



THE SUNDAY TIMES
THE TIMES

SPONSORED BY



THE 2013 JUDGES' REPORT

BEST ESTATE AGENCY 2013 OVERALL WINNER

MCEWAN FRASER LEGAL



This is an agency which could and should teach the industry about commitment. As a relatively new business of only four years standing, Ken McEwan set out by firstly taking an intense look at what other agencies were not offering and used this information as a starting point for his business plan and vision. The result of this insight is a stand out company that delivers exactly what it says it will, and more.

From the outset, this agency has been constructed around this vision. The culture is one of collaboration and the team absolutely lives and breathes the McEwan Fraser way. The breadth of services is exemplary and the judges found these to be offered at a consistent high service across the board. The extensive opening hours have been well received and reflect the desire of this agency to go the extra mile for clients.

Having analysed online data which clearly shows property searches occurring 24/7, they have taken this on board and sought to match up their opening hours with clients' modern day expectations. Offices are open until midnight in the week and 10 pm at weekends with linguists and solicitors available alongside agents. A significant proportion of their business comes from abroad so a number of translators have been recruited, covering 12 languages between them. The long opening hours also offer the added advantage of allowing staff to work flexibly, as they can choose to work evenings and weekends around family commitments.

Technology is state of the art and the company has looked beyond simply using SEO to improve traffic and Google rankings; instead it favours pay-per-click advertising to attract digital traffic. Dedicated PPC professionals have been employed and as experts in their field, use cutting edge techniques to push past competitors. With over 5,000 unique landing pages the website is tailored to the specific areas of interest for each client.

The marketing is polished and utterly in line with the brand values, which in turn cascade down from the management team. The culture is such that the entire team has a keen understanding of what the brand stands for and undertakes to support this through word and action. Its many USPs are well communicated across a variety of media in a consistent manner and the design is creative and alternative.

The standard of the photography is excellent and the particulars include video tours of the local area and amenities; as the area is often of more significance than the property itself, these also include lifestyle aspects in order that a location appears aspirational. McEwan Fraser understands that this emotional buy-in is key.

A head start is gained on the competition from the minute the valuer arrives at the property; they come loaded with an abundance of tools such as damp meters, ladders and compasses as well as the more traditional tools. They spend considerable time at the property to ensure the valuation is absolutely spot on and the information gathered is precise and thorough. They start as they mean to go on and this attention to detail ensures the relationship is started on the right foot. Clients can feel confident from the outset that they are in safe hands.

Training is extensive and staff enjoy great perks and an array of rewards and bonuses. The turnover and profit is strong, with growth due to continue into the future. The financial success of this agency can be directly ascribed to the service standards and expertise demonstrated across the business.

McEwan Fraser is a progressive and determined company which shines like a beacon north of the border and the judges believe it to be a fine example of agency work done properly and conscientiously.



THE SUNDAY TIMES
THE TIMES

SPONSORED BY

Z Zoopla
Property
Group



BEST SCOTLAND ESTATE AGENCY

MCEWAN FRASER LEGAL

The judging panel was wowed by the scope and commitment to customer service demonstrated by this agency. There is an in-depth customer charter which extends to the team as well; the directors understand that a business is only as good as its people and treats them with the same eye for standards as customers would expect for themselves. Fully committed to improving the reputation of estate agency in Scotland, this is an innovative business which looks to other markets to identify where they do things well. By blending these policies with the cream of Scottish agency legislation and best practice it is able to offer a well-rounded service with key differentiators from others in their location. This has enabled them to finesse and expedite the sales process. This open-minded approach sets them apart from the competition and they deserve the gold for their efforts and execution.



CLYDE PROPERTY

Clyde Property positions itself as a solid, efficient and genuine business. Its proposition is suited to all types of property and clients via an accessible and on-the-ball service offering. Opening hours are impressive both in terms of hours and days per year. Due to extensive investment in the back office IT and technology and a recruitment drive to attract quality applicants it has taken the lead in areas of operation and practice. This has shown tangible business benefits for key measurables such as market share, bottom line and staff churn and allows for continued investment on improvements to take the business from strength to strength. Training is thorough and geared to developing skills across multi-discipline fields so they can adapt and evolve with a client's requirements, for example from a let to a sale.

Without exception, the entire team has complete understanding of the business vision and direction and they operate with no hesitation, deviation or repetition. The directors are faithful to staff and clients in equal measure with fantastic results.



MCQUEEN LEGAL – SHORTLISTED



THE SUNDAY TIMES
THE TIMES

SPONSORED BY



GOLD



SILVER





THE SUNDAY TIMES
THE TIMES

SPONSORED BY



GOLD



SILVER



BRONZE



BEST INNOVATION

McEWAN FRASER LEGAL

McEwan Fraser's innovation is a bespoke interactive IT system that supports the sales journey from start to finish. "The PRO" (Property Progress Organiser) system allows clients to become part of the internal information sharing, but also works with the staff to reinforce their customer service standards via end-to-end tracking. Integrated with both the front and back-end operations it gives full visibility of every aspect of the transaction. Clients are able to log on to identify which stage their transaction is at and with whom it is sitting for action; they can also access all the documents associated with the sale. The tracking board functionality offers a live feed for property particulars and matching. This system was coded by in-house web developers, so can be scaled and amended as required. The directors understand how effective technology can free up the team, enabling them to spend the saved time giving an enhanced personal touch. Size for size McEwan Fraser Legal is fast gaining on the big agencies.

FOXTONS

Foxtons prides itself on being a dynamic agency placing innovation at the front and centre of its business; the sheer breadth and quality of what the team implements is extremely impressive. Having completely redesigned the website, with focus on mobile optimisation, there is also now the ability for customers to engage with expert advisors via the Live Chat function, where they can instantly access information and uncover answers to any questions. This has a "double whammy" effect as customers are pleased with the additional service but it also creates further opportunity for lead generation through these conversations. Clients can also access other fantastic services such as automated telephone payments and the Windows 8 phone app. These are coupled with initiatives to build efficiency such as, the 4G upgrade for all company phones, investment in improved accounting software and office refurbishment – the list goes on and on. Foxtons remains on top of cutting-edge technologies in order to maximise the efficiency of the company and empower customers.

YOUR MOVE

The directors and the team at Your Move have managed to build an entrepreneurial culture in a corporate structure. It is due to this philosophy that the Investors Club was born. Following a discussion between two staff members which questioned why many landlords choose to let privately rather than through agents, they undertook independent research and found that many agents were unable to provide landlords with up to date industry knowledge. Landlords therefore didn't feel confident in appointing them. The Investors Club seeks to meet the needs of property investors through a one-stop shop solution covering any requirement from sourcing discounted properties and arranging finance to portfolio reviews, all of which are undertaken by a dedicated portfolio manager. This is a great example of an idea taking root locally and growing into a nationwide initiative. Results are excellent.

CHASE BUCHANAN;
PRESTON BAKER – SHORTLISTED

WITH THANKS TO ALL OF OUR
SPONSORS AND SUPPORTERS:



ORGANISED BY:

ESTATE
AGENCY
EVENTS

The Chapel,
Reigate Road, Leatherhead,
Surrey KT22 8RA
01372 370847
info@estateagencyevents.com
www.estateagencyevents.com