

2 June 2018

OnTheMarket.com overtakes Rightmove's number of property listings in some Prime London segments

Data revealed by OnTheMarket.com shows that the property website has more high-end homes for sale worth £3million or more in Prime London than Zoopla/PrimeLocation and has overtaken Rightmove in terms of the number of listings in some postcodes at this value.

In London's W1, for properties worth £3million and more, OnTheMarket.com lists 237 properties, Rightmove lists 308 and Zoopla/PrimeLocation lists 174. (All figures correct at Thursday, 31 May 2018)

OnTheMarket.com launched in 2015, Rightmove launched in 2000 and Zoopla in 2008. PrimeLocation was launched in 2001.

In some areas, OnTheMarket has now overtaken Rightmove in terms of the number of listings in the higher end price-bracket. In NW3 (Hampstead), OnTheMarket.com has the most available sales properties across the three portals for properties worth £3million or more. Here, OnTheMarket.com lists 122 properties for sale, Rightmove lists 91 and Zoopla/PrimeLocation lists 105.

And in NW8 (St John's Wood), OnTheMarket.com also has the greatest number of listings for homes worth £3million or more. It has 152 properties for sale, Rightmove lists 150 and Zoopla/PrimeLocation has 122.

Noel Flint, Head of London Residential at Knight Frank, said: "These figures demonstrate the strength that OnTheMarket has gathered, despite it being the youngest player among the UK's three biggest portals.

"None of Knight Frank's properties can be found on Zoopla/PrimeLocation and we have a general policy of launching new properties at OnTheMarket.com up to 48 hours before Rightmove. And there are many other agents across the country who have chosen to support OnTheMarket.com in the same way. Importantly, this is a clear demonstration of exactly why the most active property-seekers need to search the portal if they are looking for a new home."

Patrick McCutcheon, Head of Residential at Dacre, Son & Hartley, a 20 plus branch firm based in Yorkshire, said: " has gained significant market coverage in Yorkshire since its launch three years ago and we are delighted to see it performing so well here, especially in the £1million and above market where it has overtaken Zoopla/PrimeLocation in terms of the number of listings for this particular market segment."



Ian Springett, Chief Executive Officer of OnTheMarket.com, said: “This latest data is a further demonstration of the rapid progress OnTheMarket has made in the UK’s property portal market.

“OnTheMarket continues to gain ground at all price points across the country as more and more agents recognise the benefits of an agent-backed portal.”

In the Home Counties, OnTheMarket.com lists more than double the property stock of Zoopla/PrimeLocation for homes worth £3million or more.

And in specific wider country markets such as Hampshire, Yorkshire, Lincolnshire, Somerset, Devon and Cornwall, OnTheMarket outpaces Zoopla/PrimeLocation for properties worth £1million or more.

Notes to Editors

OnTheMarket announced on 29 May, 2018 that as of 25 May, it had signed listing agreements with UK estate and letting agents with more than 8,500 offices. This was an increase of over 3,000 branches since Admission on 9 February, representing growth of more than 54% in less than four months.

The Company believes that it has listing agreements with approximately 45% of UK residential estate and letting agency branches.

The comparative property stock numbers in this press release are based on a search for properties for sale in postcodes or counties shown below on 31/05/2018. All figures quoted are available sales properties and exclude SSTC.

Portal comparison: Thursday, May 31st 2018			
£3million and over (sales)			
Prime London	OnTheMarket.com	Rightmove	Zoopla/PrimeLocation
SW1	319	339	227
SW3	161	184	119
SW5	12	19	17
SW6	47	62	30
SW7	165	166	115
SW10	52	64	38

NW1	76	77	50
NW3	122	91	105
NW8	152	150	122
W1	237	308	174
W2	96	143	133
W8	118	147	82
W9	19	23	21
W11	76	85	45
W14	32	41	40
TOTAL	1,684	1,899	1,318

£3million and over (sales)			
Home Counties	OnTheMarket.com	Rightmove	Zoopla/PrimeLocation
Berkshire	76	83	29
Surrey	294	417	122
Buckinghamshire	69	88	33
Hertfordshire	63	71	48
Essex	25	44	17
Kent	32	39	6
East Sussex	13	16	3
West Sussex	24	33	12
TOTAL	596	791	270

£1million and over (sales)			
Wider country areas	OnTheMarket.com	Rightmove	Zoopla/PrimeLocation
Hampshire	418	629	337
Dorset	232	509	256
Wiltshire	123	174	64
Oxfordshire	364	499	194
Cambridgeshire	112	170	40
Norfolk	84	117	45
Yorkshire	279	340	108
Lincolnshire	56	70	14
Suffolk	87	131	40
Shropshire	50	56	9
Lancashire	70	151	57
Somerset	228	279	23
Devon	246	307	95
Cornwall	136	190	65

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