

Dear Landlord

On 26th January 2015 a major new UK property portal called OnTheMarket.com will be launched and will compete head-on with Rightmove and Zoopla.

At Pad-2-Let we pride ourselves on being progressive in our approach and we are delighted to have joined thousands of other prominent national, regional and local independent estate and letting agents in supporting the most important new venture of its type in many years. We believe that OnTheMarket.com will rapidly become a major player in the market and a “must view” destination for serious property-seekers.

OnTheMarket.com is launching with a multi-million pound marketing budget which will include sustained and heavy-weight TV advertising on the main terrestrial and digital channels. In addition, it is running in a high-profile press campaign in titles such as the Daily Telegraph, Times, Sunday Times, Daily Mail, Scotsman, Glasgow Herald and Western Mail as well as in key magazines such as Country Life, The London Magazine and Fabric. There will also be a very heavy digital display and pay-per-click campaign.

The central OnTheMarket.com campaigns will complement local promotional activity by thousands of estate and letting agents across the country who are supporting the new portal.

More and more agents are moving all their properties to OnTheMarket.com from other websites. So when OnTheMarket.com launches, neither Rightmove nor Zoopla will be able to claim their property listings cover the entire market because many estate and letting agents will be leaving them to join OnTheMarket.com as the best platform to display their properties in the clearest and simplest way.

As it is a mutual organisation, OnTheMarket.com has no external shareholders. It is able to plough profits back into improving the property-searching experience and into efficiently connecting motivated buyers, sellers, tenants and landlords. So, from Monday 26th January 2015, we shall be proudly displaying all our instructed properties at OnTheMarket.com. The state-of-the-art website will provide the most uncluttered, user-friendly and modern UK property search service. There'll be no distracting ads for other products, no spam mail, no information over-load – just a pure focus on properties.

We shall also continue to market our instructed properties on our own website, www.pad-2-let.co.uk, Zoopla and the Leader Times newspapers.

