

# Case Study

## Hunters Property Group

Since its formation in York in 1992, Hunters Estate Agent has become the UK's fastest growing independent estate agency chain, today boasting 126 branches nationwide. When you delve a little deeper to find out how they have achieved this, it soon becomes clear that there is a real desire to achieve across the group. When visiting Hunters' website, you are greeted by a video that gives an immediate first impression about the group and what it stands for. What is clear is that the team makes it their mission to get the best price possible for a client's home and that they are focused on attracting the right buyers to secure the best offer possible.

This is achieved in a number of ways, from listing clients' properties on as many sites and portals as possible to reach as many potential buyers, through to a mobile-ready version of their website and an app to reach the on-the-move-buyers. Importantly, they also place a great emphasis on the quality of their marketing literature with the inclusion of high quality photos and floor plans on every property.

Martin Robinson, Operations Director of Hunters explains, "We have successfully grown the Hunters estate agency brand from 1 branch in 1992 to 126 branches nationwide in 2012. We attribute our success to a number of factors, including our team, opening hours that suit our clients; through to making sure we market our clients' homes to the very best of our abilities."

Martin continues,

"We ensure that every property we market is made available online and has a high quality marketing brochure to accompany it. This includes not only a number of photographs, but detailed floor plans. Buyers really like the floor plans as they get a real 'feel' for the property before they have had a chance to view."

Hunters started developing floor plans for each property many years ago and so were ahead of the curve when it comes to adopting what was, at the time, a relatively new concept. Martin confirms,

"We first started working with a company that offered floor plan software, however it wasn't very straightforward. We had completely bought into the benefits of floor plans, however it just wasn't easy to use. We were then introduced to Metropix, which offers an online log-in and after the very first trial it was clear that Metropix was much more efficient – the system was easier to use and so we could access the results much quicker."

Adds Martin: "We aim to get the very best price for our clients' homes and our results speak for ourselves. Floor plans sell houses. Extensive coverage across multiple portals sells houses. We don't leave any stone unturned to get a sale for our clients, and the tools we use to market the home is proof of this."

Concludes Martin Robinson;

"I believe the secret to Hunter's success is that we go that extra mile: we are here earlier, work later, are extremely competitive and chase every opportunity. We monitor our Sold and New Instruction market share and aim to be the number one agent in every chosen area. I firmly believe that 'you get out what you put in' and our clients certainly thank us for this approach."



Martin Robinson, Operations Director of Hunters

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

