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New OnTheMarket “Accessible features” filter is a first for major UK property portals

In a first for major UK property portals, OnTheMarket Group (“OnTheMarket” or “The Group”) has introduced a new “Accessible features” search filter to its website as part of a suite of features and functionality announced in September that have now gone live on the site for agents and consumers.

The addition of the “Accessible features” filter marks the first phase of the portal’s accessibility strategy and emphasises OnTheMarket’s commitment to ensuring property seekers with access needs are able to identify suitable homes more easily at the point of search.

The new filter takes into account homes that have characteristics required by individuals with mobility needs such as ramped access, wide doorways, wet-rooms, wheelchair accessible parking, lift access as well as a list of several more features which will continue to expand. Properties that meet these requirements now display a new accessible features icon on the search results and property details pages, making suitable properties instantly clear to searchers. In addition to being present on listings, the icon is clickable and names the features that qualify the property as accessible when pressed.

During the development of the new filter, OnTheMarket worked with Guy Harris, Founder of AccessiblePRS, a property consultancy which specialises in accessibility in the rental sector, who provided feedback and advised OnTheMarket on its accessibility strategy.

Guy, who was formerly an estate agent, founded AccessiblePRS in 2020 to catalyse access and inclusion within the property sector, reframing the narrative around accessibility so that the property sector understands its relevance and benefits. The Accessible Letting Scheme was launched by AccessiblePRS in December 2021 to support letting agents in understanding how to provide clear online information on accessibility features in property listings to make the search process easier and more efficient for consumers.

Jason Tebb, Chief Executive Officer of OnTheMarket.com, comments: “I’m incredibly proud of the latest additions we’ve brought to our site. In particular, we’re really pleased to be leading developments in the way consumers with access needs search for property. Our goal to listen, innovate and deliver applies not only to our agent customers but to our consumers too, so making property searches as easy and inclusive as possible is really important to us. I’d also like to thank Guy for his invaluable input during the development process of our Accessible features filter and this first phase of our accessibility strategy.”

Guy Harris, Founder of AccessiblePRS, says: “I’m delighted to be working with OnTheMarket, as they proactively make changes towards levelling the playing field for property searchers with accessible housing needs. Their first phase of access and inclusion updates is a clever use of technology as a stepping stone towards increasing focus within the industry and making the property search process more inclusive.”

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, tech-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](https://www.onthemarket.com) by customers who do not list their properties with either Rightmove or Zoopla.