

# Case Study

## Choice Properties

**Choice Properties is an independent Estate Agency that has been operating for over two years in and around the Ayrshire region of Scotland. It launched with an experienced team, all of whom have been operating in the property sector for many years, however the aim of Choice Properties was to provide home buyers, sellers and developers with a new and alternative approach.**

As an Internet-based operation, Choice Properties doesn't have a high street shop, but instead has a large office where all the support staff operates from. The Managing Director, Shona Carden, works remotely; meeting and greeting clients face to face at their properties and over the phone and by email, which as John Carden, New Business Manager at Choice Properties explains, offers a number of benefits:

"We have an innovative approach and attitude to sales and marketing and via our personal approach, we help our clients or potential purchasers realise a new beginning using our extensive knowledge of the local market, highly professional marketing literature and independent advice. As we are web-based, our overheads are lower than 'traditional' Agents; therefore we instead invest into our marketing packs and ultimately deliver direct financial savings to our clients."

A major selling point for Choice Properties is on the information it provides on each property, as Shona Carden confirms; "There are a number of agents that have quite a different marketing policy to us. They believe that minimal information will entice an applicant into their offices to find out more about the property. This then opens up the opportunity for them to sell other services while the clients/applicants are there. We don't do that. Instead our philosophy is focused on presenting quality information that provides buyers with what they want, at their fingertips. This includes high quality photos and floor plans. Then, if a prospective purchaser arranges a viewing, we know they are seriously interested; in fact, you could almost consider it to be a second viewing."

No additional charges are made to Choice Properties' clients for inclusion of photos, floor plans or upgraded Rightmove listings as this is included in its marketing package. Adds John:

"Clients test the market and apart from the financial savings, which we have calculated to be approximately 30-50% of the cost of other agents, we are giving them more for less; with floor plans, online schedule and a vast array of pictures. We believe that knowledge is important and so by showcasing a property to its full potential, it sets prospective purchasers' expectations at the right level."

When asked about the floor plans used, John explains that plans are produced using Metropix for all its properties. This means the team produces between five and ten plans per week on the online system. These are typically created as colour 2D plans that show example furnishings, although the team has recently started testing 3D plans and Picture Plus on a handful of properties to gauge feedback.

Continues John: "We started working with Metropix just over a year ago. Having previously worked with a time consuming CAD system, I trialled a handful of sketching tools to find an alternative and the simplicity of Metropix was immediately apparent. The fact you could also add colour or personalise the property was a great advantage. When we introduced Metropix, we also started using Rightmove Premier Listing for all our properties, and with these two additions to our portfolio, our average click-through rates on properties doubled. Our own website traffic and social media inclusion adds significant throughput and boosts sales. "

Concludes John:

**"We are great believers that high quality marketing information works. Why waste people's time by advertising limited information; yes, you might get a viewing but they don't know what is awaiting them upon stepping through the front door. With us, we are confident that once a purchaser has seen the sales literature and a viewing is booked, it is a better quality prospect. Photos and floor plans are therefore a 'must-have'."**



[www.choicepropertiesltd.co.uk](http://www.choicepropertiesltd.co.uk)

