



# Case study

**franklincommercial**  
COMMERCIAL PROPERTY AND BUSINESS AGENTS

**Franklin Commercial**  
Property Management System + website

01306 711 258  
[www.cmsystemdesigns.com](http://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.

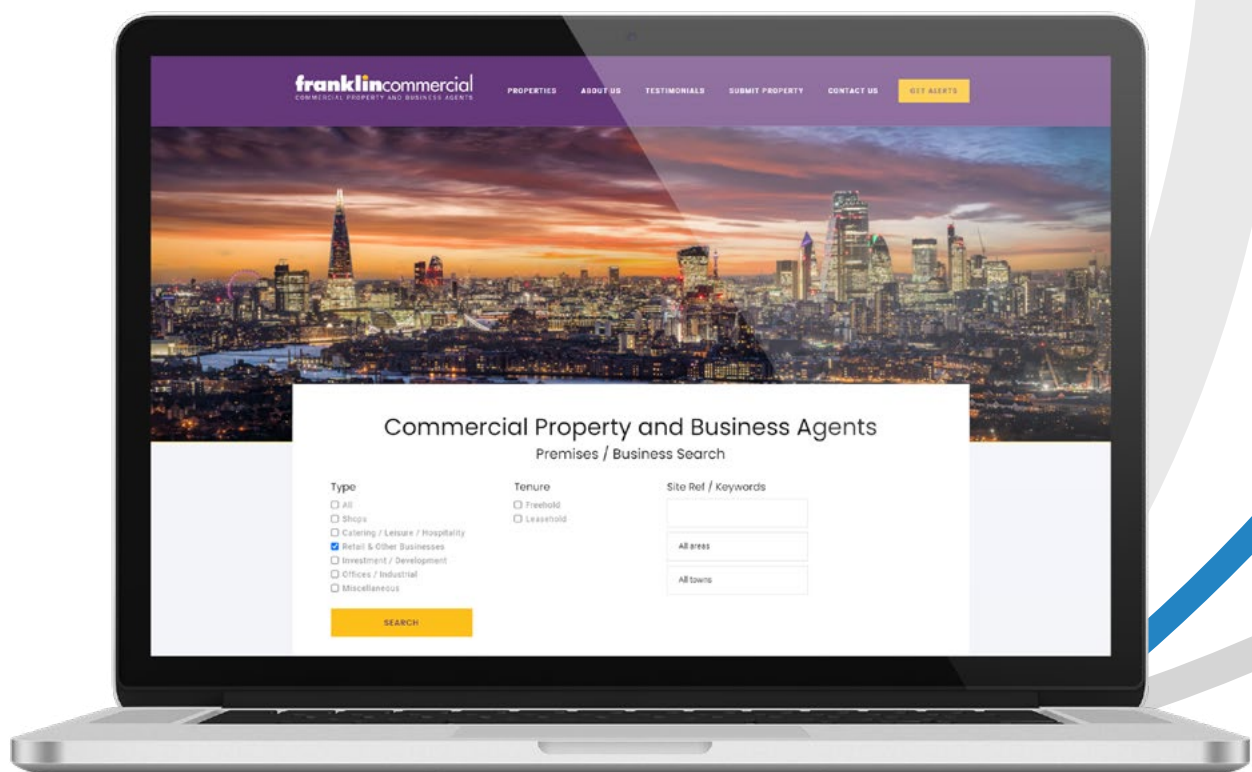
## Challenges and objectives

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.

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



## 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.

**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.**

### Properties

Edit property. << Back to all properties

Property details | Location details | Descriptions | For office use | Settings | Upload files

Area \* Surrey | Town \* Walton on Thames | Postcode \* KT12 1AF

Address \* 35 Bridge Street | Location description \* Bridge Street is an attractive location between the High St and the River Thames. There is an interesting mix of independent shops and restaurants with Wilko also located close to the junction with Hepworth Way.

Location map

Save and back | Cancel



## Commercial Property and Business Agents Premises / Business Search

**Type**

- All
- Shops
- Catering / Leisure / Hospitality
- Retail & Other Businesses
- Investment / Development
- Offices / Industrial
- Miscellaneous

**Tenure**

- Freehold
- Leasehold

**Site Ref / Keywords**

All areas

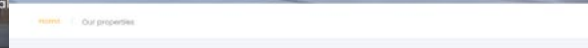
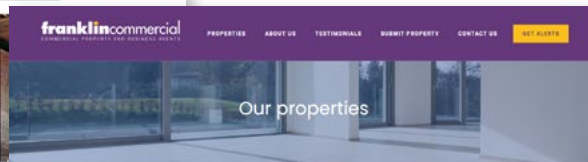
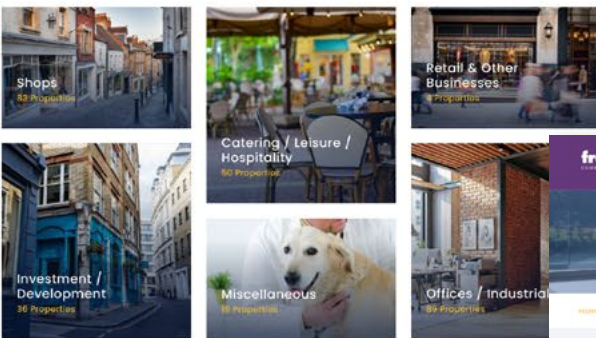
All towns

**SEARCH**

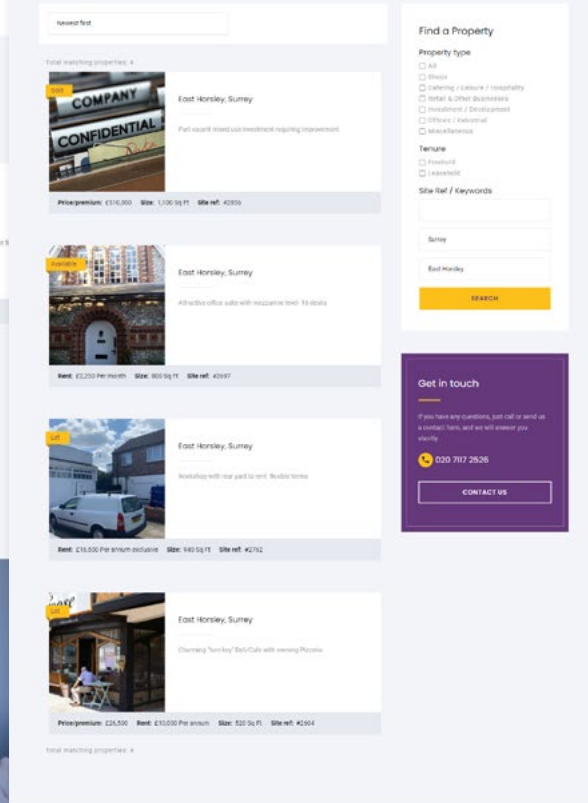
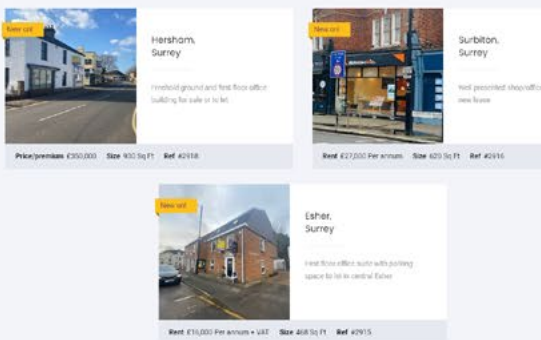
”

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.

## Categories



## Featured Properties



## Testimonials



”  
Just like to thank you on the letting of the two buildings, both were done quickly and got two great tenants as well.

MEL WOODS

### Latest Properties

- Surrey, Leatherhead  
Rent: £12,500
- London, Hayes  
Price/premium: £30,000

### Stay in Touch

020 7117 2626  
Contact us

### Popular Locations

- Surrey
- London
- Middlesex
- Hampshire
- Sussex

### Latest Properties

- Surrey, Leatherhead  
Rent: £12,500
- London, Hayes  
Price/premium: £30,000

### Stay in Touch

020 7117 2626  
Contact us

### Popular Locations

- Surrey
- London
- Middlesex
- Hampshire
- Sussex

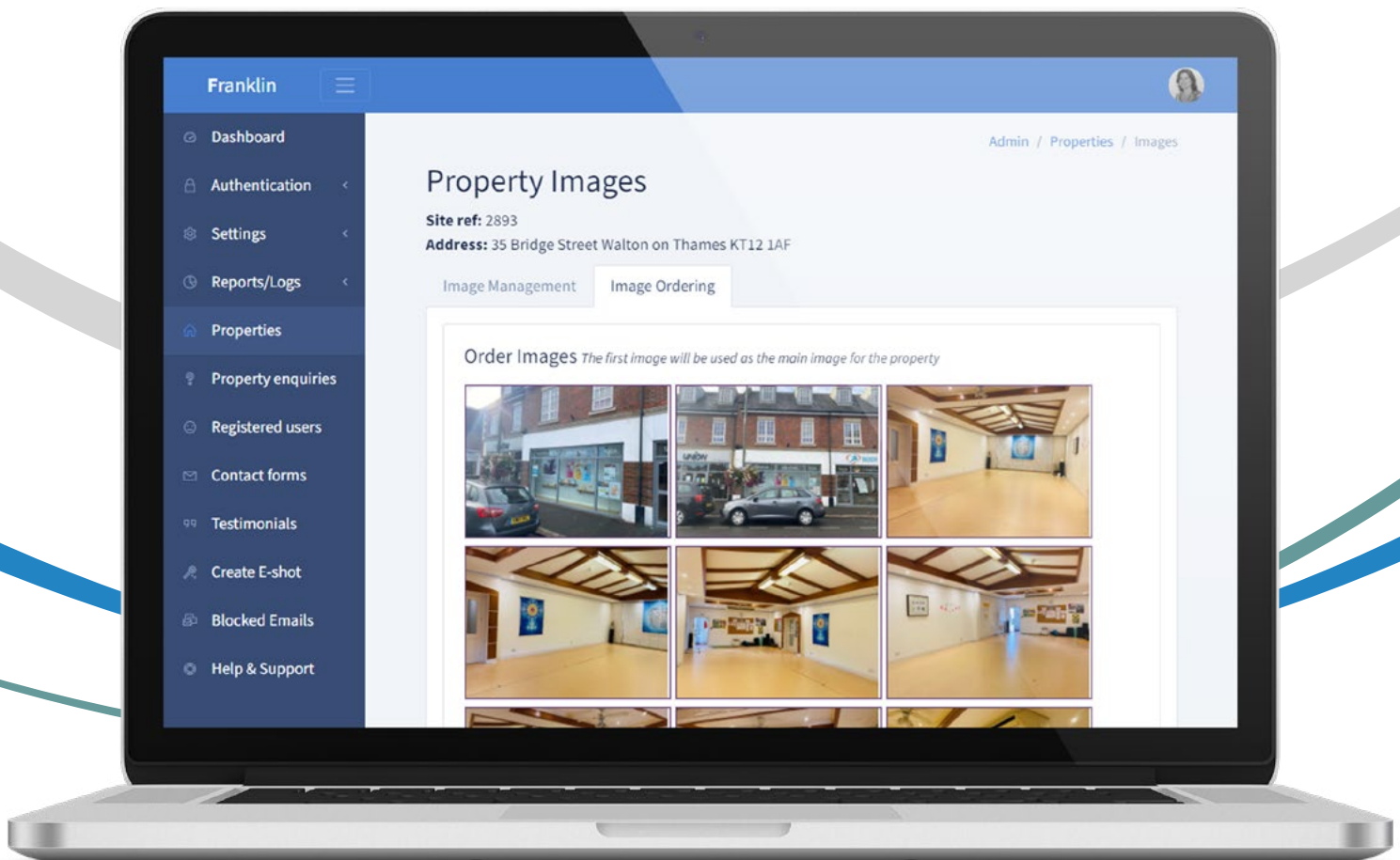


## Results

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.

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



## “ Client quote

*“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.”*

**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.



We can provide low-cost, bespoke, web-based solutions to make your business more **efficient**, more **responsive**, more **secure**

**01306 711 258**  
**[www.cmsystemdesigns.com](http://www.cmsystemdesigns.com)**



**We'd love to hear from you**