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Ascential plc

Avista environmental search report launched

Developed for UK homebuyers by Groundsure, a leading authority on environmental risks in the UK

Ascential plc (the "Group" / LSE: ASCL.L), the global business-to-business information company, today announced the launch of Avista, a comprehensive yet concise residential environmental search product for property buyers and the conveyancers.

The Avista product covers the main environmental risks that need to be considered when purchasing a residential property: from planning and infrastructure searches, to flood risk and contaminated land. It is the first of its kind to include seven key environmental searches in a single report.

The data is gathered, analysed and filtered from over 100 environmental data points, and clearly and concisely presented in a report that's typically less than 20 pages long. Until Avista, reports covering the same seven searches, were over 60 pages long making it a lengthier process for homebuyers to identify risks and make an informed property purchase. The straightforward language means homebuyers can now easily understand the findings.

Furthermore, the Avista Action Alert system on the front page of every report provides simple signposting for next steps based on the report outcomes. This advanced alert system, which grades report findings from 1 to 5 based on the likelihood of identified risks causing a delay to the purchase completing swiftly, also allows conveyancers to quickly prioritise, improving their case management processes.

Avista's launch follows extensive product testing, including a pilot scheme that ran earlier this year and exceeded targets. Feedback from the pilot scheme indicates that the Avista report will become a significant tool for conveyancers, with more than 70% of respondents rating the new report 'extremely valuable' or 'valuable'.

Dan Montagnani, Managing Director at Groundsure said: "As a business, we are continually striving for ways to provide smarter solutions to property professionals and their clients. Our customer-first approach has allowed us to develop Avista, a product that delivers clear, concise and accurate data that makes it easy for our customers to make better property decisions."

Duncan Painter, Chief Executive, Ascential added: “Groundsure’s Avista is expected to save conveyancers a considerable amount of time. Environmental reports reduce risk and enable informed decisions by all parties involved in the purchase of a property.”

Eddie Goldsmith, chairman of the Conveyancing Association, has seen the Avista report and commented: “With the increasing risk of litigation, overstepping areas of expertise, and data overload to contend with, a report like Avista is welcomed by the conveyancing industry. There is more data clearly communicated which reduces risks and saves precious time, benefitting home-buyers and conveyancers alike.”

For more information visit www.groundsure.com

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Notes to the editors

Images:

<https://www.dropbox.com/sh/dv66x08q9f0zqwh/AADfyJbyFN8ChBpReXfjoTjJa?dl=0>

About Avista

Groundsure Avista offers seven key environmental searches (contaminated land, flood, ground stability, and other environmental including Radon, energy, transport proposals and planning) intelligently filtered to produce the clearest and most comprehensive risk report on the market. The searches are based on Land Registry polygon data for the highest level of accuracy: 106 million data points are analysed to produce the most comprehensive risk report on the market.

Avista works smarter to keep transactions moving. Avista’s filtered results and accessible design make it quicker and easier to review, saving over a third on the cost of buying these searches separately.

About Groundsure

Groundsure is a market leading specialist transforming environmental data into location intelligence for the land and property markets. Utilising the latest digital technologies available to enhance the property buying experience for the end user whilst helping lenders to make informed lending decisions. Groundsure provide a wide array of in-depth search reports, insights, maps, and data to various audiences including, for example, Architects, Commercial Conveyancers, Developers, Engineers, Environmental Consultants, Planners, Residential Conveyancers and Surveyors. Groundsure is an Ascential company.

About Ascential plc:

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