



For immediate release on 09.11.22

## **OnTheMarket partners with Vaboo to provide letting agents with free Customer reward platforms**

OnTheMarket Group (“OnTheMarket” or “The Group”) has agreed a commercial partnership with Vaboo to provide all OnTheMarket agents who do lettings with a free, white-labelled customer reward platform to stand out from their competitors.

Vaboo creates and manages customer reward and engagement platforms for letting agents and provides access to exclusive offers, discounts from national retailers and regular prize draws to help agents differentiate themselves and drive positive brand engagement with tenants and landlords.

Through the partnership, each OnTheMarket agency firm that does lettings will be able to create their own white-labelled platform for free allowing them to add value to the service they provide, strengthening their appeal to both prospective landlords and tenants.

To further enhance their offering, as part of the portal’s partnership with Vaboo, agents can also upgrade to a premium platform at a discounted rate. A premium platform gives access to additional discounts and rewards and allows agents to add local business deals to their offering, as well as providing access to various other features too.

As they are white-labelled, the platforms can fully reflect each agency’s branding and show prospective landlords a fresh approach to how they are building rapport and positive relationships with renters. The service helps keep clients engaged with weekly agency branded emails sharing the latest available offers on top of a monthly prize draw giving the opportunity to win a month’s rent. As part of having their own customer reward platform, agents will also gain quarterly insights from user feedback about their renting experience and future plans, collected by Vaboo in order to give agents a greater understanding of customer satisfaction and potential new opportunities.

Julie Emmerson, Head of Agent Commercial Partnerships at OnTheMarket, comments: “As the cost of living continues to rise, it’s really worthwhile for our agents to consider a customer reward programme that allows for real savings to be made which will in turn enhance their engagement with their customers. In any market, winning new landlords is tough, so for an agent to be able to stand out in the market with their own branded customer reward platform, at no cost, is a great way for them to demonstrate what sets them apart. We’re delighted to be working with Vaboo to continue adding value to our agents’ memberships and we’re really pleased our partnership will realise benefits for both our agents who do lettings and their customers alike.”

Jonathan Stein, CEO at Vaboo, says: “Our mission at Vaboo has always been about improving the image of the Private Rental Sector and that starts with maximising brand engagement for agents across the country. All agents have unique opportunities to play a major part in the future of their customers lives, and that also provides huge opportunity for agents to grow their business. Our platform not only enables agents to get a better understanding of what their customers think and how they are doing, but also what those customers ‘wants’ and ‘needs’ may be in the future both with regards to home ownership but also as consumers in general. With the current cost of living crisis there has never been a more important time for agents to show they care and provide support to their customers.”

OnTheMarket will also be hosting weekly webinars for agents to find out more about what is on offer when creating a customer reward platform and how they engage with tenants and landlords. Agents can sign up to the webinars here:

[https://us02web.zoom.us/webinar/register/WN\\_pHa\\_jUz5R\\_mkLMwC\\_2orw](https://us02web.zoom.us/webinar/register/WN_pHa_jUz5R_mkLMwC_2orw)

**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 Vaboo**

Vaboo, Official Rewards partner to the Property Sector, create and manage white-labelled Customer Reward and Engagement Platforms that enable agents to enhance the customer proposition, eclipse the competition and identify opportunities to increase revenue and grow their business. By making renting more rewarding agents can stand out from the crowd and become the agent of choice in their area. Our branded platform enables our clients to build trust and integrity, whilst providing valuable data to better understand their customers as renters, landlords and consumers.