

PRESS RELEASE

Super Nova

taken from Sqm Magazine (January 2007)

For many of you working in estate agency the dream of owning your own business and working for yourself is exactly that, just a dream. The financial costs of setting up on your own can be enough to put off even the most entrepreneurial of people. First off you need to find offices, then you have to have those office decked out, find your staff and train them,



get the computer equipment, stationary, boards, the list goes on and on and of course you need to pay yourself a wage while you are doing all of this. However with Britain reportedly fast becoming the entrepreneurial capital of the world people are increasing finding ways to set up their business and achieve their goals no matter what and due to the high initial outlay of setting up a high street branch, this is leading to more and more people looking for an alternative.

Web agencies are becoming more and more common place within estate agency. We are not talking about the types of companies that just list your house on the internet for an upfront fee and then you never see or hear from them again but real estate agents who do a real job but are not operating from a high street office that you can visit. These agents may be operating from home or from a serviced office away from Town centres in order to bring their costs down. Obviously a web agency does not have the foot flow that a high street agency has but this is counter balanced with the fact that they are able to offer lower fees due to the fact that their overheads are much lower. One thing that concerns a lot of people who are considering going down the web agency route is that they are not only starting a new business that no one has heard of but they are also not giving people the trust of actually being able to see their office, however, a company based in the South West called Novahomes.co.uk may have just come up with a way of solving this problem.

Novahomes.co.uk was set up by Mark Savill and Jane Desforjes. Both had previously worked for many years for a corporate Estate Agency and have witnessed the changes in attitude both within the industry and the public. The idea behind Novavhomes.co.uk is that it is a nationwide franchised web agency. Therefore the more people that decide to work from under the Novavhomes.co.uk banner the bigger the agency becomes and thus the more



public confidence builds up, allowing you to work from home or from a serviced office but to still have a recognised brand on your marketing and adverts.

Jane has a background of some 10 years in Somerset and Devon as an experienced estate agent who passionately believes that the public have a right to an excellent level of service without having to pay an arm and a leg. Jane said, "The fee I am charging is incredibly cheap when compared to a traditional high street agent but the most important thing is the client gets the benefit of my experience and integrity".

Mark has been in residential and commercial agency since 1988 in the West Country, he was latterly the Area Director for one of the UK's largest independent estate agency chains. Mark told us "The large agents charge a large fee. We will be charging a small fee by comparison but I am determined that the service we give will be second to none". Mark has previously been a branch manager and more recently was an Area Director for a corporate and can help any new starters with their initial set up by working with them on their business plans, cash flow and profit and loss forecasts etc.

But what about the missed foot flow from not having that high street presence? Jane explained "Both of us come from a corporate environment, and part of what we were telling our vendors at the time was that 78 - 80% of our buyers and tenants were coming from the web. So we monitored where the rest of the buyers were coming from and they did not seem to be coming through the shop door. Don't get me wrong, you do still get people coming into your office when you are based on the high street, but more and more they tend to be the people that just happen to be in the area or have some time to kill. Nowadays a serious buyer is looking every week in the property papers and constantly checking the web. In fact the main difference I am finding at Novahomes.co.uk is that I don't get so many time wasters. Because people can't just walk in through my door and make enquiries that are really just to satisfy their curiosity it saves me the time of having to deal with that type of thing. If someone wants to contact me they have to either pick up the phone or type me an email and this seems to help weed out the serious people from the browsers".

Novahomes.co.uk franchises are available Nationwide and all enquiries should be directed through Jane on 01460 72225 or jane.desforges@novahomes.co.uk

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Embargo date None