

Case Study

Gascoigne Halman – using technology to stand out from the crowd

In south Manchester, north Cheshire and the High Peak, Gascoigne Halman is considered to be one of the region's leading independent estate agency firms.

Formed in 1990, with offices in Wilmslow and Prestbury, Gascoigne Halman launched at a time when many of the larger companies were struggling, however Gascoigne Halman grew and it attributes much of this success to the combination of its professional service and friendly local management and staff, all of whom offer a wealth of experience and expertise in the business of estate agency.

Its dynamic and forward thinking approach has meant that the team has kept pace with technological developments, with the introduction of advanced IT systems, which enables the agency to give regular feedback to clients whilst properties are on the market, in addition to a continued focus on customer service.

Explains John Halman, Managing Director of Gascoigne Halman, "The housing market has had various ups and downs over recent decades, however we have remained true to our roots and continue to focus on providing a personalised, expert local service and we feel that's what really makes a difference. Plus, we are always looking at new innovations that make our firm stand out from the crowd."

Such innovations have included the roll-out of floor plans on every property Gascoigne Halman markets, as John explains:

"Back in 2005, Brian Farrell from Metropix came and visited me with a new floor plan system that he was launching to the residential estate agency market. At that stage, we were using another company's software, however we thought we'd trial Metropix to see how it compares. The simplicity of Metropix really stood out and it was clear that we would save a great deal of time by using the system. We therefore took the decision to roll-out the use of Metropix across the entire business and today we produce, on average, at least 300+ plans a month and our customers really like the inclusion of the plans."

Each of the 18 offices can log-on to the online Metropix system and produce the floor plans as and when needed. Typically, the Gascoigne Halman team produce 2D plans, however 3D versions are also created at times when there is a requirement to display an unusual layout or the client specifically requests it.

Adds John; "Not many of our competitors actively use floor plans on every one of their details and we believe this gives us a real point of difference in our local markets. We also believe that floor plans really complement the high quality of presentation that we aspire to with our property particulars and we often receive positive feedback on these"

Concludes John Halman:

"We are not an agency that stands still – we are always looking at new ways to enhance our service so it matches customer's ongoing requirements and provides an edge over our competitors. At the end of the day, our sole aim is to excel in every aspect of our service and customer care, and innovations such as these greatly support us in this achieving this goal."



John Halman, Managing Director of Halman

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