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The smart way to sell your home

P1085653/000770

Homeowner



16 January 2015



Dear Homeowner,

Re: This is extremely important and could affect the chances of selling your home – please read!

Please forgive this direct approach, but I wanted to bring to your attention something that is happening in the market that could affect the chances of your property selling. This is a really important development within estate agency, which very few people outside of the industry will know about, but could have *huge consequences* for your property.

There is a new property portal that is due to start on 26th January 2015, called OnTheMarket and many thousands of estate agents have decided to sign up for this property portal and we think that **your agent may be one of them.**

So what? I hear you ask. Well, the deal with this new property portal is, that if, as an agent, you decide to subscribe to them, you are only allowed to advertise your properties with **one other property portal**. This means that your agent (assuming they are going to list with OnTheMarket), **will be dropping your property from either Rightmove or Zoopla.**

Let me repeat, your property will **not** appear on one of the largest websites in the country for property searchers. As you can see, this could have a major impact in the marketing of your property and consequently, the chances of selling your property.

What happens if your agent drops Rightmove?

Dropping Rightmove will mean they are dropping the largest portal in the UK, which has 92 million visits from home movers each month. Rightmove tell us that **70% of people turn to them first, when searching for a property.**

And what about if they drop Zoopla – does it really matter if my house isn't on there?

Well, yes it does. Zoopla is easily the 2nd largest property portal in the UK with 40 million monthly visits. But more importantly, Zoopla tell us that **31% of their home movers didn't visit Rightmove.** So as you can see, if your agent cuts out even the smaller of the two, they are potentially cutting your property off to nearly a third of buyers.

So, with an obvious dilution of your marketing, why are agents signing up to OnTheMarket?

Agents signing up with OnTheMarket are not thinking of their client (you). They are, quite simply, thinking of themselves, and themselves only (as usual). There are two reasons;

- Firstly, it is *estate agents* that started up OnTheMarket, and by joining together, they are able to control prices more, because they think the fees charged by Rightmove & Zoopla are too high. In reality though, Rightmove pretty much charges less per month to an agent, than the price of 1 page in a local newspaper for a month – hardly bad value to be on Rightmove & Zoopla.
- Secondly, OnTheMarket have promised to ban 'Online Estate Agents'. At Hatched, we are classed as 'online estate agents' (even though we do everything a normal agent does – visiting the property, arranging viewings, getting feedback, negotiating offers, etc.) and many of these traditional agents are concerned at the rise of agents like us, who offer the same service, but for a vastly reduced fee – we have sold nearly 4,000 properties since 2006 and saved UK home sellers approx. £15,000,000 in estate agency fees.



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For us, agents listing with OnTheMarket are **not** increasing the chances of finding a buyer – they are **decreasing your chances of finding a buyer**. And that simply isn't right. Even if we were allowed, we wouldn't be advertising on this new portal, because it would be to the detriment of our clients and their chances of selling.

After all, you want your property to be in front of as many buyers as possible. And how many buyers will have heard of OnTheMarket? Very few, if any at all, so they won't visit it to search for property. They will continue to search Rightmove and/or Zoopla and if your property isn't on one of those sites, you could suffer.

As mentioned, we believe that your agent ***may*** be listing with OnTheMarket come the end of January (we are not 100% sure because agents' are being very cagey about whether they are or they're not – probably because deep down, they know that it is not in the best interests of their clients).

We would encourage you to call your agent to find out and confirm if that is the case or not. And if they confirm that they're going to be listing with OnTheMarket, then we would **strongly recommend that you look for an agent**, like us, that is not decreasing the chances of selling your home, but one that is continuing to maintain their presence on both **Rightmove AND Zoopla**.

If you wanted to discuss how we can keep you on both of these major property portals, then give us a call today on 0333 999 7699. We sell properties all over England & Wales and charge fees of just £598. So not only will you get maximum coverage, we could also save you a small fortune in the process!

Yours Sincerely,

Adam Day
Managing Director

P.S. This really is a significant development and could seriously affect the chances of you selling your house, so please do take action after reading this letter to find out if the marketing of your property will be affected.

Fixed Commission deal - £299 up front and £299 on completion. No sale, No Fee Deal - 0.6%+VAT of final sale price (minimum fee £1,200). NB. If you decide to use the services of Hatched.co.uk, it might affect the sole agency rate that you are currently being charged. It is advised that you check the contract that you have with your estate agent.

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