Rightmove AI tools for estate agents

IMPLEMENTED 2025–2026 · CONSTRUCTION AND PROPERTY · UK · BAND D · CLAIMED ONLY
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Rightmove, which describes itself as the UK's largest property platform, added AI features for estate agents, including an online valuation tool with generative AI, call summaries and a model that predicts likely sellers. Results are Rightmove's own.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: AI features inside a property portal: generative AI tooling in a valuation product, a proprietary model predicting likely vendors, and AI call and report summaries.

Implemented: 2025–2026. Grade: band D, Task support, Claimed only.

Headline result, as reported: 31 live AI initiatives at end of 2025; valuation enquiries up 50% in H1 2026 after the AI-enabled valuation tool, by Rightmove's account

1 · The case

The facts, as reported by the 3 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Rightmove plc. UK property portal listed on the London Stock Exchange, describing itself as the UK's largest property platform. Average headcount of 900 in 2025, by its results. Canvas block: 3. Customers and proposition. Also 4. Operations and process, 6. Data and technology.

Business challenge

The challenge. Rightmove says it wants to make moving easier through its platform and that AI is changing consumer behaviour in property search. For estate agents, the stated aim of the 2026 tools is to cut admin and give agents more time with vendors and landlords.

How it was addressed. By its results announcement, Rightmove had 31 live AI initiatives at the

Who implemented it

Google Cloud (Model or cloud provider): Multi-year collaboration on infrastructure, platform, data and AI; conversational search built with it.
In-house (In-house): Built the agent AI tools and proprietary models.

Technology (SEAM pillar E)

SEAM types: T2 Embedded AI in existing software, T3 API integrations, T8 Predictive / ML models. Deployment: Not reported. Vendors and products: Google Cloud, OpenAI, Online Agent Valuation, Opportunity Manager, Call Intelligence, Conversational search.

Where it was built in: Built into Rightmove's partner tools (Rightmove Plus, Hub) and consumer app and website; conversational search built with Google Cloud and an app submitted to the ChatGPT ecosystem.

What changed

Before: agents explained property performance reports to vendors and reviewed calls themselves. After, by Rightmove's account: AI drafts Property Performance summaries and call summaries, and the valuation tool gives consumers an instant estimate. The sources do not say how many agents use each tool or how far agent staffing or workflow has changed. [1] [2] [3]

What it cost

Per City AM, Rightmove pledged £60m of investment over three years in AI plans announced in November 2025 and cut its short term profit guidance to reflect it.

What it saved

No cost saving is reported. Rightmove says Online Agent Valuation delivered record first three month revenue for a new launch and, in a later press release, that it increased valuation enquiries by 50% in the first half of 2026. Revenue grew 9% in 2025 across the whole business. [1] [2] [3]

Governance and control

Rightmove's results note that the Board reviewed AI strategy and investment assumptions. Controls on AI outputs, such as review of generated summaries, are not reported.

S2 · Accountable owner · Claimed
Rightmove's chief executive speaks for the AI investment programme in the results announcement. [1]

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Not reported
Not reported.

A3 · Monitoring and assurance · Not reported
Monitoring of AI output quality is not reported. City AM reports investor reaction to the investment plan, which is market scrutiny, not a review of the tools. [2]

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Not reported
Not reported.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Online Agent Valuation was Rightmove's fastest-growing new product, by its account.

– Valuation enquiries rose 50% in the first half of 2026, by Rightmove's account.

– Company-wide results grew, with revenue up 9% in 2025.

DID NOT

– Per City AM, the November 2025 AI plans were unpopular with investors, and a share price fall wiped about £1bn off Rightmove's value.

– The summaries and call tools are described as launches; no results for them are reported.

UNPROVEN

– How much of 2025 revenue growth comes from AI features rather than pricing and package changes.

– Whether agents save time with the summary and call tools.

Timeline

Oct 2025 Rightmove launches Online Agent Valuation for estate agents, with generative AI tooling to support agent efficiency [1]

Nov 2025 Rightmove sets out AI investment plans in its November 2025 guidance; City AM reports a £60m three-year commitment and a share price fall that wiped £1bn off its value [2]

Feb 2026 Full-year results report 31 live AI initiatives and revenue up 9% [1]

2026 Rightmove says the valuation tool increased valuation enquiries by 50% in the first half of 2026 and adds AI Property Performance summaries and Call Intelligence for agents [3]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: D, Task support. Proof: Claimed only. Level of change: Task support.

Task support (Level 1, band D): features that help agents and consumers with individual tasks. Rightmove describes a broader AI strategy, but the sources show no redesigned process or operating model yet.

The SEAM view and lessons learnt

Rightmove is putting AI into products its partners already pay for, so the commercial effect is hard to separate from pricing, package upgrades and market conditions. The one product-level result is its own enquiry figure for the valuation tool. Before copying the approach, a leadership

1. Measure each AI feature against a baseline.
2. Tell investors the cost and timing of AI investment early.
3. Check generated agent text before it reaches clients.

Evidence

Score 1 of 4. Company results and press release; investor reaction is reported independently by City AM.

Evaluation method. Self-reported company figures: a results announcement and press release. No independent evaluation of the AI features.

Sources disagree. City AM describes the AI plans as unpopular with investors; Rightmove's results describe them as accelerating innovation.

Status. Ongoing: Rightmove's 2026 press release adds new agent AI tools; its first half 2026 enquiry figure is the latest result found.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/rightmove-ai-tools-for-estate-agents

[1] Rightmove plc: Results for the year ended 31 December 2025 (RNS, 27 February 2026)
https://plc.rightmove.co.uk/content/uploads/2026/02/Rightmove-RNS-27.02.26.pdf

[2] City AM: Rightmove profit grows as it doubles down on unpopular AI plans
https://www.cityam.com/?p=2403417

[3] Rightmove Press Centre: Rightmove brings more AI tools to agents
https://www.rightmove.co.uk/press-centre/?p=5437

Rightmove plc website: https://www.rightmove.co.uk

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