# Jitty secures $3.8 million to accelerate AI-driven expansion in UK property market



Jitty, the UK’s pioneering AI-powered home-buying agent, has successfully secured USD 3.8 million in a seed funding round led by the global digital property powerhouse REA Group. This marks a pivotal milestone for the London-based startup as it pivots towards accelerated expansion across the UK property market. Besides REA Group, recognised for its ownership of key real estate platforms such as realestate.com.au, Housing.com, and Realtor.com, the funding round also attracted investments from Goodwater Ventures, notable angel investors Joe Cross and Lenny Picardo, and returning backers including Gradient Ventures—Google's AI-centric venture fund—and True Global.

Since its inception, Jitty has facilitated over 250,000 property searches and established partnerships with influential industry players such as Nested, Meyers, Boardwalk, and Keller Williams Scotland. The company’s growth trajectory is supported by a team composed of former product leaders from Deliveroo, Wise, Zego, and Nested. Leveraging advanced artificial intelligence technologies—including large language models (LLMs), computer vision, and natural language search—Jitty offers a visually driven, image-first property search experience. Notably, the app allows buyers to shortlist, annotate, and share properties collaboratively, aiming to replace traditional tools like spreadsheets and messaging apps, thus creating a dedicated, streamlined workspace tailored for property decision-making.

Graham Paterson, CEO and co-founder of Jitty, emphasised the significance of this funding round, stating it would enable the company to accelerate its rollout across the UK, expand strategic partnerships, and reinforce its mission to reshape the home-buying experience through innovation. He welcomed REA Group’s involvement as a strategic partner, highlighting their global expertise and ongoing commitment to driving innovation as essential assets for scaling the business.

REA Group’s chief product and audience officer, Melina Cruickshank, underscored the importance of immersive property discovery, noting that the future lies in helping buyers visualise properties as if they were physically present. She praised Jitty’s rapid progress in redefining traditional property discovery through computer imagery, expressing excitement about their future developments.

Though this latest seed round represents a new chapter in Jitty’s funding journey, it builds on previous investments. Earlier in 2023, the startup raised $2 million in pre-seed funding led by Gradient Ventures, alongside participation from venture firms like Sequoia and Atomico scout programs. That initial funding was crucial for developing the AI-powered property search engine designed to interpret floor plans, photos, and descriptions using machine learning, while cross-referencing data with public and third-party sources—a technology foundation now further enhanced as Jitty prepares for broader rollout.

Jitty’s approach contrasts with traditional property portals such as Rightmove, Zoopla, and OnTheMarket by positioning itself not merely as a listing platform but as a comprehensive digital home-buying agent. The founders argue that as property data becomes increasingly accessible and affordable, the competitive edge will go to platforms that provide buyers with maximum value through AI-enhanced, collaborative search and decision-making tools.

Looking ahead, Jitty is not only focused on UK expansion but has set its sights on international growth, leveraging the global expertise of REA Group and the momentum gained from widespread adoption. As the home-buying landscape evolves, AI-driven platforms like Jitty are poised to challenge entrenched industry models by transforming how consumers search for and engage with property markets.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[2]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[3]](https://www.uktech.news/proptech/ai-powered-rightmove-challenger-raises-3m-20250801)
* Paragraph 2 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[2]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[3]](https://www.uktech.news/proptech/ai-powered-rightmove-challenger-raises-3m-20250801), [[7]](https://www.linkedin.com/pulse/jitty-building-digital-homebuying-agent-disrupt-uk-property-baker-yozfe)
* Paragraph 3 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/)
* Paragraph 4 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/)
* Paragraph 5 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/)
* Paragraph 6 – [[4]](https://tech.eu/2023/08/28/uk-startup-jitty-raises-2-million), [[5]](https://techfundingnews.com/uk-based-jitty-snaps-2m-for-ai-based-property-search-engine/), [[6]](https://www.uktech.news/proptech/jitty-pre-seed-funding-20230829)
* Paragraph 7 – [[7]](https://www.linkedin.com/pulse/jitty-building-digital-homebuying-agent-disrupt-uk-property-baker-yozfe)
* Paragraph 8 – [[1]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[2]](https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/), [[3]](https://www.uktech.news/proptech/ai-powered-rightmove-challenger-raises-3m-20250801)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/> - Please view link - unable to able to access data
2. <https://propertyindustryeye.com/jitty-announces-usd3-8-million-investment-funding/> - Jitty, the UK's first AI-powered home-buying agent, has secured a USD$3.8 million seed funding round led by REA Group. This investment will aid the London-based startup's expansion across the UK. Other investors include Goodwater Ventures, Gradient Ventures, and True Global. The app has facilitated over 250,000 property searches and partnered with companies like Nested, Meyers, Boardwalk, and Keller Williams Scotland. Jitty employs advanced AI technologies, such as large-language models and computer vision, to provide an image-first experience for homebuyers, enabling them to shortlist, annotate, and share properties collaboratively.
3. <https://www.uktech.news/proptech/ai-powered-rightmove-challenger-raises-3m-20250801> - Jitty, a London-based proptech startup, has raised a $3.8 million (£2.8 million) investment round led by REA Group. The platform offers an AI search feature for customizable property searches, aiming to compete with services like Rightmove and Zoopla. Built by former developers from Deliveroo, Wise, and Zego, Jitty allows users to shortlist, annotate, and share property listings. Since its launch in 2023, the app has facilitated over 250,000 searches. Other investors include Goodwater Ventures, Gradient Ventures, True Global, and several angel investors.
4. <https://tech.eu/2023/08/28/uk-startup-jitty-raises-2-million> - Jitty, a UK-based startup founded by former Deliveroo employees, has raised $2 million in pre-seed funding to develop an AI-powered property search engine. The platform uses large-language models and computer vision to read floor plans and understand photos and descriptions of homes. It also cross-references information with publicly available databases and third-party services. The funding round was led by Gradient Ventures, with participation from Sequoia, Atomico, True Global, Angel Invest, and Tiny VC. The company plans to launch in the UK initially, with plans to expand into Europe and other markets.
5. <https://techfundingnews.com/uk-based-jitty-snaps-2m-for-ai-based-property-search-engine/> - Jitty, a London-based AI-powered property search engine provider, has raised $2 million in pre-seed funding. The round was led by Gradient Ventures, Google's AI fund, with participation from True, Tiny Supercomputer Investment Company, Angel Invest, Ventures Together, Mozza Angels, Unwritten Capital, Macks Managed Investments, Sequoia Capital, and Atomico scout programs, as well as some angels. The company plans to use the funds to continue to expand its development efforts, initially launching in the UK and rolling out into Europe and other markets shortly.
6. <https://www.uktech.news/proptech/jitty-pre-seed-funding-20230829> - A startup founded by three former early-stage Deliveroo staff has raised $2 million (£1.6 million) to fuel expansion for its 'AI-powered' property search engine. Jitty was founded this year by CEO Graham Paterson, CPO James Storer, and CTO Daniel Cooper. The founders say they are launching the company after negative experiences purchasing a home. The UK startup is using large language models to understand home descriptions and computer vision to interpret floor plans and pull this data onto its property search engine.
7. <https://www.linkedin.com/pulse/jitty-building-digital-homebuying-agent-disrupt-uk-property-baker-yozfe> - Jitty is a new player in the UK property market, aiming to take on established giants like Rightmove, OnTheMarket, and Zoopla. Rather than focusing on building a traditional property portal, Jitty is building a digital homebuying agent powered by AI. This approach stems from the belief that traditional portal business models are becoming obsolete, especially as acquiring property data becomes easier and cheaper. Jitty argues that in a market where supply is readily available, the winner will be the platform offering the most value to buyers.