



## Case Study

### Company

Express Property Services Limited (EPS)

### Sector

Property Maintenance

### Services provided

- Lead generation
- Content marketing
- Help with tenders
- Email marketing
- Website design

## Express Property Services Limited (EPS)

Express Property Services (EPS) started life in 1999 as a small company specialising in locksmith repairs and related carpentry.

In 2017 Alan Hammick, the founder, took a step back from the day to day running of EPS. His son, Greg Hammick, stepped into the role of Managing Director taking on responsibility for the day to day operating of the business.

Although starting life solely as a lock and door repair & replacement company, EPS soon branched out into general maintenance and today cover all aspects of property maintenance from redecorating contracts to plumbing and electrical safety testing.

## How Your Business Development Team helped

Your Business Development Team (YBDT) were approached by EPS and asked to provide a number of marketing and consultancy services. These included email campaigns, content marketing, a new website and lead generation services.

YBDT also helped EPS with their tendering operations and provided help and advice on all of their on-going marketing activity.

Both Greg Hammick (EPS Managing Director) and YBDT worked closely with one another with one focus - to achieve the goals set out in the business development strategy presented to them by YBDT.

## What does the client say about Your Business Development Team?

We spoke with Greg Hammick, Managing Director of Express Property Services to find out more about what he thought it was like, from his prospective, to work with Your Business Development Team.



## How do you find working with YBDT?

They are good, very easy to work with. I have known Yafit for over two years now and it is a seamless relationship, not forced at all. We have a good working connection. It is easy to get a lot out of it.

She has helped in other aspects of the business as well, like finding someone who has done a great job on our website and another company who supports our tendering process. Those offshoots have been very useful. Having someone who has a good knowledge of the market.

## How did you first hear about YBDT?

I was sent an email by one of their customers, PM. Property Management. I was very impressed by the email, and I asked them about the source of the email and he referred me on to Yafit and her team.

## What were your main concerns about this type of marketing?

There were no real concerns at all. As a newly appointed MD with ambitions for my business, I was in the market for ideas to improve our marketing. I was looking for someone give some direction to our effort. There have been tangible pay-offs to their work and I wouldn't want to be without it now.



## Would you recommend them to others in your industry?

Absolutely and I have done many times. They are particularly useful to younger businesses looking to grow and expand.

