lot of statistics and can be hard to understand. For this reason, we've split the data out into individual reports that all have a distinct purpose. Depending on what question you're trying to answer, you'll find the data in:

- The Email Lead and Telephone Lead reports in Rightmove Plus
- The Property Performance report in Rightmove Admin

Read on to see exactly where to find each piece of information.

Where to go instead for...

Seeing the status of your property listings



Branch Performance Report

Use this report to see how your branch is performing on Rightmove.

[Your Properties to Buy](#) | [Your Properties to Let](#) | [All Your Properties](#)

Total Properties on database	764	As Percentage of Total Properties
Visible	32	4.19%
Invisible	732	95.81%
Draft	0	0%
Currently at status SSTC	56	7.33%
Currently at status SSTCM	0	0%
Currently at status Under Offer	7	0.92%
Currently at status Reserved	0	0%
Currently at status Let Agreed	321	42.02%
Properties with images	690	90.31%
Properties without images	74	9.69%
Average number of days on site	892	
Average Rental	£627	
Average Price	£207,820	

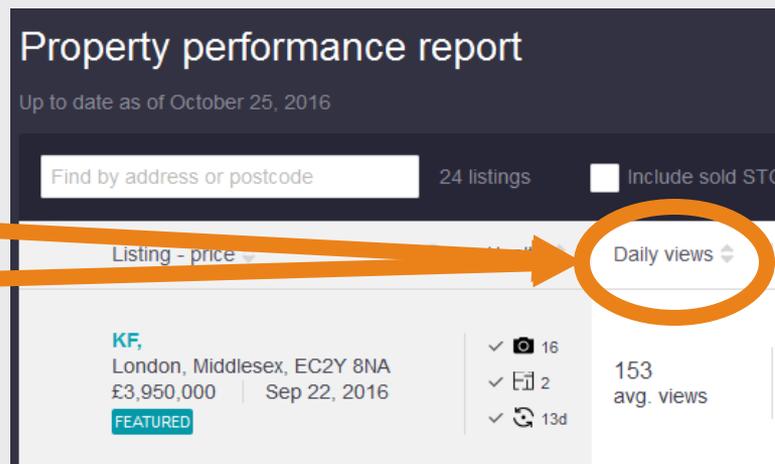
A screenshot of the 'Property list' table in Rightmove Admin. The table has columns for Photo, Price, Address, Region, Type, Beds, First Live, Last Updated, Status, and Sticker list. A large black circle highlights the table content. An arrow points from the 'Total Properties on database' table to the 'Property list' table.

Photo	Price	Address	Region	Type	Beds	First Live	Last Updated	Status	Sticker list			
	£1,300,000	Kinghoe LBD130242	Kinghoe, SO17 1JL	Detached	8	24/03/14	02/07/14	Available	30	Waterside		
	£750,000	Cublington WBN130005	Cublington, LU7 3LS	Plot	4	16/05/14	02/07/14	Available	9	0	Leptonian	
	£750,000	73, TILSWORTH ROAD MOB140003	Stanbridge, LU7 9FY	Detached	5	21/03/14	02/07/14	Sold	20	4	No Sticker	
	£715,000	226, HEATH ROAD MOB140011	Leighton Buzzard, LU7 3AY	Detached	5	25/04/14	02/07/14	Available	23	4	Generous Garden	
		Stanbridge, LU7 9HW	Stanbridge, LU7 9HW	Land	0	27/06/14	02/07/14	Available	1	0	Premium Listing	
	£700,000	Heath Green MOB140039	Heath And Green, LU7 0AB	Detached	5	08/05/14	02/07/14	Available	24	1	Property	
	£695,000	14, HIGH STREET LBD140014	Buckingham, LU7 0JR	Detached	4	09/05/14	02/07/14	Available	24	2	Out Buildings	
	£645,000	20, TAYLORS RIDE LBD130028	Leighton Buzzard, LU7 3JN	Plot	4	06/06/14	02/07/14	Sold	25	1	No Sticker	
	£600,000	Hangatbury Lane, Hangatbury Lane LBD120319	Milton Keynes, MK4 3AD	Plot	4	26/06/14	02/07/14	Available	4	0	Premium Listing	FP

Use your 'Property list' in Rightmove Admin to see which of your properties are 'live' or 'not live', their status, and number of pictures. To get to the report from Rightmove Plus, click 'Property' then 'Live properties'. Then from Rightmove Admin, click 'Properties' and 'Property list.'

Where to go instead for...

Understanding how much interest your properties are getting on Rightmove



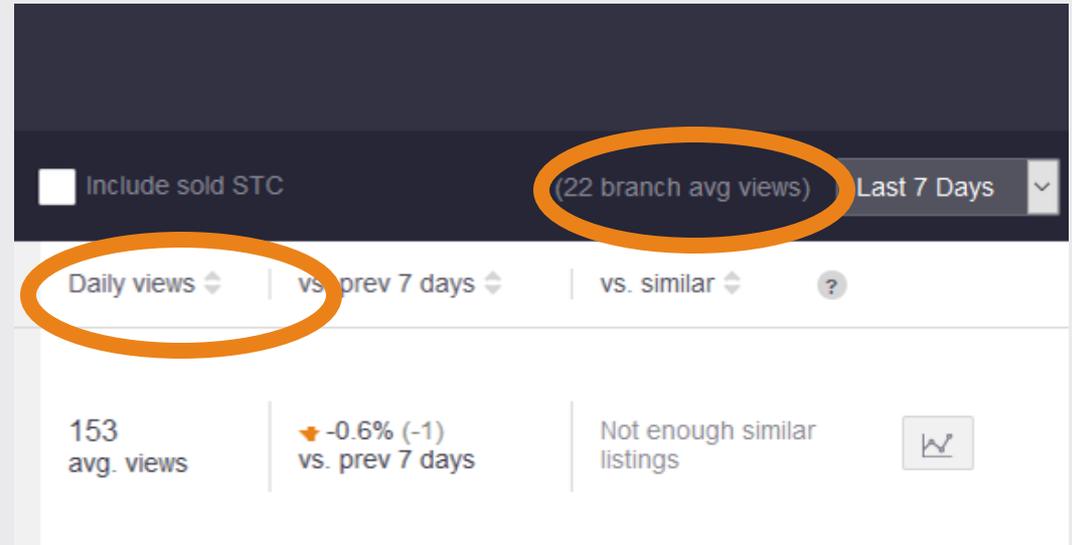
Following changes in user behavior, we've replaced Click Through Rate and Summary Views with Views as the most accurate way of measuring property performance. [Watch our video](#) to find out why.

You can see how all your properties are performing – compared to your branch average, and similar properties – in the Property Performance report. From Rightmove Admin, click 'Properties', then 'Property Performance'.

Where to go instead for...

Understanding how much interest your properties are getting on Rightmove

For all of your properties
Summary Views
Detail Views From Summary
Click-through Rate
Extra Detail Views
Total Property Views

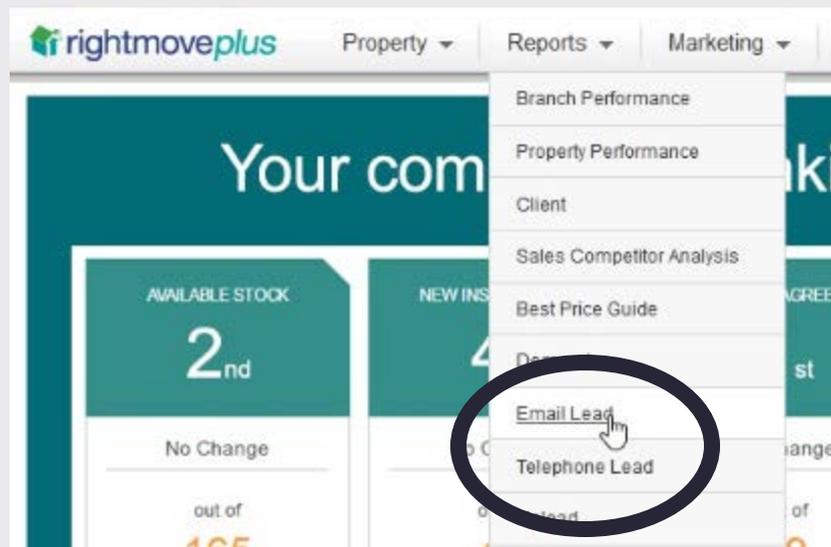


We now provide 'daily views' and 'average daily views' in the Property Performance report. This is to prevent any confusion between 'detail views from summary' and 'extra detail views', to allow for easier comparison.

Where to go instead for...

Understanding how much genuine interest your properties are getting

For all of your properties	Last 28 days
Summary Views	107,998
Detail Views From Summary	4,088
Click-through Rate	3.8%
Extra Detail Views	5,549
Property Views	127,713
Details Printed ¹	10
Enquiries	45
Total Calls	74
Total Leads	119
Rightmove phone enquiries Jun 16	
Total number of calls	92
Year to date	
Total details printed since 1 Jan 2016	130
Total Emails sent since 1 Jan 2016 ²	878
Total number of calls since 1 Jan 2016	1274
Total number of leads since 1 Jan 2016	2152



As users now tend to bookmark a page or email it to themselves, we no longer provide 'Details Printed' data.

Instead, you'll find it more useful to view the Email Lead and Telephone Lead reports and follow up with customers who have shown a genuine interest by enquiring. To access the Lead reports, go to the Reports drop down in Rightmove Plus.

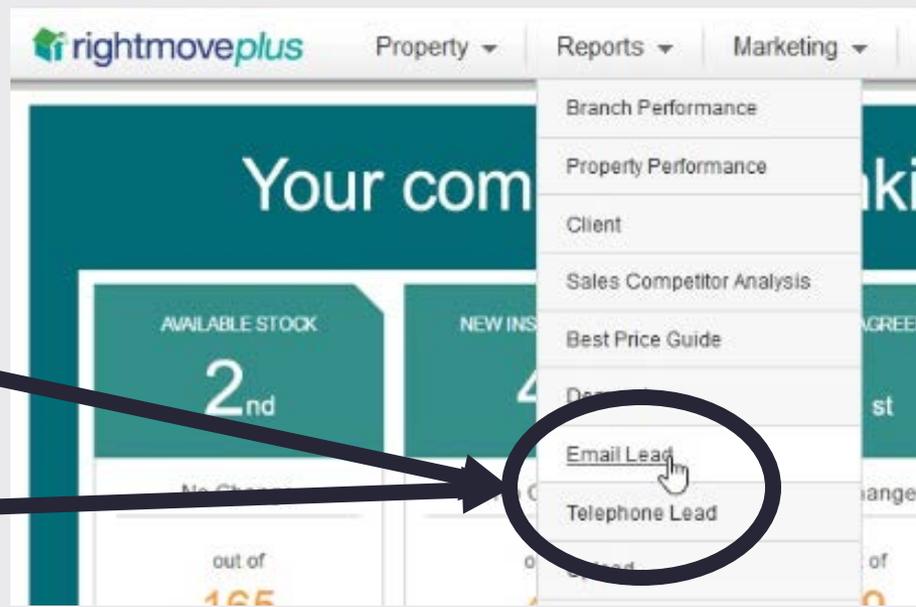
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You can find full information on the amount of Rightmove enquiries you've received via email in the Email Lead report and over the phone in the Telephone Lead report. Get to them via the Products drop down in Rightmove Plus.