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OnTheMarket launches first ever majority agent owned CRM platform

OnTheMarket Group ("OnTheMarket" or "The Group") has launched its own proprietary customer relationship management (CRM) platform for estate agents, following a successful trial period.

TecCRM, which sits within the suite of OnTheMarket Software products, is now live and available for agents to use. The launch marks the first time that a majority agent owned portal and software-house has provided a CRM software solution for agents.

TecCRM integrates various sales, lettings, client accounting and property management systems in one tool to provide efficiencies for agents. The platform allows users to manage prospecting, marketing and nurture journeys to secure and manage new business for sales and lettings. Property portal feeds are also facilitated with agents having full control on when and how they push their stock to the portals, including the OnTheMarket Only With Us feature.

In addition, TecCRM has an advanced GEO mapping solution enabling leads to be automatically assigned and distributed to a specific branch and individual staff members. Alongside sign board management, anti money laundering and risk management, document creation and distribution, the platform also allows for full diary management through integrations with commonly used diary platforms including Google calendar.

With TecCRM now live for agents to use, the successful launch marks a significant next step in the ongoing development of OnTheMarket Software as it continues its evolution and rebrands from teclet. The milestone is part of The Group's increasing focus on Software Solutions as part of its evolution as a differentiated, technology-enabled property business.

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: "The launch of our new proprietary CRM system is another step forward as our plans for OnTheMarket Software continue to be delivered. Software is one of the four strategic pillars that are

central to the development of our offering and the launch of TecCRM will strengthen our proposition.

For the first time, agents will benefit from the products of a majority agent owned portal and software-house working seamlessly between each other and TecCRM now represents a real opportunity for agents to have a greater say in how the tool evolves and adds value."

Alan Blockley, Chief Executive Officer of Glanty, says: "TecCRM provides sales and letting agents with the future-proofing functionality they need to grow and develop their businesses. All of our OnTheMarket Software products and providers are seamlessly integrated into a single tech stack of the agents' choice, creating the ultimate end to end residential agency solution that enables consumer and business functions to work within a single system."

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 by customers who do not list their properties with either Rightmove or Zoopla.