

Hayman-Joyce Case Study

ESTATE AGENT LEADS THE WAY WITH THE LATEST PROPERTY MARKETING IN THE COTSWOLDS

Scenario

Hayman-Joyce are a successful Sales & Letting Agent in the heart of the Cotswolds. As a pro-active agent, they continually review the latest technology available in order to meet the needs of their customers in an effective and efficient way. Hayman-Joyce wanted to make the most of their board advertising (which is the second largest generator of enquiries) and at the same time, capitalise on the massive mobile text market in order to increase enquiries.

Christopher Rowntree, Partner at Hayman-Joyce said: "We have always been on the look out for better ways to communicate property details to our customers. Most consumers today enjoy instant access to information using the internet and mobile phones. We were aware of the ability to text a code to get information and were very pleased to learn that this was now available in the Property Market. This gave us the opportunity to provide an enhanced service to house hunters in the area providing property details on demand, instantly, 24 hours a day."

Solution

After an initial consultation and evaluation of the service, Hayman-Joyce decided to implement the service. Christopher said: "We decided to use Textboards because it meets the needs of our customers allowing them to obtain property details when and how they want them. The fact that we can call the enquirer back to ensure their needs are met means the customer gets a better service and we get to speak to more potential buyers".



Success

Christopher said: "After implementing Textboards, we received more enquiries which we have turned into viewings. We now have a way to ensure property hunters in the Cotswolds can obtain property details whilst they explore the area even when our offices are closed; this means that we are now a 24 hour operation improving our service to sellers and buyers".

