

Case Study

The Frost Partnership



The Frost Partnership was founded in 1990, but the Frost name in property goes back to 1906 when Alfred Frost opened his first property business, 'A.C.Frost & Co', in Gerrards Cross, Buckinghamshire.

Today, third and fourth generation Frosts remain prominent in this successful business, which operates a 13 branch network across the Thames Valley, Chilterns and Middlesex.

Frost considers themselves to be a progressive firm that delivers the very best service using the latest technologies, yet capitalising on best practice traditions.

Allan Taylor, a Director of The Frost Partnership explains, "Our ethos has always been 'experience', 'commitment' and 'service'. We pride ourselves on delivering a thorough and professional service to both sellers and buyers and as a result we have built a well-respected reputation in the regions in which we operate."

Innovative Marketing

The increasing use of online marketing tools such as the agency's own website and a range of national property portals has seen The Frost Partnership introduce new services that help to catch the eye of browsing prospective purchasers. In particular, The Frost Partnership introduced the use of floor plans, as Allan confirms:

"About three years ago, we made our first move into using floor plans on some of our properties when marketing them on sites such as Rightmove. It was becoming clear that purchasers wanted to see more than just one photo and a description of the available property - they wanted to see more graphic illustrations, interactive maps, a full range of photos and also floor plans."

The decision was taken to start using floor plans on all properties marketed through Frost's Middlesex offices. Allan contacted a handful of providers but was drawn to Metropix. "From the first meeting, it was clear that Metropix is so easy to use," explains Allan. "It's extremely intuitive; we tried the system in the first meeting we had with them and found we could use it straight away without any assistance from the presenting team. This was exactly what we needed - after all, my staff's time is valuable, therefore I don't want them spending hours creating floor plans. With Metropix, a plan could be drawn up in a matter of minutes."

The decision was made to select Metropix and the online service was set-up immediately to enable any member of the team to securely log-in at any time and from any location to create the plans they need. Training was provided to key staff members who then filtered the training through to the remaining team.

"When we started with Metropix, one thing that really stood out to me was the service we received - they were exceptionally good with their training and support and nothing seemed like too much trouble," says Allan. "A few years on and this is still the case; they are prepared to talk to any member of my staff to help answer any questions they may have. Many companies promote service as their unique selling point, however I believe Metropix really do stand out in this area."

The Value of Floor Plans

The Frost Partnership is able to measure the value floor plans provided to their customers, buyers and the team in several ways. Click-through rates are monitored on all listings on the online property portals and the agency's own research has found that any property that has been loaded without a floor plan receives far fewer views. Adds Allan, "Click through rates can be reduced dramatically, in fact by as much as 30%, illustrating to me the importance of including a floor plan with every property."

Today, floor plans greatly support the sales process and with lead generation at The Frost Partnership, as Allan concludes; "I can't imagine going back to a scenario where we don't use floor plans. We have had the situation whereby we have taken a property onto the market, and for whatever reason, a floor plan hasn't been posted online and we get calls from applicants asking where it is! It's so much easier for buyers to use floor plans to visualise the property."



Allan Taylor, Director of The Frost Partnership

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