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## Rightmove 15 years on: Homes now double the asking price, thousands of pubs sold and home-hunting more popular than One Direction

Rightmove turns 15 this month and to mark the occasion we look back at some of the more unusual highlights since the website launched in March 2000.

### Rightmove's fifteen facts:

#### 1. Find your happy at...Doorknob?

Hard to believe, but back in 2000 Rightmove was very nearly called **Doorknob**. It just doesn't have the same ring to it does it?

#### 2. A constant supply...

Since the website first launched there have been **almost 40 million** properties for sale and to rent on the site. Back in 2000 there were less than 10,000 properties compared to 2014 when there were almost 4.5 million

#### 3. The Wright-move

The first ever Rightmove advert featured Arsenal legend [Ian Wright](#)

#### 4. Strike a property pose

There have been over **2.5 billion images** on the site, which if lined up side by side would go round the world almost nine times. 1.5 million images are uploaded to Rightmove every day

#### 5. Making the *Right*move for love

There have been **eight weddings** between Rightmove colleagues over the past 15 years

#### 6. You've been gnomed

All Rightmove employees who have been with the company for over 10 years have a **personalised gnome** created for them

#### 7. Anyone for a pint?

Since launch there have been **3,711 pubs for sale** on Rightmove – if you went on a pub crawl visiting each one per day it would take you over ten years to get round them all!

#### 8. The Right Direction

According to Google trends Rightmove is a **more popular** search term than **One Direction**

## 9. The housing ladder

The first Rightmove House Price Index was launched in December 2001, when average asking prices in England and Wales were **£127,882**. Our latest Index revealed asking prices are now more than double that, at **£281,752**

## 10. Popular properties

The property that received the biggest number of hits so far was **completely purple**, and racked up over three million visits in 2013. The most viewed properties every year are often the million pound mansions that dreamers have a nosey around

## 11. Housing demand

Since we began home hunters have emailed or called Rightmove agents and new home developers over 220 million times – more than the entire population of Brazil. The busiest ever day on Rightmove was on Sunday 22<sup>nd</sup> February 2015 when home hunters got through **almost 59 million pages** of property

## 12. Employee loyalty

There are now over 400 employees at Rightmove and the **first ever Rightmove employee** still works here today. He loves it!

## 13. Building blocks

Between 2000 and 2014 there were over **2 million** new homes built in the UK<sup>1</sup>, almost half a million less than the previous 15 years

## 14. Hot properties

Rightmove Overseas launched in 2004 and people can now search for property in **97 countries** around the world

## 15. Top ten

The British property obsession has made Rightmove **one of the UK's top ten busiest websites**, alongside brands like Google and Amazon

—ENDS—

### Notes to Editor

For further information and images please contact Amy Funston on 0207 087 0605 or email [amy.funston@rightmove.co.uk](mailto:amy.funston@rightmove.co.uk).

1 Department for Communities and Local Government, House Building Statistics – Table 244 by historical year.

### About Rightmove:

- Rightmove.co.uk is the UK's largest property website, advertising around 90% of all homes for sale via estate agents across the UK (Rightmove is not an online estate agent)

- Rightmove is the only property site with one million properties, worth around £270 billion
- People in the UK can search for residential resale, new homes, rentals, commercial and overseas properties on Rightmove
- Tools and information people can access on the site include sold prices, market trends, maps, nearby schools, Street View and floor plans
- For customers, the service is directed at four key membership groups: estate agents, lettings agents, new homes developers and overseas home agents

**Rightmove history:**

- Rightmove.co.uk was started in 2000 by the top four corporate estate agencies at the time: Countrywide, Connells, Halifax and Royal and Sun Alliance
- The first Rightmove House Price Index was published in 2002, and comes out on the third Monday of every month. The Index is compiled from asking prices of properties as they come on the market via Rightmove's member estate agents over the previous month
- In 2006, Rightmove floated on the London Stock Exchange and became a member of the FTSE 250