

Appendix 1h

Copy Sales Reports from [rightmove.co.uk](https://www.rightmove.co.uk)

Acorus Client Report - Friday 09 January 2015



Acorus, Bury St Edmunds
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Email: leanne.frost@acorus.co.uk

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rural property services

For Client, 1, Elm Lane, Low Fulney, PE12 6EQ



£165,000
Detached 4 bedrooms
Lincolnshire, Fulney

A detached four bedroom house set in a rural position with garden to all sides. SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION (Ref: 308)

First loaded on Thursday 13 February 2014. Last update: Monday 01 December 2014.

Currently displayed with: 4 photographs and 1 brochure.

To view your property online visit:
www.rightmove.co.uk/property/42928876.

Rightmove Performance Data	Last 7 days		Last 14 days		Last 28 days	
[green ↑ = above average red ↓ = below]	Your Property	Branch Average	Your Property	Branch Average	Your Property	Branch Average
Property Advert seen in search results this many times:	1296 ↓	1687	2515 ↓	3157	4068 ↓	5507
Number of times a searcher clicked through to see more details:	82 ↑	51	150 ↑	101	241 ↑	169
Click through rate*:	6.3% ↑	3.0%	6.0% ↑	3.2%	5.9% ↑	3.1%
Number of extra detail views**:	169 ↑	71	341 ↑	144	528 ↑	255

* CTR - Click through rate is a key indicator of your property's advertising effectiveness on Rightmove. Measured as a percentage, it represents the number of click through's from a property summary view (e.g. the property advert) to the actual property details.

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For questions or comments, please contact Acorus on 01284 753271.

Acorus Client Report - Friday 28 November 2014



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Property Advert seen in search results this many times:	960 ↓	1357	1917 ↓	2755	3937 ↓	5805
Number of times a searcher clicked through to see more details:	52 ↑	31	96 ↑	67	188 ↑	137
Click through rate*:	5.4% ↑	2.3%	5.0% ↑	2.5%	4.8% ↑	2.4%
Number of extra detail views**:	84 ↑	38	177 ↑	79	349 ↑	168

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Acorus Client Report - Friday 31 October 2014



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Property Advert seen in search results this many times:	1142 ↓	1268	2310 ↓	2739	4309 ↓	6040
Number of times a searcher clicked through to see more details:	54 ↑	31	125 ↑	72	235 ↑	160
Click through rate*:	4.7% ↑	2.5%	5.4% ↑	2.7%	5.5% ↑	2.6%
Number of extra detail views**:	96 ↑	41	199 ↑	88	368 ↑	188

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Acorus Client Report - Wednesday 01 October 2014



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Property Advert seen in search results this many times:	1111 ↓	1510	2197 ↓	3035	4373 ↓	6190
Number of times a searcher clicked through to see more details:	56 ↑	42	102 ↑	86	210 ↑	178
Click through rate*:	5.0% ↑	2.8%	4.6% ↑	2.9%	4.8% ↑	2.9%
Number of extra detail views**:	79 ↑	42	141 ↑	86	298 ↑	202

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Acorus Client Report - Friday 29 August 2014



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Property Advert seen in search results this many times:	1092 ↓	1551	2315 ↓	3078	4482 ↓	6242
Number of times a searcher clicked through to see more details:	53 ↑	42	112 ↑	83	225 ↑	171
Click through rate*:	4.9% ↑	2.8%	4.8% ↑	2.7%	5.0% ↑	2.7%
Number of extra detail views**:	98 ↑	52	193 ↑	96	377 ↑	199

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Property Advert seen in search results this many times:	1036 ↓	1275	2005 ↓	2478	3980 ↓	5256
Number of times a searcher clicked through to see more details:	62 ↑	33	125 ↑	66	255 ↑	151
Click through rate*:	6.0% ↑	2.6%	6.2% ↑	2.7%	6.4% ↑	2.9%
Number of extra detail views**:	106 ↑	43	207 ↑	83	421 ↑	178

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Acorus Client Report - Thursday 03 July 2014



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Property Advert seen in search results this many times:	886 ↓	1243	1923 ↓	2523	4008 ↓	5492
Number of times a searcher clicked through to see more details:	46 ↑	34	112 ↑	76	238 ↑	177
Click through rate*:	5.2% ↑	2.8%	5.8% ↑	3.0%	5.9% ↑	3.2%
Number of extra detail views**:	98 ↑	44	207 ↑	101	364 ↑	231

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Acorus Client Report - Friday 30 May 2014



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Property Advert seen in search results this many times:	1066↓	1549	2025↓	2827	4023↓	5507
Number of times a searcher clicked through to see more details:	60↑	41	101↑	76	246↑	160
Click through rate*:	5.6%↑	2.7%	5.0%↑	2.7%	6.1%↑	2.9%
Number of extra detail views**:	114↑	57	198↑	106	356↑	202

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Acorus Client Report - Wednesday 30 April 2014



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rural property services

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	Your Property	Branch Average	Your Property	Branch Average	Your Property	Branch Average
Property Advert seen in search results this many times:	961 ↓	1395	1968 ↓	2952	3981 ↓	5784
Number of times a searcher clicked through to see more details:	56 ↑	44	121 ↑	95	334 ↑	192
Click through rate*:	5.8% ↑	3.2%	6.1% ↑	3.2%	8.4% ↑	3.3%
Number of extra detail views**:	107 ↑	47	209 ↑	108	406 ↑	215

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Acorus Client Report - Friday 28 March 2014



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Property Advert seen in search results this many times:	1122↓	1757	2117↓	3591	4358↓	6991
Number of times a searcher clicked through to see more details:	89↑	59	181↑	126	336↑	244
Click through rate*:	7.9%↑	3.4%	8.5%↑	3.5%	7.7%↑	3.5%
Number of extra detail views**:	99↑	61	208↑	126	452↑	272

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Acorus Client Report - Tuesday 04 March 2014



Acorus, Bury St Edmunds
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For Client, 1, Elm Lane, Low Fulney, PE12 6EQ



POA
Detached 4 bedrooms
Lincolnshire, Fulney

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	Your Property	Branch Average	Your Property	Branch Average
Property Advert seen in search results this many times:	1103↓	1490	2397↓	3251
Number of times a searcher clicked through to see more details:	17↓	58	70↓	160
Click through rate*:	1.5%↓	3.9%	2.9%↓	4.9%
Number of extra detail views**:	16↓	59	82↓	133

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Acorus advertise on Rightmove.co.uk, the UK's number one property website. More than 4.9 million home hunters view over 444 million page views per month on Rightmove. Over 20,000 members advertise over 1,120,000 properties for sale or rent in the UK and Overseas.