

CASE STUDIES – Estate Agencies

High Street agency - *Company C* generated most of their income from sales of property and 10% of this was new build. From a previously strong position several years before, their market share had dropped,, also instructions from clients were down on previous years.

We identified fairly quickly that as an old established company, they had never thought to identify lead information, how many, what source, how many vendors converted to instruction and how many buyers had purchased through them. They only measured how many offers and completed sales they had received in a month, in comparison to the previous year. This meant that they could only see part of the picture. Additionally there were no formal systems in place to follow up enquiries. Using mystery shoppers we identified flaws in their enquiry handling, presentation skills and database management. They also hadn't given much thought to new build developers, which from our research was a promising market locally.



Our solution was to work with them to really understand what they wanted from the business and then plan the sales activity from the ground up to deliver the efficient business practices that they wanted. We also visited local developers with them, which proved extremely useful in view of their extensive local knowledge.



Revamping their website and improving their presence on social media and web portals immediately improved office footfall and new CRM systems gave them better ability to capture customer details, identify appropriate properties and keep in touch with customers. Extensive sales training delivered in two day slots over 4 weeks gave their sales people a better understanding of CRM systems. They realised the benefit of managing relationships, developing a good understanding of their customer's needs and wants and how to build trust.

These case studies are a brief example of our experience. Contact us now to see if we can help you. enquiries@positivdevelopment.co.uk