

Press Release - January 2008

Kenilworth Letting Agent Celebrates End of its First Year in Business

An emphasis on customer service, a unique fee structure and an extensive internet marketing model has helped local letting agents, Martin Property Management; complete its first successful year in business.

Martin Property Management Director Steve Martin said “Landlords have really taken to the idea that we charge a Flat Fee, rather than having to pay a percentage of the rental value of the property. We charge a flat fee for all letting services and extend it to the Full Management Service for smaller properties. Our services are also fully inclusive with no set up fees or extra charges. We also like to go the extra mile and much of our business this year has been via word of mouth referrals from satisfied customers”

Concentrating on internet marketing, rather than relying on a high street branch location means, as a landlord, your property is available to a massive international audience. The trend is that most people now search online for their next home where you can enter a specific post code and full property requirements. In a few seconds you can see a list of all the properties that match your needs. You can search for a property from anywhere in the country, or indeed in the world, without having to spend too much time visiting the area just to pick up property listings.

Steve comments “The requirement for a high street branch has long gone. How many times have you walked passed the local Estate or Letting Agents to see them empty apart from the staff? Fancy premises and extra staff, employed just to keep a shop front open all day, add to the overheads that could be better employed where it counts - Internet Marketing. We focus on getting our brand and client’s property details to where most people now look for their next home”

Martin Property Management advertises on the highest ranking property portal, Rightmove.co.uk, which receives over 3m visitors a month (according to Comscore Networks Inc. Sept 2007). They also subscribe to Propertfinder.com (now ranked as number 2 for number of visitors) which displays the properties on its own website as well as partner sites such as yahoo, msn, timesonline and many more. Martin Property’s own website is also highly ranked on the major search engines for popular keywords and it has an extensive sponsored search and links campaign.

Steve adds “Using the internet to let properties has obvious environmental benefits too. We rarely need to print full details of a property; saving ink, paper and electricity. Prospective applicants have already seen full details online or we can email them directly. Nor do we print dozens of property brochures for window displays. As customers are not using their car to visit our shop window there is less impact on emissions too.”

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Managing Director: Steve Martin. CV: Trained and degree educated Engineer for 20 years, most recently in senior management positions. Extensive roles in sales, project management, logistics, communication and customer service which all transfer well to new career. Passion for property and a Buy to Let landlord before gaining the Association for Residential Letting Agents Technical Award in Residential Letting and Property Management and starting MPM in Jan 2007.