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Case study

franklincommercial
COMMERCIAL PROPERTY AND BUSINESS AGENTS

Franklin Commercial

Property Management System + website

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www.cmsystemdesigns.com

Overview

Franklin Commercial are well established Estate Agents, they handle the letting and sale of commercial properties and businesses over a wide area in the South East of England.

They wanted to re-develop their website along with the management system that runs it. Their brief was to build an attractive and mobile friendly website that allows buyers to search through their property listing in a clear and easy way.

Challenges and objectives

The team at Franklin Commercial commissioned us to develop a Property Management System that is easy for them to manage and intuitive for visitors to use for property searches.

They wanted to give vendors the option to either submit their properties on their own or instruct Franklin to manage properties for them.

As they have thousands of registered users who are interested in getting regular property updates, it was imperative to integrate e-shot™, the marketing automation platform into their new system.

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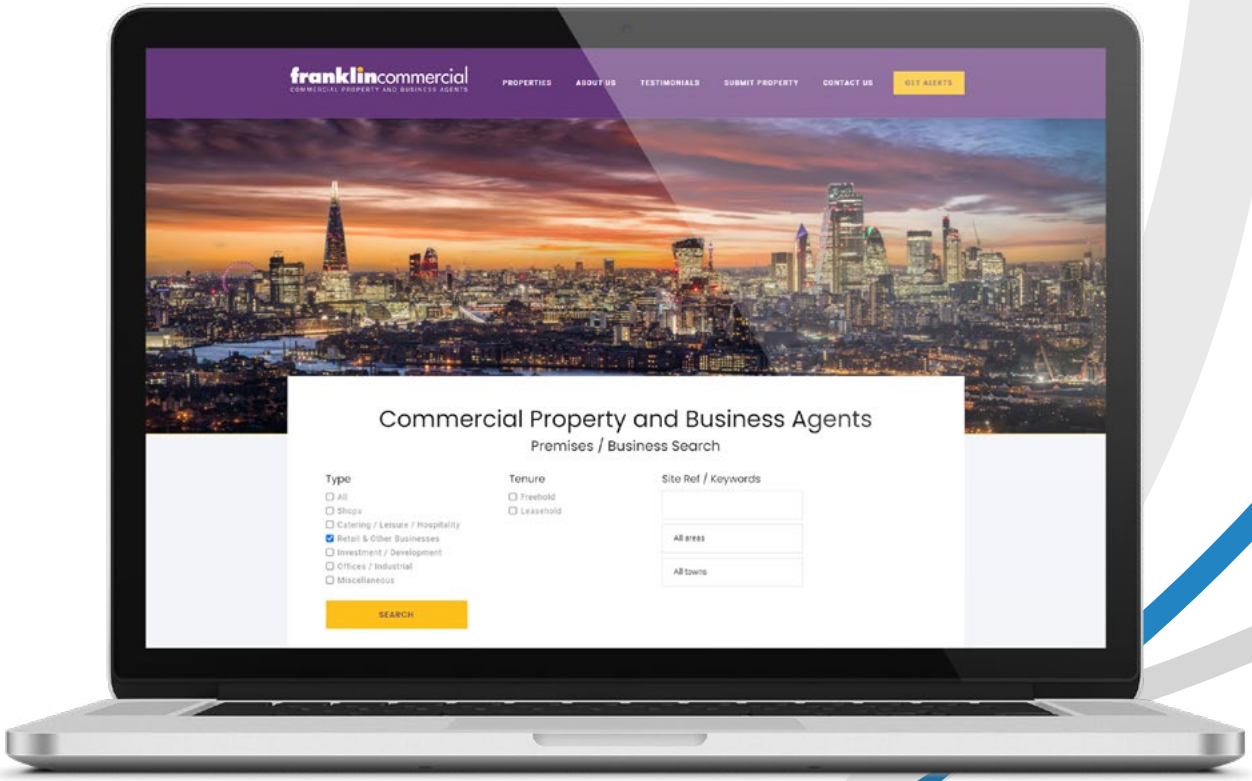

Our solution

We built an easy-to-use property search where users can choose to search by category, property type, area and tenure. Users can conduct the search on all devices: mobile phones, tablets and desktop computers.

Franklin Administrators can easily add and update properties. We integrated Google maps into the management system which allows them to accurately pinpoint the map to the location of each property.

We built a simplified process to allow vendors to submit their own property in 3 easy steps.

We also integrated e-shot™, a marketing automation platform that allows visitors to set up their preferred property alerts.

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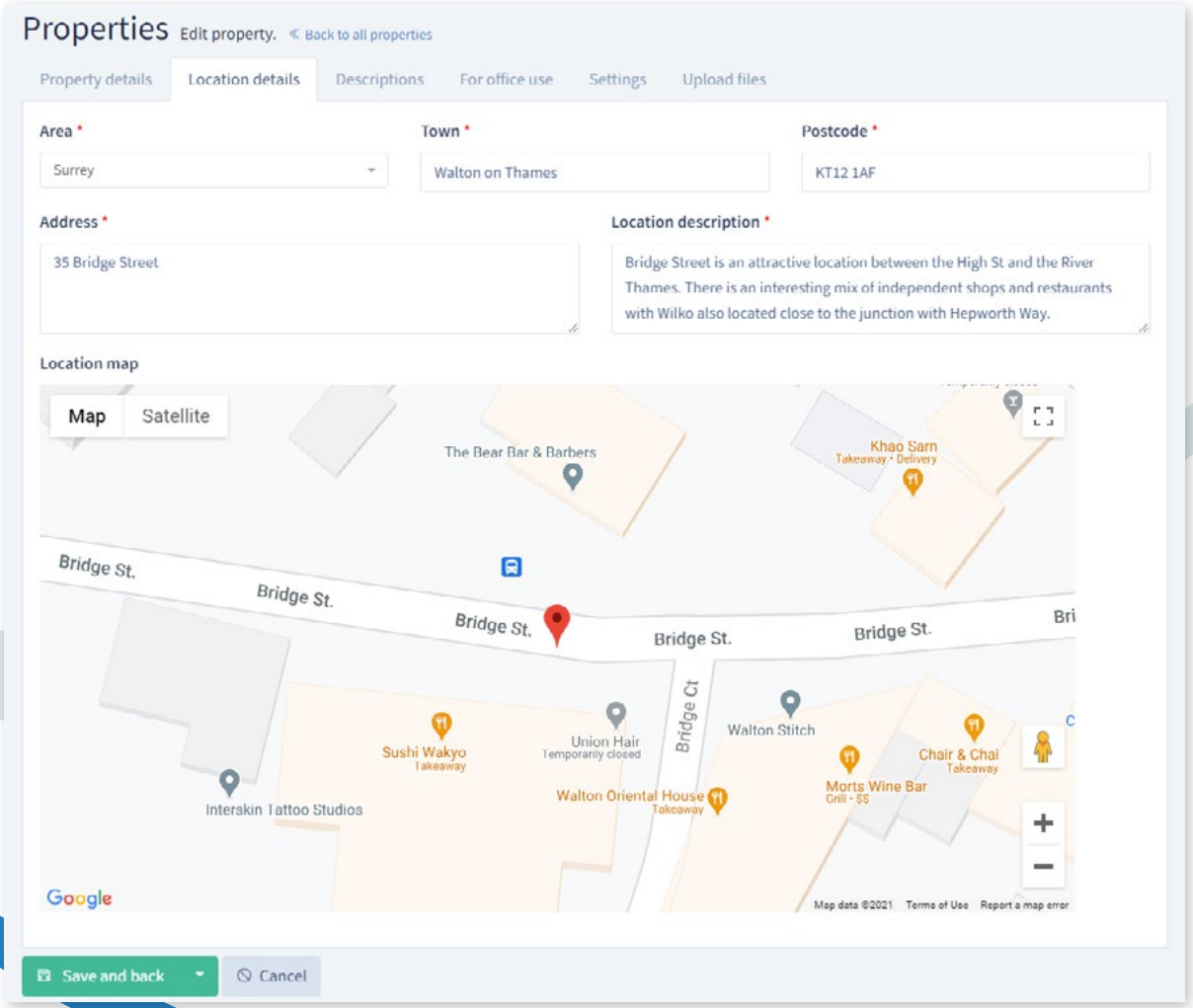

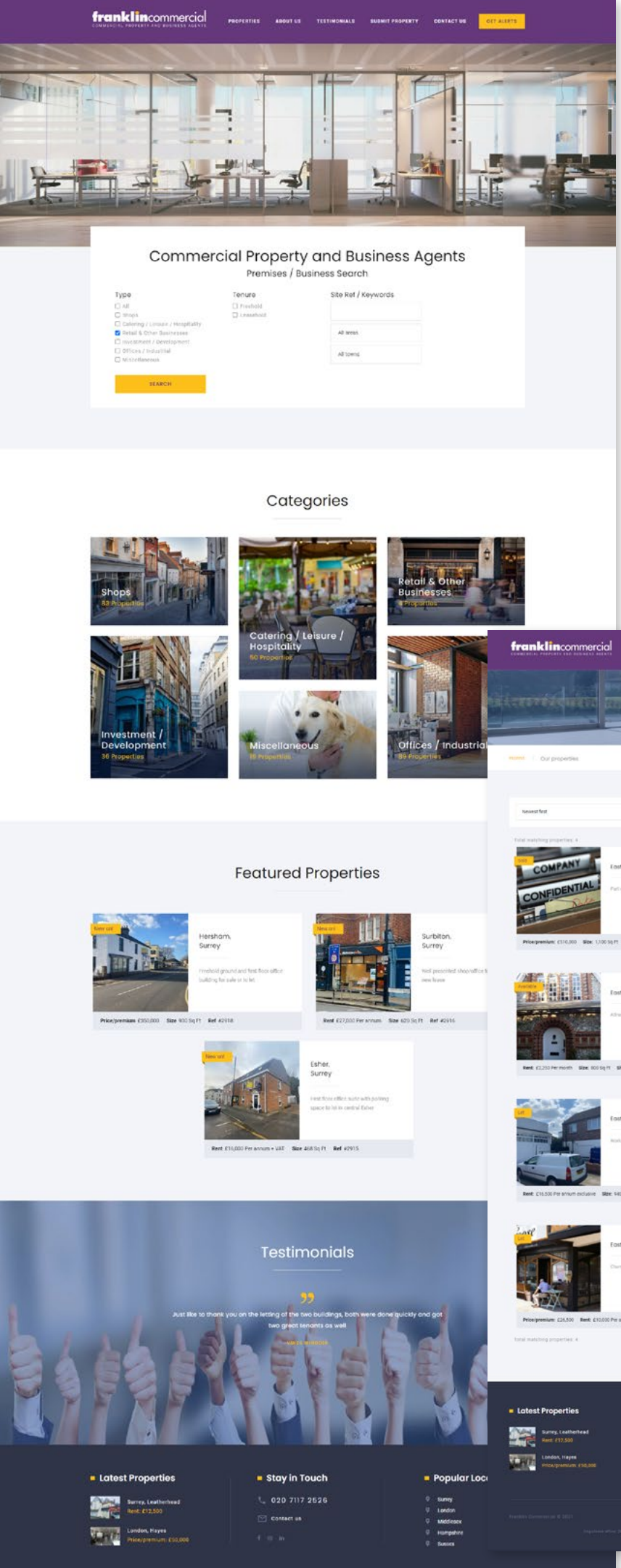

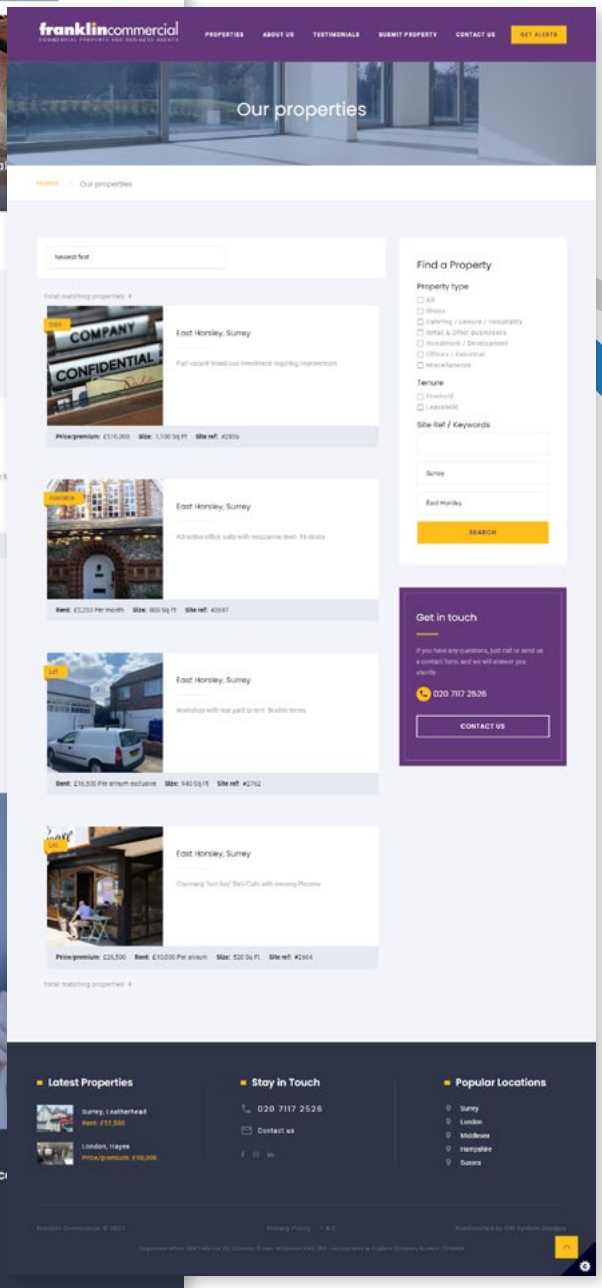

> **CM System Designs have just delivered a fantastic new website for us and understood our requirements perfectly. Great to work with, professional and cannot recommend highly enough.**

Results

The resulting system has greatly improved both the end-user experience and efficiency of the back-office management process.

We are told that the site is getting a lot of positive feedback from both buyers and sellers.

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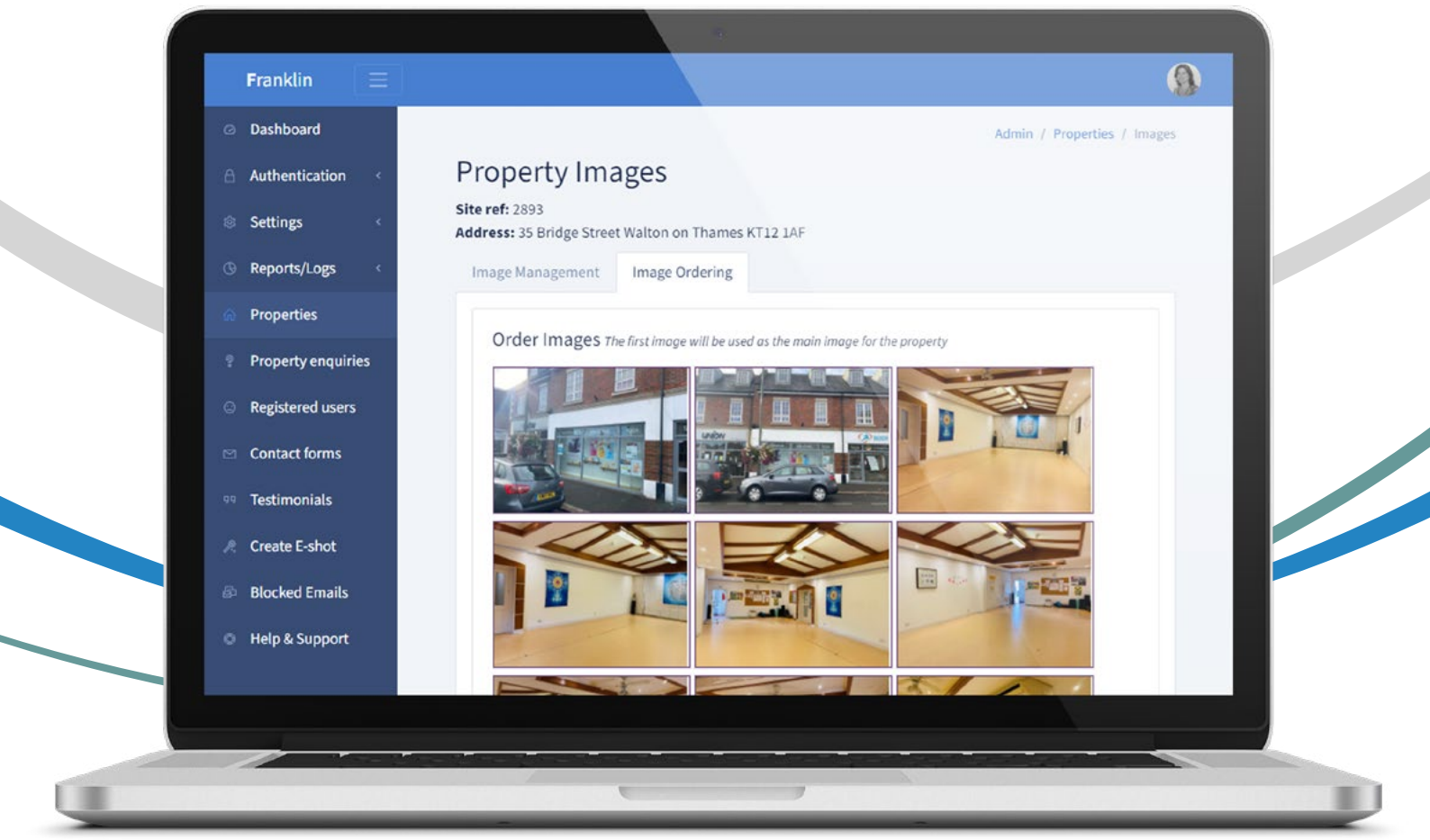

Client quote

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Simon Franklin

Founder & Managing Director

Future plans

There are several possible enhancements that we'll be exploring together with the team at Franklin.

- Add videos to property pages.
- Allow the system to automatically create or update their properties on third-party listing portals such as Zoopla, Primelocation and Rightmove.
- Integrate the system with their accounting system to enable them invoicing clients through the same system.

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