

CASE STUDY

Temples Lettings

Roy Kitchen opened the doors of Temples Lettings' first office in Nantwich in 2001. Today the company has grown to include three further offices in Chester, Northwich and Crewe, winning a host of awards and now employing 35 people.

An independent, family run business Temples is a pure lettings agent built on the firm foundations of local knowledge, specialist expertise and an unwavering commitment to the highest standards of customer care.

Over the past 14 years Temples has developed a strong understanding across Cheshire, North Staffordshire, North Wales and Wirral region, making it well placed to help landlords make decisions on which properties to buy and support tenants finding the right location in which to live.

Nikki Webb looks after the marketing for Temples' Nantwich office: "Many landlords have been with Temples since the beginning and much of this is down to our exacting standards and willingness to go the extra mile. We're proud of the many highly complementary testimonials we receive each year."

"The aim right across the Temples business is to offer more than just a rental and property management service, consequently we are continually looking for tools that support this philosophy," Nikki explains.

"We believe that floor plans are an important aspect of marketing for rental properties and we began using Metropix floor plans three years ago – not only do our listings look more professional but they also stand out from the crowd. Our clients love them and regularly tell us that they see floor plans as a great value-add to the service we provide which really helps in the decision-making process for tenants."

Temples is currently using Metropix 2D floor plans and creates on average 22 floor plans per month for properties in its Nantwich office. The company also has plans to expand their usage to its other three offices.

Despite strong growth in the use of floor plans for rental properties in recent years there still remains a large imbalance with 50% of sales market properties using floor plans, while in stark comparison the lettings side only has around 16%. Yet recent research among sellers and landlords conducted by Rightmove, confirmed the growing importance of floor plan usage among landlords with 43% saying they would not instruct an agent if they did not one. Furthermore the same research revealed that tenants ranked the ability to view floor plans as more important than the summary text and the main image and second only to images.

The team at Temples fully understand the advantages and having incorporated Metropix floor plans for some time, it has brought a number of benefits to both its landlords and tenant, as Nikki explains: "Floor plans not only add value to a listing but we have found that they improve qualification because tenants aren't wasting time viewing properties that aren't appropriate for them. For a tenant to be able to see the layout of a property means that they can plan ahead, understand room shapes and sizes and whether their furniture will fit it. In our experience it definitely helps to speed up the overall decision process."

While several other people in the Nantwich office use Metropix, Nikki produces the majority of Temples' floor plans: "I've been using Metropix since the company introduced it three years ago and I tend to produce most of our floor plans. I find it easy to use and in next to no time I can quickly produce a professional looking floor plan that makes my listing stand out from the crowd. Furthermore should any issues arise I know that all I need to do is make a quick phone call to Metropix and the situation will be resolved."

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Concludes Nikki:

The lettings business is extremely competitive, here in Nantwich alone there are five other letting agents so it's essential that we deliver a superior service and it is our belief from our own experience and what our customers tell us that that offering a good quality floor plan is a key part of that. For us incorporating Metropix Floor Plans was an easy decision, it has certainly been instrumental factor in helping us secure new business

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Nikki Webb is Marketing Assistant for Temple Lettings

www.templelettings.co.uk



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

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