

*PropertyBase*

*Keith Ian Partnership  
Case Study*

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*because IT today is a  
whole new animal....*

## Summary

Keith Ian Partnership is a chain of estate agents in Hertfordshire with in excess of 20 staff working across three offices. BlackRabbit had previously undertaken a full PC and software refresh and installed an in house network with internet connection sharing.

## Business Requirement

Keith Ian Partnership already advertised extensively in its offices and in local newspapers. To increase their advertising spread they wanted to make better use of their existing website, which integrated poorly with their existing on-line property database. This brought complaints from vendors and applicants alike. Many different solutions were considered and mostly they were considered expensive, difficult to use, provided a poor purchaser interface or required the business procedures to fit around them. The overall conclusions drawn were that presenting accurate and current information to the applicants and the best possible representation for the vendors would be difficult, tedious and make looking professional and efficient a challenge.

## Solution

BlackRabbit had written the web based PropertyBase software, which had been designed and written in conjunction with estate agents. Keith Ian chose this as the preferred application. With the entire administrative interface based on the website, there was no requirement to install any additional software onto the PC's at the Keith Ian Partnership offices thus keeping interruptions to staff at a minimum.

Property details are entered into PropertyBase via the simple interface along with photographs. The solution is very pictorial with multiple photographs for each property, which gives purchasers a clearer expectation prior to visiting the property. Other useful information, such as floor plans, can also be included. The property is then immediately available for search.

The client interface on the website was also a key factor in this choice. It enables prospective purchasers to customise the search criteria to more accurately reflect an individual's requirement. Only suitable properties are then displayed for the purchaser to browse.

## Benefits

By using PropertyBase, Keith Ian can now take full control of property advertising on their website, without the need to involve a third party.

The straightforward and convenient interface enables staff to make changes efficiently. This ensures that staff are able to provide accurate data which ultimately maintains the professional image of the company.

The Keith Ian Partnership's business strategy is to be able to offer their clients more information and better access to services than their competitors. In combination with the initial investment in infrastructure, the use of the PropertyBase software is enabling them to realise that goal.

In summary, the PropertyBase application has increased productivity and is simple for both staff and clients to use. Due to the nature of the solution being very visual, purchasers now have a clearer expectation prior to viewing a property and conversion rates are improved.