

Anderson's Case Study

LEICESTER LETTINGS AGENT INCREASES ENQUIRIES

Situation

Anderson Lettings was formed in 1998 by Chris and Joanne Anderson and continues to be run by the founding partners who between them have over 25 years experience of letting properties to professional tenants within the Leicester area. Anderson's pride themselves on providing professional advice from their experienced locally based team members. They are renowned for impeccable knowledge of the local lettings market which ensures that tenants and landlords have all the information they need to make the right decisions.

Ensuring new enquiries continue to come through in an increasingly competitive marketplace is a constant consideration for Anderson's and one which they looked to address during 2007.

Chris Anderson said: "Securing new tenants is paramount to any letting agent. We are aware that the market is evolving and that house hunters are looking for ways to get property details instantly 24 hours a day, even if they aren't near to a computer so we looked for a way that we could meet the new demands from the market in order to best serve our customers."

Solution

Textboards was chosen to increase enquiries and meet the evolving needs of house hunters. The solution provides a simple and affordable text enquiry service allowing property details to be requested by text.

Textboards provided mobile phone shaped 'rider boards' that were placed on 20 of Anderson's existing To Let boards. Each rider board was given a visible unique reference code ranging from LET1 to LET20 and these codes were paired up with the same codes on the web-portal.

House hunters could then receive specific property details simply by sending a text message. For example, by creating a text message with LET4 and then sending it to 80480 they would instantly receive a text message back containing de-



tails for that property. Anderson's were then passed the number of the enquirer to call back to ensure their needs were met.

Success

The implementation of Textboards has been a great success and Anderson's has seen a huge increase in the number of enquiries. Chris Anderson said: "We are pleased that we chose Textboards, we are constantly looking at the best way to serve house hunters and landlords and by teaming up with Textboards we were able to effectively meet demand. The team at Textboards understood the market and were able to take the hard work out of implementing a new system."

