



For immediate release on 25.10.22

OnTheMarket partners exclusively with The Able Agent® to provide agent customers with expert training courses

OnTheMarket Group (“OnTheMarket” or “The Group”) has agreed an exclusive portal partnership with The Able Agent to provide its agents with access to online training courses to support with enhancing their skillsets at discounted rates.

As part of the partnership, The Able Agent will deliver four free online “Inspiring Property Professionals” courses, open to all OnTheMarket agents over the next 12 months. Each course is targeted at agents at different stages of their careers.

The Able Agent was launched in 2019 and is led by Charlotte Jeffrey-Campbell, a nationally recognised trainer with over 25 years of estate agency, lettings and property management experience. To support new starters and develop existing staff to add value to the day to day running of agency businesses, the platform provides a wide range of online training courses and qualifications for estate and letting agents.

The first free course, which would typically cost £199+vat, is titled “Training for Business Growth” and aimed at agency staff with less than 18-24 months of experience, offering support on how to navigate a challenging market. Beginning on 1 November, the course will train agents to spot business opportunities, become confident in prospecting and operate proactively to achieve success in a changing market. The three-hour course is comprised of 16 lessons, guiding agents on registering buyers and tenants to their mailing lists, to cross selling mortgages and prospecting their databases. Participants will have two months to complete the modules, supported by regular catch-ups with The Able Agent team along the way. In addition, business owners will be able to keep track of their nominees’ progress too.

Designed to provide OnTheMarket agents with additional skills, this partnership will allow agents to invest in their staff, motivating them to achieve new levels of success in any market.

Julie Emmerson, Head of Agent Commercial Partnerships at OnTheMarket, comments: “We’re always looking for ways to add value to our agents’ memberships and our latest

partnership with The Able Agent allows us to do just that. Through the upcoming courses, our agents will be able to upskill and sharpen multiple areas of their businesses as the market continues to change. Typically, as we move to year-end many agents find themselves reviewing different parts of their businesses and reflecting on which areas might need strengthening. With the first course beginning on 1 November, the programme is starting at a great time for our agents to be able to improve the key basic skills of their newest branch staff and prepare for what is usually a busy period in the New Year.”

Charlotte Jeffrey-Campbell, Director at The Able Agent, says: “Continually innovating, this is a strong move by OnTheMarket, and demonstrates a real commitment to their agency network. Now more than ever, agents need to do all they can to really stand out and differentiate themselves, and this training will help so many to do just that. This course absolutely meets market needs at the moment and is just a small selection of what Able Agent offers as a training resource. We’re very much looking forward to working with the OnTheMarket team and hope that these courses will be well received and the first of many we give OnTheMarket members access to.”

OnTheMarket agents can nominate appropriate branch staff to take part in the first free “Training for Business Growth” course until 28 October via the following link: <https://expert.onthemarket.com/apps/able-agent>

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.

About The Able Agent

The Able Agent is the only company offering comprehensive online training and qualifications for estate and letting agents across every aspect of their businesses. The company delivers affordable, comprehensive training packages that allow agents to get ahead of their competitors, expand their knowledge and, crucially, comply with the law.

Via its' online e-learning platform, subscribers have easy access to videos, e-books and quizzes that break down complicated, crucial and interesting topics into bite-size chunks.

The Able Agent makes training anywhere possible, enabling agents to make the most of their time and upskill flexibly, including in the 'downtime' between appointments, or waiting in the car.

From agency owners, to experienced agents, to new starters, the team at The Able Agent know how important education is at every stage of one's career. That's why they provide the opportunity for everyone to have access to training and qualifications that demonstrate achievement, develop confidence and boost business.