

Case Study

Company

PM Property Management

Sector

Property Management Services

Services provided

- Email marketing
- Social media management

PM Property Management

Based in Sleepy Newton St. Loe, on the edge of Bath, PM Property Management is owned and managed by Jane Pinna and Richard Mills.

The company's offer is simple; they provide great customer service and attention to detail, all backed up by appropriate professionals.

The company was launched in 2010 and initially provided property insurance claims management. Two years ago it was decided to specialise in property management services to leasehold properties.

Richard and Jane had spent substantial time developing strong operational systems, allowing them to deliver a top rate service.

How Your Business Development Team helped

At the end of 2016 the company had a small portfolio of managed properties but it was clear that the operation had to grow to provide sustainable income going forward.

It was at this point that **Your Business Development Team (YBDT)** was called in and asked to create a joint strategy with Richard and Jane that delivered sales and business growth.

YBDT have since supported the implementation of the growth plan through a variety of activities such as email marketing and social media management.

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The work YBDT did with PM Property Management goes beyond purely delivering activities.

By having a greater understanding of their thought process and aspirations YBDT were able to maximise the strategic marketing support provided.



The YBDT sales & marketing plan

Through our work to date we created the following lead generation systems:

Creating on-going client and contact communication to nurture long standing business relationships and nurture new ones

Providing Sympathetic telephone follow-up to enhance communications and generate new contacts

Establishing relevant and helpful content strategy tapping into Richard's wealth of knowledge

Activating PM's Social Media activity promoting their useful content

The key to the success of the project has been maintaining regular contact with one another. This allowed YBDT to adjust the marketing activity to suit the evolving business reality.



We use a marketing 'guru' Yaft Davis who has been brilliant for our business.

She sits at the top of the marketing pile, works out what will work for your business and organises resources accordingly.



So, she is not a one trick pony trying to force a certain method onto you.

Our business has developed a great deal this year as a result of Your Business Development's activity and introductions.



Richard Mills
Director
PM Property Management

