

## Virtual Viewing Case Study: Charles Bycroft & Co

Client sector: Property Sales



Established in 1981, Charles Bycroft & Co had established a strong reputation in residential property sales in East Anglia. The expansion of the company's services to incorporate Commercial property led it to commission Virtual Viewing to undertake a complete website re-development in 2006, incorporating a content-managed Commercial Property section (with facilities for upload of property details to RightMove) and details of commercial services within the context of a total visual re-design.

### Charles Bycroft's Objectives

- > To implement a new visual design with significantly greater image content, compared to a previously heavily text-based site, and incorporate the new company branding
- > To revise the company's web presence to introduce its Commercial services
- > To streamline administration processes for property record creation and maintenance
- > To introduce content management for other areas of the web site
- > To integrate sign-up facilities for a new Commercial customer mailing list.

### Virtual Viewing's Solution



### Design

Virtual Viewing worked closely with Charles Bycroft to evolve a site design that would cleanly divide its content into two main areas – Residential and Commercial – with a small number of 'common' pages given general company information.

A visual framework was evolved that incorporated images of properties that are representative of the company's residential and commercial property portfolios.

Virtual Viewing also provided templates and guidance notes to Charles Bycroft to assist them in developing new website textual copy.

### Content Management

To support Charles Bycroft in realising their objectives for the site redevelopment, Virtual Viewing implemented its OSCAR content management solution, configured in this instance to:

- > incorporate, in streamlined form, administration facilities for the addition and maintenance of residential property details
- > provide a parallel suite of administration screens for the upload and maintenance of commercial property details
- > introduce facilities for the management of textual and visual content of other areas of the site, allowing Bycroft to maintain details of its services to commercial and residential customers as required.



## Adding Features – and Benefits

The website redevelopment delivered further benefits to client and customer alike:



- > integration of the Residential Properties section with RightMove, enabling new residential properties added to the Charles Bycroft website (and any modifications to existing records) to be automatically transferred to the RightMove website as an automated overnight process
- > separate registration facilities for both Residential and Commercial Property mailing lists, with facilities for the user to enter property criteria to indicate their potential interest (eg location, size, price range)

- > inclusion of 'Request Information' links for each listed property – both Residential and Commercial – enabling the web site user to request property details immediately, and triggering a pre-addressed email to Bycroft with the unique property reference number including automatically in the subject
- > an online Valuation Request Form for residential properties to promote the company's Surveys/Valuation service.

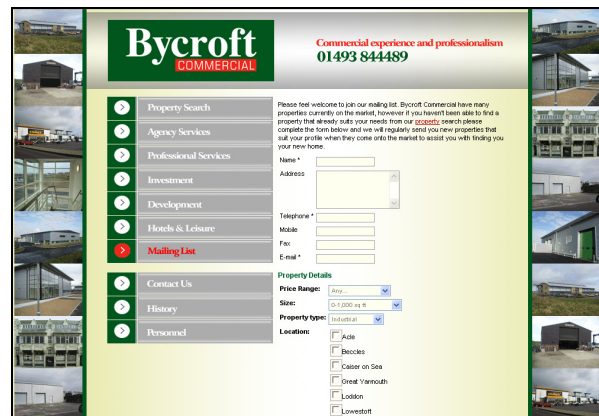
## What the Client Said

**“Working to a fixed budget, Virtual Viewing was able to completely redesign our website to bring the full, new range of our property services online.**

**The new website not only conveys a fuller picture of our services, but also enables us to maintain almost every aspect of the site ourselves.**

**Virtual Viewing's technical team were also able to troubleshoot and consolidate the updating of our residential properties to RightMove, to enhance our service to our customers.”**

**Daniel Bycroft  
Managing Director  
Charles Bycroft & Co**



## What Virtual Viewing did next ...

Virtual Viewing continues to work with Charles Bycroft to evolve the website in response to changing market demands. We have recently extended the website to incorporate a new residential lettings section, with full administration facilities and a separate automated link to RightMove for the wider promotion of available properties.