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OnTheMarket plc announces commercial partnership with Sprift Technologies Limited

OnTheMarket plc has confirmed today that it has signed an exclusive commercial partnership with award-winning property data specialist Sprift.

The relationship will enable OnTheMarket to provide its customers with free Market Appraisal Guides which are powered by the Sprift platform via OTM Expert. These can be customised by agents to include their logo and contact details and will contain a range of data including title plans, plot sizes, available broadband performance and mobile coverage, flood risk rating, Council Tax banding and costs, Listed status or relevant Conservation Area, Tree Preservation Orders and property EPCs, together with Unique Property Reference Number (UPRN) and Land Registry data.

Agents will be able to decide what information they want to include in their Market Appraisal Guide, providing them with control over content and allowing them to tailor the Market Appraisal Guide to the needs of each valuation. The functionality will be released to all OnTheMarket agent customers within the next six weeks.

To date, there are over 28 million UK residential properties stored on the Sprift platform and, since its launch in 2016, the company has produced over 1.3 million reports for its clients, using data from official and trusted sources including Ordnance Survey, Royal Mail, Google, Land Registry and Ofsted, augmented by Sprift's proprietary data sets, some of which even provide information back to official sources. Sprift's distribution channel will be boosted significantly by the new relationship with OnTheMarket.

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: "Providing enhanced data and market intelligence for agents was one of our key priorities for the first few months of 2021 and I'm very pleased that we've been able to secure this partnership agreement with Sprift and are implementing this functionality so quickly, meaning that we can support our agents in winning new instructions and give them a tangible advantage on valuations. I believe providing our customers with high quality, free and easily generated Market Appraisal Guides powered by Sprift is core to our promise to support our estate agent customers and demonstrates our commitment to forming commercial partnerships with 'best in class' providers that benefit both our agents and consumers."

Jason continues: "Working with the Sprift team so closely over the past few months, we've been consistently impressed by their approach and ambition. We're committed to providing differentiation in our product offering and this relationship aligns perfectly with our objectives. Alongside this we will continue with the on-going rollout of our ambitious roadmap of product and service innovations."

Matt Gilpin, Chief Executive Officer of Sprift, comments: "We share OnTheMarket's vision for empowering agents via the use of property-centric data and it was clear from our first conversations that the ambitions of both companies are absolutely aligned. Armed with comprehensive property specific data, agents can demonstrate hyper-local market knowledge which can support with prospecting, lead generation and winning instructions. What's been refreshing for us is working with another business that has the same appetite for innovation and growth and is committed to change and evolution for the benefit of estate agents and consumers alike."

Jason Tebb concludes: "Our agents have told me what they need and want from a portal, and what services and functionality would make a difference to them. I've said that I will facilitate change to benefit agents and consumers; this partnership is the start of that, but there is more to come and I look forward to sharing further news in the very near future."