

Estate agency website + Material Information checklist (NTSELAT, 2026)

This is the checklist I run when I build or rebuild a website for a UK estate or letting agent. It is built around one duty that has teeth: you are the trader, and if a listing leaves out information a buyer or renter needs to make an informed decision, that omission can be an unfair commercial practice. The website is where most of that information now lives, so the website is where most of the risk sits. Get the listing template right and you remove a whole category of trouble before a single property goes live.

Author

Jordan Gilbert, CTO · UK Web Marketing

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Audience

UK estate and letting agents.

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01 The checklist at a glance

#	ITEM	LIVES UNDER
1	Price shown as a real figure, not "offers invited" alone	Material Information
2	Tenure stated (freehold / leasehold / share of freehold / commonhold)	Material Information
3	Council tax band (sales) or council tax / rate (lettings) shown	Material Information
4	Leasehold detail held where it applies (lease length, service charge, ground rent)	Material Information
5	Utilities, heating, broadband and parking captured per listing	Material Information
6	Building-safety and construction notes captured where relevant	Material Information
7	Flood / erosion risk, restrictions, rights and easements captured where they apply	Material Information
8	You check official sources, not just the seller's word, for Part C items	Material Information
9	You are clear that the agency is the "trader" on the hook	Legal duty
10	No required field is dodged with "available on request"	Legal duty
11	Material facts are not buried below the fold or in a PDF	Legal duty
12	A documented process for gathering info before a listing goes live	Legal duty
13	Listing template has a field for every Part A item	Listing fields
14	Listing template has conditional fields for Part B and C items	Listing fields
15	EPC rating and certificate link on every applicable listing	Listing fields
16	Last-updated / under-offer / sold-STC status visible per listing	Listing fields
17	Valuation + enquiry forms collect only what is needed	Forms
18	Forms have a lawful basis and a linked privacy notice	Forms

#	ITEM	LIVES UNDER
19	Form data is stored in the UK or EU/EEA, provably	Forms
20	Spam protection that is not a US tracking pixel	Forms
21	RealEstateListing / Residence / Offer structured data on listings	Structured data
22	Structured data matches the visible listing — no hidden claims	Structured data

02 Material Information — Parts A, B and C

"Material Information" is the property industry's shorthand for everything a buyer or renter needs to know to make an informed decision about a property. The framework most agents know — three parts, A, B and C — came from the National Trading Standards Estate and Letting Agency Team (NTSELAT), developed with the portals and steering-group members.

Status note (June 2026): NTSELAT withdrew its Material Information guidance in May 2025 when the DMCC Act 2024 superseded the old CPRs, and replacement guidance under the new regime is being consulted on. The three parts below still describe the substance of what is "material" better than anything else, so I use them as a working map — but treat them as guidance under review, and check the current primary sources (Section 08) for the live position before you rely on a specific field list.

2.1 Part A — applies to every property

Part A is the baseline that should appear on **every** listing, regardless of property type. Broadly it covers the price (a real figure, not a range standing in for a price), the tenure (freehold, leasehold, share of freehold, commonhold), and the council tax band — or for lettings, the council tax band / rate. These are the items there is no excuse to omit, and they are the ones I make mandatory fields in any CMS I build.

2.2 Part B — additional standard information

Part B is information that should be established and shown for the great majority of properties: the property type and construction, the number and type of rooms, and practical living facts — utilities (water, electricity, gas, sewerage), heating, broadband and mobile coverage, parking, and building-safety considerations where they are relevant. This is the bulk of a thorough listing, and it is where a thin "call us for details" listing falls short.

2.3 Part C — information that may or may not apply

Part C is information that only matters if the property is actually affected: things like flood or coastal-erosion risk, planning permissions and proposals nearby, restrictions and restrictive covenants, rights

and easements, and other property-specific issues. The key discipline here is that **you check**, rather than assume. Where an item is material, asking the seller is not enough on its own — you are expected to verify against official sources.

I am deliberately not reproducing an exhaustive field-by-field list of A, B and C in this guide. The lists have changed, and they are under review. The named NTSELAT / Property Ombudsman sources in Section 08 carry the full, current detail — read them, do not trust a summary (including this one) as the last word.

03 The legal backdrop — CPRs and the DMCC Act 2024

You do not need to be a lawyer to run a compliant website, but you do need to understand who is on the hook and for what. The short version: **the agency is the "trader"**, and leaving out information a consumer needs can be a **misleading omission**.

3.1 The CPRs — the old foundation

For years the relevant law was the **Consumer Protection from Unfair Trading Regulations 2008** (the "CPRs"). These prohibited misleading actions and misleading **omissions** in dealings with consumers, and they are why "material information" became the property industry's working concept in the first place. As of April 2025 the CPRs were repealed — but the principles they established are the ones the new regime carries forward, so they remain useful context.

3.2 The DMCC Act 2024 — the current regime

The **Digital Markets, Competition and Consumers Act 2024** (the "DMCC Act") brought the unfair-commercial-practices rules into force on **6 April 2025**, replacing the CPRs. It keeps the core duty: a practice can be unfair if it is a misleading omission — leaving out, hiding, or obscuring information the average consumer needs to make an informed decision. Enforcement moved towards the **Competition and Markets Authority (CMA)**, which gained stronger direct powers under the Act. I am not going to quote precise penalty figures or section numbers in a printed guide that has to age well — the gov.uk and legislation.gov.uk sources in Section 08 are where you read the exact wording.

3.3 What this means for your website, in plain terms

- **The agency is the trader.** The portal is a channel; the duty sits with you.
- **Omission counts, not just lies.** Failing to disclose a material fact can be as much a problem as stating something false.
- **The listing is the front line.** Most material information now reaches the consumer through the listing on your site and the portals, which is exactly why the template (Section 04) matters.
- **Hedge in copy, verify in process.** Where you are unsure whether something is material, the safe move is to find out and disclose, not to leave it off.

This is compliance-adjacent territory. Use this guide to get the *website mechanics* right; take the legal position from the primary sources and, where the stakes are high, your own professional advice.

04 Listing template fields your website must carry

This is the part I actually control as the person building the site. Whatever the regulator calls the fields, your CMS has to be able to **hold** them — one structured field per item, not a free-text blob where things get forgotten. A listing template that cannot carry council tax band or lease length is a template that forces non-compliance.

4.1 Mandatory fields — the Part A baseline

Every listing record needs dedicated, required fields for:

FIELD	NOTES
Price / rent	A real figure. "Offers in excess of" is fine; a blank because "we will discuss it" is not
Tenure	Freehold, leasehold, share of freehold, commonhold — a selectable field, not free text
Council tax band / rate	Band for sales; council tax / rate for lettings
EPC rating	Plus a link or upload for the certificate itself
Address / location	Accurate to the level you are entitled to publish

4.2 Conditional fields — Part B and Part C

Build these as fields that appear when relevant, so a negotiator is prompted rather than relying on memory:

- **Leasehold detail** — lease length remaining, service charge, ground rent, managing agent.
- **Utilities and connectivity** — water, electricity, gas, sewerage, heating type, broadband, mobile coverage.
- **Parking** — type and number of spaces, allocated or not.
- **Construction and building safety** — non-standard construction notes, cladding / building-safety status where it applies.
- **Part C risks** — flood / erosion risk, restrictive covenants, rights of way and easements, relevant planning matters.

4.3 Listing status and freshness

A listing carries state, and the state is itself material:

- **Status** — available, under offer, sold STC, let agreed, withdrawn.
- **Last updated** — a visible date so a stale listing is obvious.
- **Removed cleanly** — when a property is gone, the page is updated or properly redirected, not left lying as a phantom listing.

4.4 Make required fields actually required

A field that can be left blank will be left blank under deadline. For the Part A items, I make the CMS refuse to publish until they are filled. That single piece of engineering removes the most common and most avoidable omissions before they ever reach a buyer.

05 Valuation + enquiry forms — lawful and EU-sovereign

Valuation requests and property enquiries are where your site collects personal data — name, address, phone, email, sometimes financial situation. That makes the forms a UK-GDPR matter, not just a lead-gen detail.

5.1 Collect only what you need

A valuation form needs enough to call the person back and find the property. It does not need their date of birth, their income, or a marketing opt-in pre-ticked. Data minimisation is both the law and good manners — and a shorter form converts better anyway.

5.2 Lawful basis and a linked privacy notice

Each form states why you are collecting the data and links to a privacy notice that explains: what you collect, the lawful basis (consent for marketing; legitimate interests or steps towards a contract for an enquiry), how long you keep it, who else sees it, and how someone exercises their rights. Marketing consent is a separate, unticked checkbox — never bundled into "submit".

5.3 Store the data in the UK or EU/EEA

Where the form data lands matters. I default to UK or EU/EEA-hosted form and storage tooling so visitor and lead data does not get relayed to a non-adequate jurisdiction by default. "It works in the EU" is not the same as "it is pinned to the EU" — the data-processing terms are where you confirm it, not the marketing page.

NEED	EU/UK-SOVEREIGN OPTIONS I HAVE USED
Form capture	Tally (EU), Formbricks (open source, self-host), Fillout (EU-hosted plan)
Lead storage / CRM	Capsule CRM (UK), Pipedrive (EU)
Transactional email	Fastmail (UK), Mailbox.org (DE), MailerLite (LT) for marketing
Spam protection	Cloudflare Turnstile (privacy-friendly, not a behavioural tracker)

5.4 Spam protection without a tracking pixel

Forms get bot traffic, so they need protection — but I do not solve it with a reCAPTCHA that doubles as a US behavioural tracker on a page collecting someone's home address. A privacy-friendly challenge such as Cloudflare Turnstile does the job without turning the valuation form into a data-export.

06 Structured data the portals expect

Structured data is a small block of machine-readable markup (schema.org) that describes the listing to search engines and aggregators in a format they can trust. It does not replace the visible listing — it mirrors it — and it helps your properties be understood and, sometimes, shown more richly in search.

6.1 The types worth using

For property listings the relevant schema.org types are broadly:

- **RealEstateListing** — the listing itself: the advert for a specific property at a point in time.
- **Residence** (and its subtypes such as `SingleFamilyResidence`, `Apartment`) — the property as a place.
- **Offer** — the price and availability attached to the listing.

I am describing what these help with, not inventing exact property names — schema.org's own type pages (Section 08) are the authority for which fields exist and what they are called. Use the real field names from there, not a guess.

6.2 What it helps with

- **Understanding.** It hands a search engine the price, location, and property type as data, not as text it has to infer.
- **Eligibility for richer results.** Correct markup is a precondition for any enhanced listing presentation a search engine chooses to show.
- **Consistency.** It forces the listing's key facts into a structured shape, which surfaces gaps in your own data.

6.3 The markup must match the page

The single rule that matters: **structured data must reflect what the visitor sees**. Marking up a price or a tenure that is not on the visible page — or that contradicts it — is exactly the kind of misleading-by-machine that gets a site demoted by search engines and undercuts the honesty the law expects. Mirror the listing; never embellish it.

07 What I do NOT do — the anti-checklist

A few opinionated negatives. These are positions I take when I am the one building the agency's website.

- **I do not hide material information below the fold.** Price, tenure and council tax band go where a buyer sees them without hunting — not buried at the bottom, not locked inside a downloadable PDF that never loads on a phone. If it is material, it is visible.
 - **I do not use "available on request" as a dodge for required fields.** "Call us for the tenure" is not disclosure. The Part A items live on the listing. "On request" is for genuinely optional extras, never for the baseline a consumer needs.
 - **I do not put valuation forms on US-hosted tooling by default.** A form collecting someone's home address and phone number should not relay that to a non-adequate jurisdiction because the form builder was the convenient one. UK/EU-sovereign storage, pinned in the data-processing terms.
 - **I do not let the structured data say more than the page.** No marked-up price the visitor cannot see, no schema claiming a feature the listing does not. The machine-readable version is a mirror of the human one, full stop.
 - **I do not sell "DMCC compliance" as a plugin.** No piece of website software makes you compliant; it makes the right disclosures *possible*. The duty is yours, the process is yours, and the legal detail comes from the primary sources — not from me, and not from a checkout add-on.
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08 Sources + further reading

- NTSELAT — Material Information for property listings (status page; guidance withdrawn May 2025, replacement under review) · nationaltradingstandards.uk
- The Property Ombudsman — Material Information in property listings (sales and lettings guides) · tpos.co.uk
- The Property Institute (formerly TPI) — Material Information and DMCC Act resources · tpi.org.uk
- GOV.UK — Competition and Markets Authority (DMCC Act, unfair commercial practices) · gov.uk/government/organisations/competition-and-markets-authority

- CMA — Unfair commercial practices guidance (CMA207) · gov.uk/government/publications/unfair-commercial-practices-cma207
 - legislation.gov.uk — Digital Markets, Competition and Consumers Act 2024 · legislation.gov.uk/ukpga/2024/13/contents
 - legislation.gov.uk — Consumer Protection from Unfair Trading Regulations 2008 (repealed; historical context) · legislation.gov.uk/uksi/2008/1277/contents
 - Chartered Trading Standards Institute / Business Companion — trader guidance on consumer law · businesscompanion.info
 - schema.org — RealEstateListing type reference · schema.org/RealEstateListing
 - schema.org — Residence type reference · schema.org/Residence
 - schema.org — Offer type reference · schema.org/Offer
 - ICO — Guide to the UK GDPR (lawful basis, privacy notices, data minimisation) · ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/
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A note on the long-form version

This is the v1.0 edition. The long-form version (planned for late 2026) will include worked examples — a real listing template field map, the valuation-form setup I ship with EU-sovereign storage, and a RealEstateListing schema block built from the live schema.org fields. It will also track wherever the post-DMCC Material Information guidance lands once the consultation reports. If you want to be told when it ships, message me at [ukwebmarketing.com](mailto:hello@ukwebmarketing.com) — same person who wrote this.