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## Rightmove records busiest ever month as visits from home hunters hit 100 million for first time<sup>1</sup>

More home hunters than ever before searched for and researched property on Rightmove in January, leading to a number of new records for the UK's number one property website.

Visits across all Rightmove platforms hit 100 million for the first time ever last month, an uplift of 12% on January 2014 and growing faster than the previous year's uplift of 10%.

Page views, which are the best indicator of activity on the site, surpassed 1.5 billion for the first time ever, meaning home hunters are getting through over 1,000 pages every two seconds.

Email and phone enquiries by home-hunters to agents on Rightmove hit 4.3 million for the first time, equating to around 100 enquiries every minute.

Miles Shipside, Rightmove's Commercial Director comments: *"The initial flurry by home hunters on Rightmove during the first half of the month has been sustained and surpassed, with such strong demand putting paid to any talk of pre-election delays by home hunters for the time being. This increased demand and record traffic spells good news for those sellers who have marketed their property early in the year, especially ones with quality homes in popular locations. The fact that activity increased as the month progressed – for example our busiest days across all of our platforms were Sunday 25<sup>th</sup> and Monday 26<sup>th</sup> January – points to an extremely busy next few weeks for Rightmove agents as this surge in property searching leads to even more requests for viewings and valuations.*

*"To satisfy this high level of demand, it is vitally important that more of the type of property that potential buyers are searching for comes to market. The whole industry needs to try and entice more owners to*

*discuss the options and costs of trading up and down with their local estate agents, so we can make more efficient use of the UK's inadequate housing stock."*

**—ENDS—**

#### **Notes to Editor**

**1 All data from Rightmove, January 2014 and 2015, across all platforms including desktop site, msite and apps.**

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#### **About Rightmove:**

- Rightmove.co.uk is the UK's largest property web site, advertising around 90% of all homes for sale via estate agents across the UK (Rightmove is not an online estate agent)
- At any one time, there are over one million properties for sale or rent on Rightmove, 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, property valuation, market trends, maps, nearby schools, Street View and floor plans
- The Rightmove app is available for iPhone, iPad, Android (including Kindle) and Windows Phone or people can use the mobile site compatible with all smartphone handsets
- 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