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## **OnTheMarket plc announces new prospecting product partnership with Sprift**

OnTheMarket plc has confirmed today that it has agreed a new exclusive product partnership with property data specialists Sprift.

This announcement comes just a few months after OnTheMarket launched their new Market Appraisal Guides which are powered by Sprift, together with the launch in December of the new Market Appraisal Guide for lettings, also powered by Sprift.

As part of the next phase of the partnership, OnTheMarket agents can currently purchase exclusive\* access to SmartMail, the full-service prospecting system designed by Sprift. This allows for multi-trigger mailings to be sent directly to specifically targeted properties, whether they are listed with another agent or currently not on the market at all.

Designed as a full spectrum canvassing and prospecting tool, SmartMail allows for targeted campaigns to be run as well as bespoke canvassing, resulting in what OnTheMarket and Sprift refer to as a 'sniper' mailing strategy rather than a shotgun approach.

The targeted campaigns aspect of the new tool includes specific triggers which can be configured so that agents receive alerts of newly listed properties, which then enables them to send templated letters directly to those addresses or, if preferred, to target those which have been listed with other agencies for a certain amount of time. SmartMail also enables agents to prospect individual properties, roads or catchment areas and can also be filtered by property type or value, depending on individual applicants' requirements, again resulting in incredibly targeted prospecting.

The letters which can be sent directly to properties are available in various templates for agents to choose from and some templates, such as the 'postcard' option, provide agents with the ability to add their own personalisation by way of messaging or branding.

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: “I am delighted to be announcing our latest product partnership with Sprift, which will support our agents in building their pipelines as we start the New Year. This is increasingly important given the historic low stock levels we’re currently seeing. In a market where demand is still very much outweighing supply in many instances, now more than ever it really is all about inventory, and with the addition of the SmartMail prospecting tool we’re ensuring our agents are well-equipped to win more listings.”

Matt Gilpin, Chief Executive Officer of Sprift, comments: “By allowing agents to target both on and off market properties using incredibly specific triggers, SmartMail is the ultimate prospecting tool designed to support and build property pipelines. We’re pleased to be offering SmartMail to OnTheMarket agents, as we truly believe this is the natural next step in us continuing to empower agents and their businesses using property-centric data through our partnership with OnTheMarket.”

Jason Tebb concludes: “At the start of 2021, I pledged to provide our agents with ‘best in class’ products and services to continue adding value to their OnTheMarket membership, and this latest addition to our suite of agent tools as part of our partnership with Sprift is the next step in us continuing to deliver on this promise as we kick off the new year. It’s clear that buyer appetite is still strong and with the introduction of this prospecting tool I believe our agents will be well placed to support their business activity in the coming months. My promise to continue listening to and delivering for our agents will of course be ongoing into 2022 and I’m looking forward to sharing more exciting things we have in the pipeline in the near future.”

\*SmartMail by Sprift is available exclusively to OnTheMarket agents with the exception of a small number of agents who had prior access to the tool before the product partnership was in place.

**Ends.**

**About 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.

OnTheMarket provides a unique opportunity for agents to participate in the equity value of their own portal. Agent backing and support enables OnTheMarket to display Only With Us properties to serious property-seekers either exclusively\* or 24 hours or more before agents release these properties to Rightmove or Zoopla.

Exclusive properties are properties advertised at OnTheMarket.com by customers who do not list their properties with either Rightmove or Zoopla.

### **About Sprift:**

Established in 2016, property data specialist Sprift offers comprehensive data on UK properties.\*

Through its data, Sprift is on a mission to better inform buyers and, ultimately, reduce the time it takes to complete a house sale. Sprift reports help people make informed decisions that lead to a reduction in the number of deals that collapse - giving agents a competitive edge.

The Sprift dashboard contains instant, comprehensive data on any UK residential property. The data is made available to any property professional to share with their clients, either through an online dashboard or fully white-labelled vendor and buyer reports.

\*Northern Ireland launching soon