

Mortgage Activator Package

We understand that Financial Services is a significant secondary income stream for many of our agents and that you may already be working with a Mortgage Broker who handles your cases for you.

As the agents' portal, we want to support your autonomy and these valuable relationships, which is why we've introduced a product to provide your chosen Financial Services partner with consumer facing branding opportunities from the very beginning of your dialogue with applicants and vendors.

We're giving every agent who advertises with us the opportunity to exclusively showcase their nominated Financial Services partner or Mortgage Broker on their listings, should they wish to do so.

Features

The Mortgage Activator Package consists of three elements; two adverts including a leaderboard and MPU, and a "Mortgage options" link under the property price that will appear on every property full details page.

The creative can be different on each advert and can also be changed monthly.

Different creatives on adverts give you the opportunity to target different services where appropriate, for example, mortgages for first time buyers, financial services for landlords, home mover mortgages etc.

Each advert can link through to a URL of your choice, either to your website or that of your Financial Services partner or Mortgage Broker.

The cost stays the same, no matter how many properties you have listed with us.

If you take the Mortgage Activator Package, no other Financial Services brand will appear on your listings.

The screenshot displays a property listing for a 2-bedroom apartment for sale at £680,000. The listing includes a main image of the building, a smaller image of the interior, and a 'Mortgage options' link. The Mortgage Activator Package is integrated into the listing in three ways: a banner at the top right with the text 'We have been selling and letting property locally for over 50 years! Find out more.' and 'Estate Agent'; a sidebar on the right with the text 'Estate Agent', 'Estate Agent', '12 High Street, London, SW18', '020 1234 5678', 'Request viewing/info', 'What is your home worth?', 'Visit agent website', and 'Agent's profile'; and a button at the bottom right with the text 'Click here for our mortgage services' and 'Estate Agent'.

How do they work?

Banner creatives should be provided in the following sizes as JPEG/PNG/GIF or HTML5 (HTML5 to be supplied in zip file):

- Leaderboard advert - 728(w) x 90(h) pixels (desktop & tablet)
- Mobile leaderboard advert - 320(w) x 50(h) pixels
- MPU advert - 300(w) x 250(h) pixels (visible on desktop, tablet & mobile)

Please note: The adverts will only display on the OnTheMarket website, not on the OnTheMarket app