

## Crucible Sales and Letting – Market research

- Our primary research source would be our own database of clients, we have around 10k people registered on our database as either a buyer, seller, tenant of landlord
    - ❖ We use mail chimp and survey monkey to send questionnaires to clients targeting the info we require.
    - ❖ We now ask all clients on initial contact whether we can keep in touch for marketing purposes.
    - ❖ The research we tend to look at would be buying patterns, customer journey and service expectations
  - The second source would be things like direct mail drops, facebook questionnaires etc.
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- The data pretty much remains the same for both, we judge our service standards by sending clients monthly surveys
  - We track our competitor via a back office system on Rightmove, this allows to see market share in terms of New properties to the market price reductions sales etc.
  - We also mystery shop our competitors by phone to see how they perform and what fee structures they are charging