

CASE STUDY

Ashington Page

As an estate agent that has operated in the Beaconsfield region for over 25 years, Gareth Ashington, managing director of Ashington Page Estate Agents is very focused on what he is wanting his agency to deliver:

"Our goal is simple we are committed to being the best estate agents our customers have used," confirms Gareth Ashington. "We care passionately about the people and property in this beautiful area of Buckinghamshire and so work hard to deliver a service that will tick all of the boxes for both home owners and house hunters."

Based on this ethos, Ashington Page is making great progress. In a recent client satisfaction survey, 100% of respondents said they would recommend the agents to friends and family, while 79% said Ashington Page were 'better' or 'much better' than other estate agents they had previously encountered.

Continues Gareth: "We are the only estate agent we know that offers extensive written service commitments to clients, plus we go even further to offer guarantees regarding the service our clients will receive. In fact, we removed any minimum term marketing tie-in or notice periods, meaning people that select us to sell their homes, do so without any restrictions or rules."

They have also won The Sunday Times Silver Award for the Best Small Agency in the South East in 2012.

Making a Difference

Ashington Page offers a range of marketing services to appeal to the needs of all clients, including a Gold Service that offers additional activities to help further distinguish clients' properties.

While the agent cites its prime location in Beaconsfield as being a key selling point, confirming that at least 30% of its business continues to be driven by visitors to the branch, online marketing is now the central focus.

As well as advertising properties on its own website, Ashington Page also promotes properties via a number of property hubs and takes advantage of both the standard and premium listing options.

Adds Gareth: "As well as local marketing from our office and within the local press, we also take great pride in creating professional-prepared property details, which include detailed floor plans and quality photography, which can be accessed online."

In terms of the floor plans, Ashington Page has partnered with leading floor plan provider, Metropix, for its complete floor planning needs, as Tracey Lapham, negotiator of Ashington Page confirms: "We used to use another supplier before Metropix, but found it was too time consuming and so looked for an alternative. It was clear that Metropix would be the right option for us as they were able to provide an 'AutoDraw' option, which meant we could send outline drafts to Metropix and they could quickly produce the completed plans on our behalf. It is far more efficient that way."

Metropix's Space Planner tool provides the ability for potential purchasers or tenants to 'drag and drop' furniture into Ashington Page's completed floor plans, via a web browser. It lets potential owners or tenants visualise how they might live in the property and is available for customers to access via a direct web-link.

Explains Tracey, "We've added the Space Planner option to a number of our properties' details, meaning house hunters can now follow a unique link to access Space Planner, which lets them plan how their furniture would work in a property, room by room. It's a great tool that adds a new dimension to our service."



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The added advantage with Metropix is not only can the plans be quickly turned around, there are a number of additional features that are included in our subscription free of charge. The most recent addition is 'Space Planner', which we have introduced as a new service for our clients and house hunters to use

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Gareth Ashington is Managing Director of
Ashington Page Estate Agents

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If you would like to know more about Metropix, please contact our customer services team:

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