

## CoStar Suite saves us time and helps us source new business opportunities



Company

**WHR Property Consultants LLP**



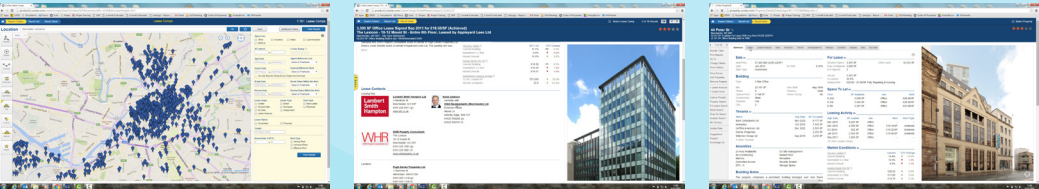
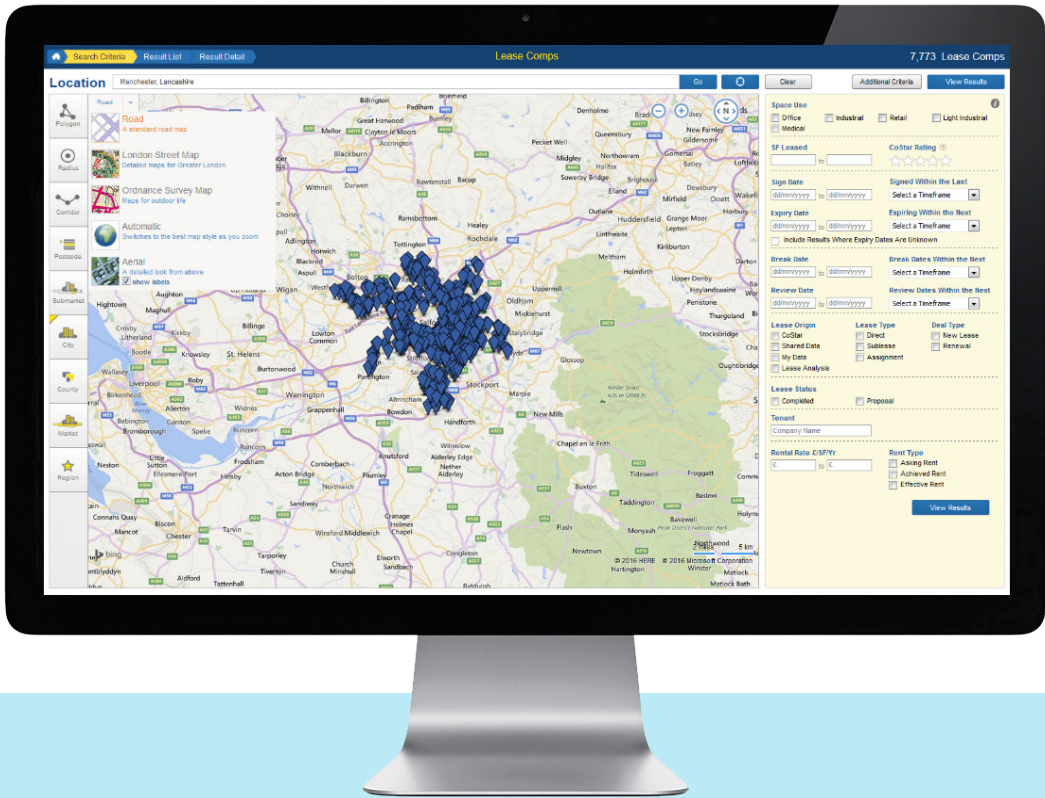
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WHR are the North West's largest independent multi-disciplined property consultancy, employing 31 staff from their Manchester City Centre office. They cover disciplines ranging from consultancy to asset and property management.

# I switch on CoStar at the start of the day

CoStar for me starts at the beginning of the day. We use it all the time, and particularly when I'm on the phone I tend to drop into it to pick up information.

I also use it to get the news feeds, which I find extremely useful, not only just for the North West, but also across the country because we deal with clients that are based down in London or in Scotland and it's always useful to know what they're up to and to bring it up in conversations.



“It helps to respond to clients quicker”

It's great for me when clients ring up and say “What do you think of my building in, say, Warrington?”. You can quickly check. You get the information up very rapidly and our clients appreciate having that ability, rather than the usual: “Okay, can I ring you back when I've got a bit of information?”. It actually supports me, making it sound as if I know the market in great detail.

## You can make important decisions fast

A good example on that is I spoke to a client on Friday, he's got a new building coming into the market, we're just finishing off the refurbishment of it and we've got to sit down and decide where we are with the competition, what price point we should be going out into the market with, what rentals, etc.

You sit down in a meeting room with either CoStar Suite or even with the CoStar Go iPad app and you can quickly

do your “Here's your building, within 500 meters of the building you've got X number of properties that we're competing with. The price points are ranging from, say, £15 to £25 a square foot.”

You can run through the competition and you can drill down to building detail, and you can make some pretty important decisions in a relatively short space of time.

## “We use CoStar for new business”



One of the things that we can do with it is business generation. I'm in the office occupational side and I look at lease events to know who's got the opportunity to move, to find companies that may be growing and see what their lease profile is.

I know our rent review team also looks at rent reviews to see where there may be opportunities to win business. We also look at the investment market, because obviously our clients are landlords and they want to be aware of what their asset values are. We can monitor the market to pick up all that information to advise them as to the appropriateness of certain tenants, whether they should consider selling the building, so on and so forth.

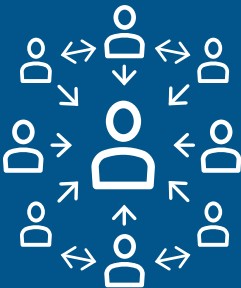
## It saves us time

In the days gone by, we would have had to look at the market, use the intel that we'd have got internally, ring up the agents to check on availability within the buildings, look at the current quoting rents.

It's the speed and the level of information and detail that you can obtain from it which saves us a lot of time. Otherwise we could spend a day validating that information to be able to go back to our client in order to have that credible discussion.

VALIDATING INFORMATION  
WOULD TAKE A DAY

COSTAR SUITE WOULD GATHER  
THE INFORMATION AND  
GENERATE A REPORT



VS





## The premier property intelligence source for Agents

CoStar Suite helps all agents save time and improve efficiency by connecting them to the UK's largest database of buildings and transactions, and a powerful suite of real-time data points.

With integrated CRE data, analytics and news, CoStar suite empowers agents with the tools and resources they need to effectively compete in the fast moving CRE market.

## The professional's verdict

Property professionals nationwide agree on the many benefits of CoStar Suite:

91%

say it enhances their market knowledge

82%

say it improves their response time to clients

84%

say it makes them more efficient

84%

say it makes them look more professional and knowledgeable

On average, a new client signs up to CoStar Suite every day.

Source: CoStar Suite 2014 Client Satisfaction Survey

## How are other clients using CoStar Suite?

Read more case studies at [www.costar.co.uk/CaseStudies](http://www.costar.co.uk/CaseStudies)

**CoStar SUITE**  
CoStar Suite case study: **Sale-Practices Agent**

**CoStar saves me time as a sole trader**



**Client:** Philippa Pocklington Real Estate  
**Number of Companies:** 1

**Challenge:** There was a significant gap in the market for a sole trader agent who could provide a comprehensive service to clients.

**Solution:** CoStar Suite provides a wealth of data and analytics, enabling Philippa to provide a comprehensive service to clients.

**Results:** Philippa has been able to significantly increase her client base and has been able to provide a comprehensive service to clients.

**CoStar SUITE**  
CoStar Suite case study: **Accountancy & Financial Marketing**

**CoStar gives us the whole market view to best advise our clients**



**Client:** Joe Newton - BDO LLP  
**Number of Companies:** 60,000 + worldwide

**Challenge:** We need a reliable and comprehensive view of the market to best advise our clients.

**Solution:** CoStar Suite provides a comprehensive view of the market, enabling Joe to provide a comprehensive service to clients.

**Results:** CoStar Suite has enabled Joe to provide a comprehensive service to clients, enabling him to provide a comprehensive service to clients.

**CoStar SUITE**  
CoStar Suite case study: **Industrial Agents**

**As soon as I set up, CoStar Suite was a must have.**



**Client:** Stephen St Clair - Roslyn Property  
**Number of Companies:** 2

**Challenge:** There was a significant gap in the market for a sole trader agent who could provide a comprehensive service to clients.

**Solution:** CoStar Suite provides a wealth of data and analytics, enabling Stephen to provide a comprehensive service to clients.

**Results:** Stephen has been able to significantly increase his client base and has been able to provide a comprehensive service to clients.

Contact us for more information and a live demonstration

020 3205 4500 | [sales@costar.co.uk](mailto:sales@costar.co.uk) | [www.costar.co.uk](http://www.costar.co.uk)

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