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OnTheMarket plc announces commercial partnership with Kremer Signs

OnTheMarket plc has confirmed today that it has agreed a commercial partnership with Kremer Signs to supply OnTheMarket agents with Smartboards which can be added to for-sale signs to generate a new type of lead.

The Smartboard is a slip that can be attached to the post of the for-sale sign of a newly instructed property and features a unique QR code to combine both traditional and digital marketing methods for estate agents. Using this QR code technology, Smartboards connect agents, buyers and sellers to generate a new type of lead, thereby using the latest technology to make it even easier for consumers to find their next home.

In line with OnTheMarket's strategy of building a differentiated, technology-enabled property business, this partnership comes after a successful three-month trial which was carried out at the end of last year and saw a set of OnTheMarket agents introduce Smartboards to the for-sale signs of their newly instructed sales properties.

Kremer Signs supplies signage to all sectors within the property industry including residential, commercial and land and new homes and they have developed the Smartboard product.

As part of the commercial partnership, OnTheMarket full-tariff agents can now receive 15 Smartboards per branch for free. In addition to this, all OnTheMarket agents can also benefit from an exclusive agreed rate to introduce Smartboards to their for-sale signs.

When a Smartboard QR code is scanned, the consumer is taken directly to the exact details of that property on the OnTheMarket website. From here, the consumer can read the full property details, call the agent marketing the property using the phone icon which appears, or complete a contact form which is then forwarded to the agent resulting in a new type of lead. When the lead form is completed, a confirmation SMS is sent to the consumer to confirm contact from the selling agent has been requested.

By combining QR code technology with the traditional for-sale board marketing method, consumers can quickly access the property details of a listing with ease, allowing for more potential sales enquiries to be generated. It is believed that Smartboards are a particularly effective lead generation tool in areas with high footfall and can also support with generating more valuation enquiries as there is the potential for more passive passers-by to also engage with the Smartboards who may soon become interested in moving. Agents can also access analytics via a dashboard to keep track of activity such as the number of board scans and the details of leads which have been generated.

Jason Tebb, Chief Executive Officer of OnTheMarket, comments: "I am delighted to be announcing our latest commercial partnership with Kremer Signs, which will support our agents in generating a new type of lead for their sales properties. As technology continues to be an increasingly important part of how people search for their next home, this partnership embraces that consumer behaviour and is another example of how we're introducing best-in-class products to add value to our offering and ensure we're supporting our agents and their business activity."

Gary Gosney, Sales and Marketing Director of Kremer Signs, comments: "We're really pleased to be partnering with OnTheMarket to supply agents with Smartboards. As well as supporting agents in generating sales enquiries, Smartboards can help with winning more instructions as they're an example of how agents can show they're differentiating themselves from the competition in ways they market properties."

Jason Tebb concludes: "By adding our partnership with Kremer Signs to our offering, we're continuing to deliver on our promise to equip our agents with useful tools to enhance the way they do business. My commitment to keep developing and adding to our agents' memberships is ongoing and I look forward to sharing more news soon."

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, technology 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.

About Kremer Signs:

Kremer Signs is a family run business, established in 1985, dedicated to the supply and manufacture of signage and branding solutions for the property sector.

Its vision is to supply the highest quality service and signage to the property market, using the latest production techniques and materials, blended with competitive pricing.

Kremer Signs operates from 3 locations across the UK with over 50,000 square feet of production capacity and 24-hour production. Well known for its vast supply of 'for sale' and 'to let' boards annually, Kremer Signs also offer complete brand consistency for office signage, window displays and new homes sector.

Sustainability of 'eco' materials and processes have allowed Kremer Signs to invest in a nationwide recycling program, recycling over 120 tons of plastic & 40 tons of aluminium in 2021.