

## Accommodation search – your questions and answers

Below are some common questions we have already been asked, alongside our answers. If you have a different question you need answering, simply use the contact link below and one of our team will be happy to help you.

- **What is accommodation search?**

Available via [ucas.com/accommodation](https://ucas.com/accommodation) from the spring, it will allow students to compare different types of accommodation – both private accommodation and university owned accommodation – alongside each other. Currently this research is very hands-on, with students having to visit multiple sites to work out what is on offer, and what might suit them. This will bring all that information into one place, so students can compare and contrast different room options, filter by the things that are important to them, and get information and advice to help them make an informed decision.

- **How will we get all the information onto the site?**

This service is an extension of a university's current marketing strategy. Providers will be able to enter and manage their own details so they can adjust what is displayed based on what is required. The way we display their information will be flexible and able to adapt to local markets – that will ensure that the information is both accurate and of use to the students using the site.

- **Who is it for?**

Applicants – we know that student accommodation is such a big influencer, so providing that information early in their research (from year 12) is a big USP. But also, current uni students going into their 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> year, or even postgrad. That is where the strength of our brand comes in – those students have already put their trust in UCAS when they applied, so we need to make sure they understand we can also now help them with their home from home.

- **What are we going live with in the spring?**

The full search service will be available, and the key content to help students understand the important things about moving into student accommodation. Further functionality will then be added, and we'll be testing the impact of the content to understand what keeps students engaged, and what they want to know more about.

- **Is it just a search tool?**

That is most definitely the focus, but one of the main reasons we are doing this is to help students understand their accommodation options. We'll also be including relevant content (which we will be working with external partners to deliver) to help add the context around their search.