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OnTheMarket launches portal-first telephony nurturing service to help agents maximise revenue from their data

OnTheMarket Group (“OnTheMarket” or “The Group”) has launched a portal-first sales and lettings data nurturing service to help estate agents generate fresh revenue from their existing database and win more instructions through valuations.

After a successful pilot launch last year, Your Property Services (YPS) has been rolled out across the country, offering dedicated telephony support to nurture historic leads and act as an extension of an estate agency’s in-house team.

YPS was launched to support estate agencies that are sitting on large amounts of historic data but lack the in-house resource to efficiently nurture their database and generate valuations. The bespoke service allows agents to keep control of the data they send to their dedicated YPS assistant, which can come from any source, not just OnTheMarket.

Telephone conversations are tailored to each agency’s tone of voice and personalised during the onboarding process, with an Account Manager advising on the best available datasets to nurture. A dedicated YPS assistant will then follow up on the agent’s chosen data points, delivering valuations and creating a pipeline of well-qualified and motivated leads.

The YPS team is briefed by each agency on the details of their business, getting to know how they like to work and making calls exactly as if based in their office. In addition, a local area number that matches to the branch in question will be displayed when dialling out, to guarantee familiarity and consistent service with every call.

The service has been designed with flexibility in mind and YPS activity can be scaled up or down depending on how much data the agent has, how effective they’re finding the service, or to respond to busier or quieter times of the year.

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: “As a former agent, I know how much time is spent on immediate interactions with potential prospects. But the sheer number of contacts and the continual influx of new applicants, meant it was simply impossible to guarantee every single opportunity had been explored. My experience is not unique, and many agents continue to report to me that they are constrained by a lack of time, or resource, to make the most out of their database. With that in mind, we have decided to do the job for them, farming leads and extracting every possible piece of business.

Think of YPS as an extension of your branch, with a dedicated team of specialists who are experts and closing every opportunity, taking your applicants, potential sellers and landlords, nurturing those leads and serving them back to you ‘oven ready’ for a valuation appointment. This new highly cost-effective service levels the playing field and helps agencies maximise the value of a database they’ve spent years building, but don’t have the resources to fully exploit.

The launch of YPS is another key step in our evolution towards becoming a ‘one stop shop’ technology company that provides services for agents across the entire property ecosystem that generate additional revenue. Most importantly of all, its solving a problem in an innovative and highly effective way. We are the agents’ portal and the only alternative to the market leader as we have our customers at the heart of everything we do.”

Lisa Simon, Head of Residential, Carter Jonas, comments: “OnTheMarket’s new offering has been a very helpful service to assist us with keeping in touch with our clients and ensuring our database is updated, giving us the flexibility to focus our in-house resources on other areas of strategic importance. We are delighted with the progress the YPS team has been making and confident that working with them will open up a bigger doorway for us to drive lead generation and increase revenue going forward.”

Cat Sollis, Senior Digital Operations Manager, Dawsons, comments: “From the very start we’ve been impressed with the professionalism, attention to detail and the way that OnTheMarket’s specialist team has interacted with us, which is consistent with our own in-house values. Working with the YPS team has enabled us to streamline how we operate internally and is helping us to unlock revenue from our database.”

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.