

Case Study

The Bradleys Group

In 1992, Bradleys Estate Agents was launched by three founding directors who combined, have worked in estate agency for well over 100 years and have each worked together since 1985 in both independent estate agency and institutionally owned companies.

As the company has expanded over the years, The Bradleys Group has remained committed to providing the *Complete Property Service* and during the time the company has been expanding into new regions, the Group has also successfully diversified into complimentary areas including rentals, a large chartered surveyors operation, mortgage services, independent financial services, auctions, Land & New Homes, commercial sales and lettings, plus a strong Marine & Country homes brand.

Today, Bradleys has 32 sales and lettings offices across Devon, Cornwall and Somerset and is the West Country's largest independent estate agency. It continues to be totally committed to its clients and staff. With the wealth of experience and skills, clients benefit from the combination of corporate disciplines with the entrepreneurial advantages of an independent company.

Lyndon Bent, Founder Director of Bradleys confirms: "As we approach our 20th anniversary, we can reflect on how the agency has developed and we are proud that it is a leader in the South West region and offers clients a fully-rounded property service. There are a number of factors as to why I believe Bradleys is top of the tree; customer service; challenging conventions; and innovation."

One particular innovation that Bradleys adopted in early 2007 was the use of floor plans on all residential sales properties. Explains Lyndon, "We started using Metropix in May 2007 and quickly rolled out the use of the online system across a majority of our offices so all properties we marketed automatically included a floor plan on the sales particulars. We find this helps not only secure new instructions (as not all agents are using the plans), but prospective buyers find them really useful as they can quickly get a feel for a property by seeing how the house is laid out before viewing it."

Today, the Group currently processes an average of 400 floor plans per month, with over 20,000 plans having been produced since they introduced floor plans into the business.

Concludes Lyndon:

"We market our properties extensively on our high profile website and across several industry property portals and find that the floor plans are viewed almost at the same rate as the properties themselves, showing the true value of the plans. As far as I am concerned, floor plans are a vital tool in the marketing of our properties and I believe it is innovations like this that have helped us remain a leader in our market."



Lyndon Bent,
Founder Director of Bradleys Estate Agents

www.bradleys-estate-agents.co.uk

