



“Inside a property management agency”
By Steven Thomson, September 2017

Property management agencies may seem, from the exterior, to be hard-nosed, tough to negotiate with and scary. But behind closed doors, there are people working around the clock to deliver the best possible service to their customers. Grant Property have navigated their entire business model towards customer service. This is shown by their outstanding portfolio of state-of-the-art apartments which they prepare, prior to their customers moving in. This is a huge part of what makes Grant the one of the leaders in their industry. The company continuously strives towards fulfilling their three core values:

Trust - Knowledge - Innovation

Grant gain trust by putting their customers first.

Of course, Grant have the two sides of property management to look after; the landlord and tenant. Many believe landlords receive specialist treatment over the tenants. **This is simply not true.** Grant take the extra step to make sure their prospective landlords are *suitable* to join their portfolio before they allow them to invest. Each and every landlord must pass a “fit and proper person” test before Grant consider representing them.

*Did you know: Grant Property only select the most **suitable** landlords to represent? This way, the tenants are under protection from untrustworthy, disloyal landlords plaguing the letting industry.*

It is important that the core values of Grant are upheld by everyone they do business with, not just internal employees.

By demanding that their prospective landlords invest in renovating the properties they represent, Grant clearly show their dedication to looking after their customers. Grant update all their properties every 7 years, to ensure that future tenants enjoy the same experience as previous tenants.

The selective criteria set out by Grant also applies to the properties which they seek out for investors to buy.

The investment process takes place around the central buying model that ensures each and every apartment is of very high quality in terms of location, size and accessibility.

For ever 100 properties Grant consider, only 1 will be bought.

This is due to the extremely high criteria they set, to make sure their customers are receiving the best apartments when they choose to let with Grant.

A great effort has been made making sure other people, other than the tenant and landlord, are happy with the work they do. By actively **reaching out** to the neighbours of the prospective apartments, they ensure that everyone is kept happy.

This involves “sensitive lets” where Grant only let to certain individuals such as working professionals as opposed to students, to ensure that the lifestyles of both parties do not conflict. Students tend to be much more outgoing than other demographics, which may cause issues such as noise complaints to arise.

The main value within Grant is **trust**. Grant realise that business is not a hard-nosed way of life, instead, it is about showing **commitment to people** and working in a way which benefits everyone involved.

By spending time with people from all areas of the company, it became apparent that everyone really cares about every individual that is affected by the operations of their business.

This is a company that truly realises the importance of working **with** their customers.

This blog was titled “inside a property management company”, yet most of the work Grant do involves a more inclusive, external approach towards their customer base. This is a perfect model for any business to follow. It shows commitment and reinforces the feeling their customers have:

When you let from Grant, you don't just get an apartment, you get a home.

