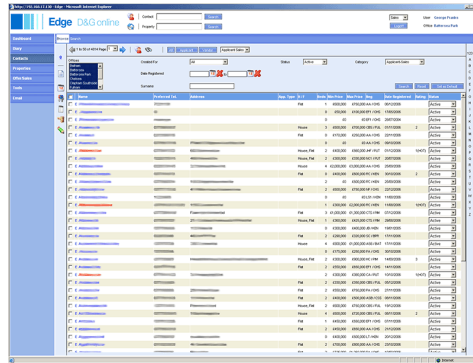


EDGE – estate agent information and management system for D&G

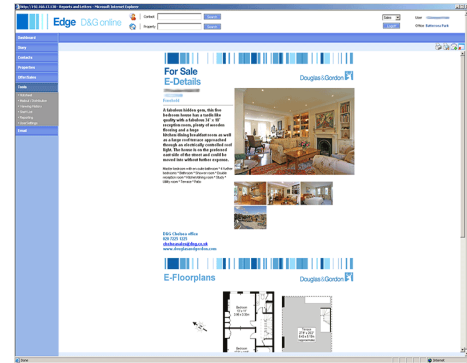
The challenge:

Over a three-year period, we worked with leading estate agent Douglas & Gordon to refine, design and build the most cutting-edge information management system available. The company is very well respected in the industry, and known for its innovative customer service. However, their existing computer system was 20 years old and didn't offer the functionality Douglas & Gordon needed. Time for a change.

Our unique solution:



Matching properties to potential buyers



Property details ready to be sent to a potential buyers

We started afresh and built EDGE, a new, web-based system. It uses standard technology, and is generic and flexible enough to integrate extra functionality in the future. EDGE functions as a hub of property information. It manages the complete estate agency process, from matching potential buyers to properties, sending out marketing information, writing letters, through to completing sales. It also holds the entire history of Douglas & Gordon's sales for the last 25 years, a mere 60,000 properties. This mine of information is invaluable to compare property histories and prices.

Uniquely, EDGE enables Douglas & Gordon staff and their customers to view property portfolio details in a wide range of channels: in the EDGE system itself, the Douglas & Gordon website, emails and text messages, plasma TV's in Douglas & Gordon offices, and on internet property portals such as PrimeLocation.

Another exciting example of the system's innovation is its close integration with the Douglas & Gordon website. EDGE captures and provides real-time property information for many of the features on the Douglas & Gordon site, including one called 'my property tracker'. Douglas & Gordon customers simply log onto the site to track: how many potential buyers have viewed their property online, the frequency of marketing mail-outs, the number of viewings, and feedback from potential buyers. The staff at Douglas & Gordon can view all of this information in the EDGE system.

The results:

We delivered the system on time. It's very simple to use, fast, intuitive and powerful, without any need for massive investment in office networks or PC's. Douglas & Gordon are extremely happy with the system, and are thinking of selling it to other estate agents. Once more, they are leading the way in their sector.

Technologies:

Microsoft.Net with a SQL Server database

For more information, or to find out how we can help you:

Call James Percy at Verasseti on 0845 1211 680

Or Email james@verasseti.com