



**4 January 2021**

**UK's leading retirement living expert, McCarthy & Stone signs listing agreement with OnTheMarket**

OnTheMarket plc, the majority agent-owned company which operates the OnTheMarket.com property portal, announces today that it has signed a listing agreement with McCarthy & Stone, the UK's leading developer and manager of retirement communities.

McCarthy & Stone has more than 40 years' experience of providing high quality homes to exacting specifications and has delivered over 58,000 homes in the UK, across more than 1,300 developments.

As the UK's leading retirement developer, McCarthy & Stone last year achieved more than 2,300 completions.

Committed to building high quality homes, McCarthy & Stone was given five awards earlier this year at the National House-Building Council (NHBC) Pride in the Job Awards. These accolades recognise site managers who achieve the highest standards in the construction industry and it is the most highly regarded competition in housebuilding.

It also received the Five Star Award for customer satisfaction from the Home Builders Federation (HBF) and NHBC in March 2020 - the 15th year in succession to have received this accolade. More than 90% of McCarthy & Stone's customers would recommend the company to a friend. It remains the only UK developer, of any size or type, to win this award each year since it was established in 2005.

**Jason Tebb, Chief Executive Officer at OnTheMarket, said:** "I'm delighted to welcome the country's leading developer and manager of retirement communities which has an excellent track record for quality construction.

"Its focus on supporting older people broadens our advertising reach among retirees and demonstrates that our new homes channel is going from strength to strength."

**Miruna Constantinescu, National Marketing Director, McCarthy & Stone, said:**

"We're excited to announce our new partnership with OnTheMarket and look forward to sharing our retirement properties with a new base of property-seekers."

**Background on OnTheMarket:**

OnTheMarket plc, the majority agent-owned company which operates the OnTheMarket.com property portal, is a leading UK residential property portal provider.

Its objective is to create value for shareholders and property advertiser customers by delivering an agent-backed, technology enabled portal - offering a first-class service to agents and new homes developers at sustainably fair prices and becoming the go-to portal for serious property-seekers.

With almost 3,800 estate and letting agents as shareholders, or under contract to become shareholders, operating 6,800 offices, OnTheMarket provides a unique opportunity for agents to participate in the equity value of their own portal. Agent backing and support



enable OnTheMarket to display "New & exclusive" properties to serious property-seekers 24 hours or more before agents release these properties to other portals.

### **About McCarthy & Stone:**

McCarthy & Stone is the UK's leading developer and manager of retirement communities, with a significant market share. The Group buys land and then builds, sells and manages high-quality retirement developments. It has built and sold more than 58,000 properties across more than 1,300 retirement developments since 1977 and is renowned for its focus on the needs of those in later life.

There is growing demand for retirement communities. There are currently 12.2 million people aged 65 or over, rising to 17.4m by 2043, representing a 43% increase<sup>1</sup>. For those aged 85 or over, the increase will be larger, from 1.6m to 3.0m, representing an 87% increase. Research shows that 33% of those aged 65 or over are interested in moving, equating to c.4 million people<sup>2</sup>.

McCarthy & Stone has two main product ranges – Retirement Living and Retirement Living PLUS – which provide mainly one and two-bedroom apartments across the country with varying levels of support and care for older people. Retirement Living developments provide independence in private apartments designed specifically for the over-60s, as well as facilities such as communal lounges and guest suites that support companionship. Retirement Living PLUS developments, which are designed specifically for the over-70s, offer all of this plus more on-site facilities such as restaurants, well-being suites and function rooms. Importantly, they also provide on-site flexible care and support packages to assist those needing additional help.

All developments built since 2010 are managed by the company's in-house management services team, providing peace of mind that it will look after customers and their properties over the long term. This is a key part of how McCarthy & Stone seeks to enrich its customers' lives. This commitment to quality and customer service continues to be recognised by residents. In March 2020, the Group received the full five-star rating for customer satisfaction from the Home Builders Federation for the fifteenth consecutive year – making it the only UK developer, of any size or type, to achieve this accolade.

For further information, please visit [www.mccarthyandstone.co.uk](http://www.mccarthyandstone.co.uk)

<sup>1</sup> ONS population projections (2018)

<sup>2</sup> YouGov research for McCarthy & Stone (2019)