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OnTheMarket Group makes senior sales appointment to spearhead teclet expansion plans

OnTheMarket Group (“OnTheMarket” or “The Group”) has appointed a new Head of Sales as part of its plans to increase the take-up of CRM tools and automated lettings software available through its teclet brand.

Gary Hardy has been brought on board to drive teclet’s expansion, taking responsibility for strategic sales leadership in addition to further developing the firm’s sales team.

A key focus of the role will be the retention of OnTheMarket member agents, who have been signed up to the cloud-based CRM software at introductory rates following The Group’s purchase of teclet’s umbrella company Glanty last year.

Gary joins as Head of Sales at teclet with over thirty years of customer service, business development and sales experience in estate agency and prop-tech environments. After exiting his own estate agency business, Gary transitioned into the CRM sector with Reapit, moving up to Head of Customer Success, a role he remained in for just over seven years. Most recently Gary worked as systems manager for The Lomond Group, helping to transition recently acquired estate agency businesses to their parent’s incumbent CRM.

Gary Hardy, Head of Sales at teclet, comments: “I’m delighted to have joined OnTheMarket at such an exciting time for the business. I strongly believe teclet’s tools represent a real opportunity to add value to our estate and lettings agents. The Group now has software products that can support agents beyond just advertising their properties on a portal. We’re offering agents the mechanism to make some quite significant savings and generate revenue in areas they may not have thought of, don’t have the time to think of, or just don’t have the inclination for at present.”

Gary continues: “An essential part of my role is ensuring the customers already using our systems across the Group understand the value that we’re offering through teclet’s products so they get the most out of the services OnTheMarket can provide them.”

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: “We are thrilled to have someone with Gary’s experience join to help with our growth plans. As a former agent myself, I know the opportunities that CRM systems can present, as well as the challenges. One of my key priorities is to ensure our agents have access to a best-in-class suite of products and services that enables them to focus on doing what they do best – selling and letting properties. That’s why, last year we decided to complete the acquisition of Glanty, who had been developing an innovative, cloud-based lettings and sales software solution, under the ‘teclat’ brand name.”

Jason concludes: “teclat offers a comprehensive range of easy-to-use and intuitive solutions which are already helping our agents successfully manage properties, lettings, sales, accounting and ongoing customer relationships. Gary’s background in the sector will be invaluable in helping us take the product to the next level, ensuring not only that our members get the most out of the tools available, but that their voices are heard as we evolve the offering to best suit their needs.”

Ends.