

Case Study

Wye Residential

Launched in June 2009, Wye Residential was formed by a team of experienced estate agency professionals who were keen to create a truly independent local estate agency, having witnessed the acquisition of many High Wycombe agents by various national chains over the years.

Located in the prime area of Crendon Street in High Wycombe, Wye Residential is today going from strength-to-strength. It has expanded into a second site in Hazlemere and the team is now 22-strong.



Darrell Litchfield, Partner of Wye Residential confirmed,

"We have once again introduced an independent agency into High Wycombe and Hazlemere, people like our local expertise that we bring to the market: sellers appreciate our detailed knowledge and service, and buyers like the fact we take great care in ensuring our property listings offer the right amount of information for their needs."

All properties listed with Wye Residential are automatically listed on all the major property portals, as well as on their own user-friendly website. The addition of a full range of interior and exterior photos, 2D and 3D floor plans and the opportunity to download the professionally produced brochure, is an important factor for Wye, as Darrell explains:

"Every property we are instructed on automatically benefits from a professional brochure and a range of photos. If their property requires an EPC, the client also has the choice of incorporating either a 2D or 3D floor plan; the choice is theirs, and these are included free of charge."

When asked whether there is a preference between 2D or 3D plans, Darrell confirms that he is starting to see an increase in requests for the three dimensional option;

"We offer our customers the choice of 2D and 3D floor plans, and we find that some people prefer simple 2D, black and white plans, however as time goes on, we are receiving more and more requests for 3D. Today, if I look at the split, it's probably slightly more in favour of 3D. In fact, I believe that we were the first agent in the area to offer 3D floor plans as part of the standard listing service."

With Wye's Domestic Energy Assessors completing all floor plans for the team, Darrell will often check that the service being offered by Metropix is 'ticking all the boxes', as he confirms:

"I am very happy with the service being offered by Metropix and my DEAs. They confirm that the online system is straight forward to use and offers real choice in how the finished plan can look. We also like the fact that we can access historical plans of other properties in the area and so we have the option to access previously-drawn plans, which can then be adapted, which really saves our team lot of time and effort in the long run."



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