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OnTheMarket partners with NicheCom to offer agents 3D Showcase scans, virtual viewings and 2D floor plans

OnTheMarket Group (“OnTheMarket” or “The Group”) has agreed an exclusive portal partnership with NicheCom, a leading provider of estate agency marketing services, to supply OnTheMarket agents across England and Wales with 3D Showcase scans and 2D floor plans to aid efficiency and help set them apart from the competition.

NicheCom has been providing marketing services across England and Wales since 1993. They employ a team of over 120 multi-skilled photographers who are all members of the Royal Photographic Society, RICS certified floorplanners and domestic energy assessors.

Agencies not currently ordering 3D Showcase scans from NicheCom will be eligible to receive one free 3D Showcase scan, captured by one of Matterport’s top of the range cameras, and one 2D floor plan for a single property until the end of this year. The partnership also provides OnTheMarket agents with exclusive use of NicheCom’s virtual viewing platform allowing agents to host virtual viewings with their clients. Furthermore, OnTheMarket agents across England and Wales can purchase 3D Showcase scans, 2D floor plans, extracted property images and a doll’s house view of their properties at exclusive discounted rates.

By hosting these virtual viewings through the platform, agents can operate more efficiently by reducing travel time and wasted petrol costs and by getting more first viewings booked in more quickly. The service provides flexibility for clients in different locations, who can log on to the portal separately and still view the property together at the same time guided by the agent.

Doing an accompanied virtual viewing, rather than just offering a prospective buyer access to a 3D Showcase scan, will also allow OnTheMarket agents to build rapport and gain important early insights into their clients’ needs and preferences. If an initial property being shown is not suitable, agents can load other properties and show their clients around immediately. This allows for multiple properties to be viewed in one

appointment, which may not have been possible if travelling between physical locations.

To ensure agents get the most out of the offering, NicheCom will deliver online training to OnTheMarket agents.

Julie Emmerson, Head of Agent Commercial Partnerships at OnTheMarket, comments: “We’re delighted to have partnered with NicheCom to support our agent customers with an offering that’s aimed at helping them win new instructions. Agents are often time poor, so being able to provide them with products and services that can improve efficiency is incredibly important. Hosting virtual viewings via NicheCom’s viewing platform will allow our agents to diversify their offering to their clients, save time on travel and host more initial viewings where they can gain an understanding of their buyer’s needs. It’s vital that we continue to add value to agents with new offerings such as this.”

Peter Burnham, Managing Director at NicheCom, said: “We are thrilled that NicheCom has been selected as a ‘best-in-class’ supplier by OnTheMarket. We’re proud to say we already support some of their founder members and are grateful for the opportunity to help many more take their property marketing to the next level. GotoView, NicheCom’s accompanied virtual viewing platform, will give everyone involved with buying, selling or letting properties, a better customer journey with far less wasted time and travel.”

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 NicheCom

NicheCom has provided a diverse range of marketing services from its Berkshire head office since 1993. They have one of the largest fully employed teams of photographers, with over 120 multi-skilled personnel working across England and Wales.

Every NicheCom photographer is a member of the Royal Photographic Society, certified RICS floor plan measurer and qualified domestic energy assessor. In addition, every photographer is trained in videography and 3D scanning, with many also holding a drone pilot's licence.

NicheCom is one of the few agencies that can offer photography, floor plans, EPCs, video, 3D scans and more from a single marketing visit.

They also offer design, print & data solutions, offering estate agents a one-stop shop for all their marketing needs.