

19 March 2019

OnTheMarket launches additional agent advertising products in latest move to match competitors' offering

OnTheMarket plc, the agent-backed company which operates the OnTheMarket.com property portal, is introducing a selected range of value-adding advertising products which will enable agents to boost the visibility of their brands and their listings on the portal and in property alerts.

The move brings OnTheMarket one step closer to offering the full range of tools and products available to agents from its competitors.

OnTheMarket's products have been developed following feedback from agents, many of whom have suggested they could help win instructions by giving clients additional value.

The portal is pleased to announce that a limited range of three new products will go live on 8 April.

Spotlight property: maximum stand-out with a bigger listing and an enhanced multi-image design at the top of relevant search results.

Local agent banners: display ads for extra branded stand-out to boost visibility to prospective clients and property-seekers within relevant search results pages.

Property alert banners: highly targeted display ads to reach the most motivated audience of property-seekers who are searching locally and have registered to receive regular alerts.

In January and February 2019, OnTheMarket sent over 90 million property alert emails each month.

These advertising opportunities are only available to agents on paying contracts.

Helen Whiteley, Commercial Director of OnTheMarket, said: "Following an agent feedback process, we are pleased to launch this range of products.

"However, as part of our commitment to the principle of sustainably fair pricing, we shall not be 'bundling' core listing fees with any additional advertising our agents may choose to take. Furthermore, we shall be offering these new products at a fraction of the standard prices charged by Rightmove.

"We hope that OnTheMarket members will choose to use the new set of tools and products now provided by the agent-backed portal. Transferring usage and revenue away from other portals to OnTheMarket is key to ensuring that agents can reduce their reliance on other portals, regain control of their portal costs and accelerate the successful growth of OnTheMarket."

For agents who wish to find out more about the features of these products, about how they work and about how to book campaigns, they can visit [OnTheMarket Expert](http://OnTheMarketExpert), emailing telesales@onthemarket.com or calling the Telesales team on 0808 120 2877.

The Local agent and Property alert banners are “limited availability” products because there is a maximum number of agents who can run campaigns in their chosen local area at any given time.

By booking a campaign now, agents will automatically have the right of first refusal to renew or maintain their campaign at the end of the initial period. Also, agents purchasing these products will be given priority when further Additional Products are launched.

Background on OnTheMarket:

OnTheMarket plc, the agent-backed company which operates the OnTheMarket.com property portal, is the third biggest UK residential property portal provider in terms of traffic. It aims to deliver a market-leading, agent-backed alternative to Rightmove and Zoopla, offering a first-class service to agents at sustainably fair prices and becoming the go-to portal for serious property-seekers.

OnTheMarket plc was admitted to AIM in February 2018 with £30 million in new capital in order to support a new growth strategy for the business.

In January 2019, OnTheMarket delivered more than 7 times as many phone and email leads and 4 times the number of visits to its portal compared with February 2018, the month of the Company's admission to AIM. The portal's traffic in January exceeded 23.5 million visits*, a new monthly record.

At its IPO in February 2018, OnTheMarket was 70% owned by over two thousand agent firms.

With backing from its agent owners, OnTheMarket has developed unique sources of competitive advantage such as the thousands of "New & exclusive" property listings it receives every month from its agents to display 24 hours or more before they are on Rightmove or Zoopla.

*Visits comprise individual sessions on OnTheMarket.com's web based portal or mobile applications by users for the period indicated as measured by Google Analytics. Data for leads generated is reported from the Company's operating systems.