

# Case Study

## Townends offering competitive advantage with Metropix

**When you ask Townends what the secret to their success is, there is no hesitation in the answer provided: its people. The successful agency, which is about to celebrate 21 years of success, is going from strength to strength and is today operating 21 sales branches across the south east. It is focused on recruiting and developing the most professional, motivated, experienced and knowledgeable property professionals, in order to provide its clients with the best service possible.**

Every Townends customer is invited to complete a Service Questionnaire in order to measure their satisfaction, and in 2010, 96% rated its service as either 'Excellent' or 'Good', which most firms would be happy with, however a message from the company's chairman on its website confirms that it is continuing to strive for the full 100 percent.

Douglas Sleeper, Group Sales Director of Townends confirms; "Our people are what makes our business so successful. Good marketing will prompt a contact with our business, whether it's via our 'for sale' boards, a telephone call, a visit to a sales office or contact via email or the website. What happens at that point drives what people think of our business and really makes a difference. Whatever success we have is down to the quality of our staff, the training support we provide, the supporting marketing we deliver and, of course, their motivation."

Since 1991, Townends provided sales and lettings services across London, Surrey, Middlesex and North Hampshire. Due to the geographical spread of the agency, it has quite a diverse mix of offices and the value and range of properties marketed by the team varies greatly. From outer London districts to leafy Surrey suburbia, the property remit is wide-ranging, yet the sales approach taken by the team is consistent – whether the home is a one-bedroom city apartment or a five bedroom detached property with acreage.

Confirms Douglas Sleeper, "Although our property portfolio varies greatly across our offices, every client receives the same level of service. All properties are marketed with high quality literature, are promoted via property portals, carry a range of photos, in addition to a high quality floor plan from Metropix. Although in our more affluent areas, our clients take it for granted that we provide photos and floor plans, it does offer competitive advantage in other areas as not every agent would use them as standard."

The company started working with Metropix in early 2010 and today processes approximately 300 floor plans a month. Adds Douglas Sleeper: "We were using another provider before Metropix but after evaluating our costs and processes decided it was time for a change. The cost of Metropix was a big draw but it was not the sole reason for our move – after all, it would not make business sense to move to a system that was difficult to use or took up my negotiator's valuable time. Metropix is simple to use and the end results are just what we need."

It is down to each sales manager to decide who in their office produces the floor plans. Some are managed by a sole representative who will develop all plans, whereas other offices have all staff on board and able to produce a plan as and when needed.

Concludes Douglas Sleeper:

**"Not only have we saved money by moving to Metropix, the team is really pleased with the simplicity of it. The combination of the cost and usability is a winning factor as far as I am concerned. When marketing our client's property, the complete experience is measured, from the team through to the marketing materials. There is no doubt in my mind that we would lose instructions if we didn't offer floor plans as standard, and Metropix makes this an easy requirement to fill."**



Douglas Sleeper, Group Sales Director of Townends

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

