

Case Study

Burchell Edwards

With a heritage of over 50 years, Burchell Edwards is a successful estate agency group that has expanded to 16 branches across the East and West Midlands. It offers a range of services from residential sales and lettings, through to mortgage advice services as well as housing a legal conveyancing department. The ethos of the group is to ensure that each and every client's property has excellent presentation and maximum exposure in order to secure the sale.

Paul Vickerstaff, Burchell Edwards' sales director confirms, "We believe that our marketing packs give our sellers the edge and that no other agent in our area provides the same level of presentation and exposure that we do, in order to attract potential buyers."

The emphasis on marketing is clear when he describes what each client benefits from. Continues Paul Vickerstaff, "We invest in high-quality, laminated property materials, which include photos and floor plans. Personalised direct mail canvassing also takes place with marketing leaflets delivered postcode to postcode. Then looking at online marketing, we have Rightmove Premium Displays, meaning 20% more buyers look at the full property details over standard listings, in addition to marketing on our own website and via a new smartphone mobile app."

Floor plans are an important factor in Burchell Edwards' marketing packs. For over three and a half years, the company has been working with Metropix for its floor plan needs and is impressed with the simplicity of the online tool. Explains Vickerstaff, "When we embarked on identifying a floor plan partner we trialed a few options, but Metropix really stood out. It's easy to use, is online so doesn't require large installations on our IT network and also provides a clean, finished floor plan that we have customised to match our company's corporate branding colours."

Today, Burchell Edwards publish a floor plan with all properties that are being marketed for sale, including online property portals. Adds Vickerstaff, "Floor plans enable potential buyers to quickly visualise the flow of a property and are 'a must' as far as we are concerned. We use them on nearly all properties and are currently producing over 350 each month. Feedback from both buyers and sellers regarding our marketing materials is really positive."

Branch managers and valuation managers are responsible for generating the marketing materials for each property and this includes the generation of the Metropix floor plan. As well as receiving initial training from Metropix if required, all have access to a support line if help is needed at any stage with an unusual layout. Comments Vickerstaff, "The service we receive from Metropix is very good, however it is actually very rare that we require any additional help or input from the team as the system is so easy to use! But, on the odd occasion that we do, there is always a member of the team on hand to help."

Concludes Paul Vickerstaff;

"The way in which we market our properties is very important and floor plans do play a major role in our marketing pack. In our view, it's all about making our client's properties more accessible, more prominent and so we work hard to ensure we attract the interest from as many potential buyers as possible. Floor plans are a contributing factor towards this goal."



Paul Vickerstaff, Sales Director of Burchell Edwards

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