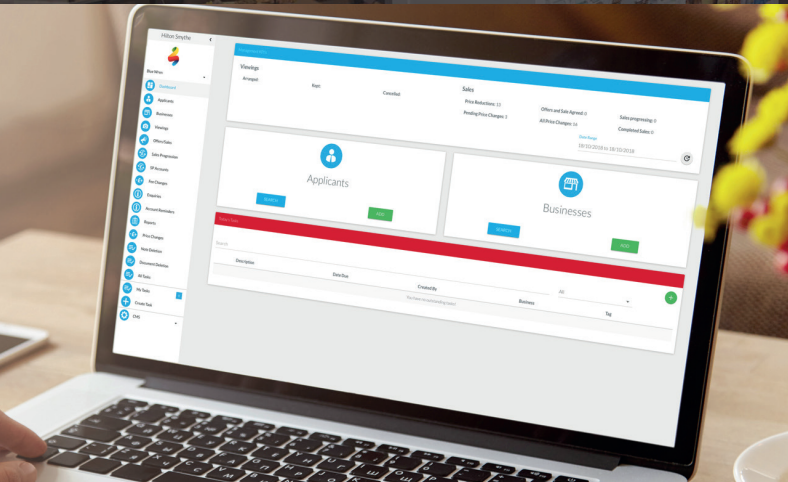


Commercial Property CRM & Workflow System

Hilton Smythe

An end-to-end software solution to improve productivity for a growing property business.



The Customer

Hilton Smythe is the UK's leading small business broker specialising in nationwide property services to commercial clients.

Based in Bolton, Greater Manchester the company provides a vast array of property services to Commercial and Corporate clients, advising on a wide range of commercial and corporate property sales and business transfer.

Their Pain

Hilton Smythe's rapid growth made it difficult to manage day to day operations using its existing system. Managing buyer criteria and matching it to a potential business sale was very manual and time consuming. It was also difficult to maintain consistency of information across the multiple channels where the businesses were marketed.

Hilton Smythe needed a comprehensive CRM & Workflow Management System to improve efficiency and allow them to scale.

They also needed a new front-end website to market properties and collect enquiries.



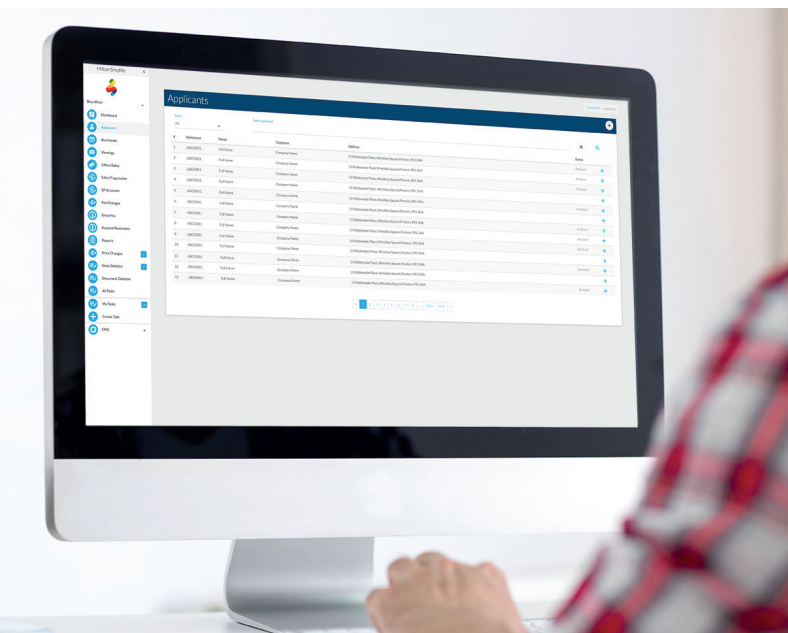
Our Solution

We delivered a customised CRM and Workflow Management System for the business.

From new enquiries and marketing literature through to viewings, offers and sales. The system introduced automated workflows to progress a sale from start to finish.

We also integrated the system with third party software including Rightmove, Zoopla, Businesses for Sale, RightBiz, Office 365 and Google's Map API.

Alongside the system we built an integrated, fully responsive website.



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Key Features



Data feeds between 3rd party property sites incl. Rightmove & Zoopla



Front-end website with API integration (www.hiltonsmythe.com)



Google API integration (Maps, Places, Streetview) Email, SMS and document template builder



Structured sales progression workflow with matching algorithm to automate the sales process



Database of all buyers and businesses with contact log



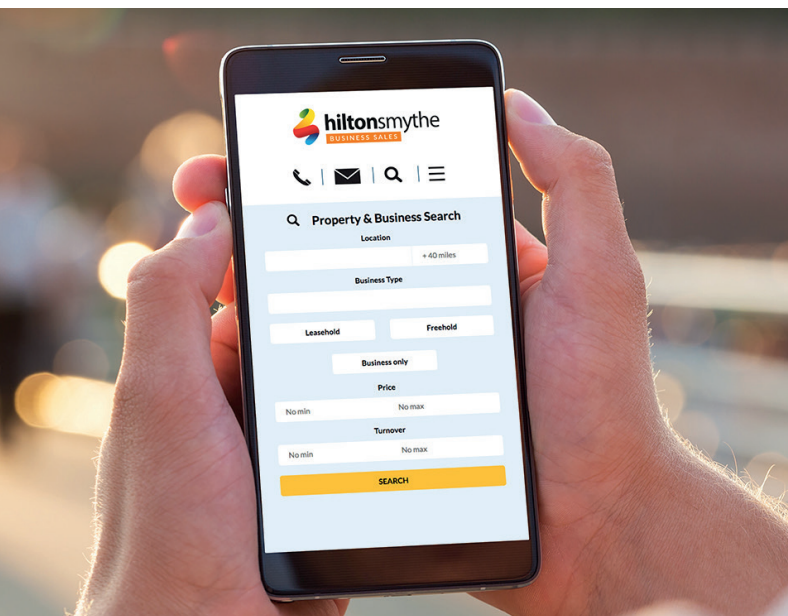
Ability to add and assign tasks and reminders



Custom dashboards and suite of financial reports



Automated marketing brochure



Impact

Our customised CRM and Workflow Management System and integrated website has delivered significant efficiencies and productivity gains across the business.

This has given Hilton Smythe the platform to scale their business, expanding their reach and range services to customers.

Want to know more about our Commercial Property CRM & Workflow System?

Get in touch or book a free demo

Call: 01772 823 734 Email: hello@bluewren.co.uk

blue wren

Blue Wren Ltd,
15 Ribblesdale Place,
Winckley Square,
Preston, PR1 3NA

www.bluewren.co.uk