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Free Property Listing App Jitty Secures $3.8M Funding for UK Rollout

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Property technology start-up offering agents free listings, Jitty, has raised USD $3.8 million (approximately £3 million) in seed funding to support its expansion across the United Kingdom.

The funding round was led by REA Group, a global digital business that operates real estate platforms across Australia and Asia. Jitty's team says the investment will be used to grow its workforce, improve its platform features, and increase its national reach within the UK. The company also mentioned international ambitions further down the line.

Graham Paterson, Chief Executive Officer (CEO) of Jitty, welcomed this development and commented, “This investment marks a huge moment for Jitty. We’ve seen fantastic growth since launch, and this funding lets us accelerate our rollout, expand our partnerships, and double down on our mission to build the future home-buying experience we all wish we’d had. REA Group’s expertise and backing will be invaluable as we scale.”

Jitty, a mobile platform built by former members of the Deliveroo team, aims to simplify buyers’ search for homes and agents’ management of listings. The company has already partnered with several well-known estate agencies, including Nested, Meyers, Boardwalk, and Keller Williams Scotland.

Describing the platform as an easier way for home buyers to discover properties, Jitty uses AI to list homes with accurate data, full visibility, and seamless integration with agent tools. The goal is to create a more transparent and user-friendly experience for both agents and buyers.

Jitty’s approach sets it apart from traditional property portals that often charge significant fees for listings. By offering a free-to-list option, the company is positioning itself as a challenger brand in a market still dominated by older platforms. For agents, the cost-saving element is a compelling reason to adopt the service, while buyers may benefit from a more intuitive search experience.

The use of advanced technology and data accuracy also appeals to agents looking for efficiency in their daily operations. At a time when many estate professionals are seeking smarter tools to adapt to shifting market conditions, Jitty’s offering may fill a growing demand.

The company has not disclosed specific timelines for its next rollout phase, but its focus remains on strengthening its position domestically before taking steps into overseas markets.