

Virtual Viewing Case Study: Oakhill Property

Client sector: Property Sales and letting management

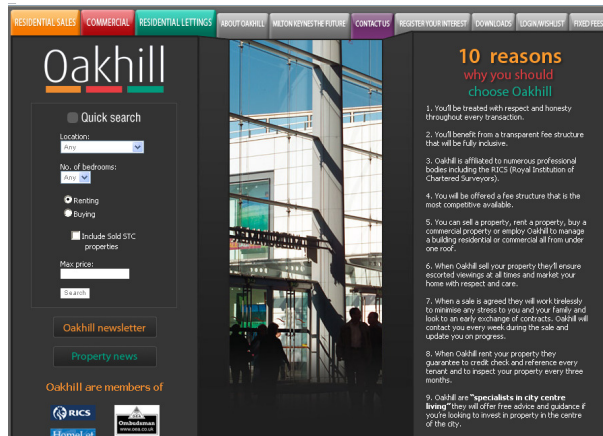


Oakhill is the fastest growing estate agents in Milton Keynes, and has recently secured 3,500sqft of office space in the city's new Hub:MK district. The new offices will feature plasma touch screens and superior interior design that will mark a change in the perception of the 'traditional' estate agency. The product of an intensive campaign of research, design and development, the Oakhill website (launched in July 2007) represents a major step forward for Oakhill – and a proud achievement for Virtual Viewing.

Oakhill's Objectives

- > To show the expansion of the company and the division of its activities into three main strands (residential sales, lettings, commercial property)
- > To implement a revised design that reflects the business changes
- > To provide enhanced functionality (eg links to location maps for individual properties, optional video for individual properties, e-mail newsletter, user 'wish lists', post-code searching options)
- > To include additional material to accompany new services
- > Linking office systems to automate a population of the new site's property databases.

Virtual Viewing's Solution



Design

This is a website where beauty goes well beyond skin deep. The re-launched site design is sleekly compelling, reflecting (and illustrating) the location and the young and vibrant nature of the company.

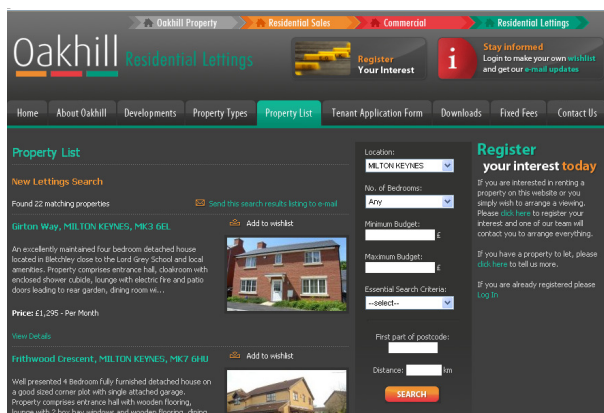
More importantly, it presents an easy-to-use interface for users of Oakhill's services for both property sales and rentals. With a Quick Search facility on the opening page, the design provides a family of colour-coded sub-sections for each of the main business areas that provide the perfect balance between differentiation and

Content Management and Automation

Virtual Viewing broke new ground by designing the site to integrate with Vebra, the UK's No. 1 provider of Estate Agency software and property portal services: this was a "first" in the UK and gives Oakhill significant operating advantages.

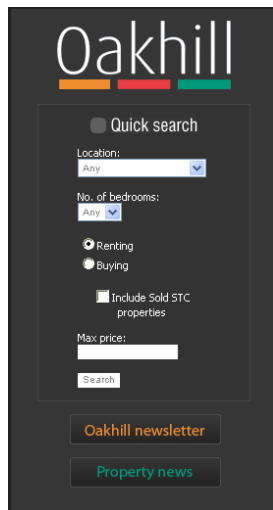
A bespoke deployment of Virtual Viewing's **OSCAR content management system** allows Oakhill to upload new properties in 'real time' thus guaranteeing that – where details are received before 3pm – a property can go live the same day.

When Oakhill update their back office systems, they now automatically update their website – and property entries on the RightMove and PrimeLocation sites - leaving them to concentrate on their core business. Not only are Oakhill 'first to market': so are their customers' properties.



Adding Features – and Benefits

The website re-development added a host of additional features:



- > content management of all information pages, enabling accurate and up-to-date information on all Oakhill services – including it's pioneering flat fee process – to be available at all times
- > comprehensive integration with Vebra, Rightmove, Homelet and PrimeLocation, making all properties available online to the widest possible audience without any additional resourcing requirements for Oakhill
- > **Property News** - the latest property market information and trends, at home and abroad
- > **'Oakhill Newsletter'** - a personal tool for Oakhill to make announcements to all its customers
- > each property page includes **links to email Oakhill directly** and to **view a location map**. Virtual Viewing's solution also allows Oakhill to add **video showreels** to properties, along with the expected photos, floor plans and property details.
- > integration of **Milton Keynes: The Future** - a 3D virtual tour, highlighting current and future developments in Milton Keynes, in which Oakhill aims to play a large part
- > **user wishlists** and **free registration for email updates**
- > **post-code based searching** by integrating a cost-effective third-party technology, enabling site users to hone searches by area and distance.

Virtual Viewing also introduced another radical twist: a **downloadable Desktop Application** that enables users to search for properties offline - a perfect tool for business professionals on the move. The application automatically updates with details of new properties that match their search criteria whenever an Internet connection is available – no need for repeat searches.

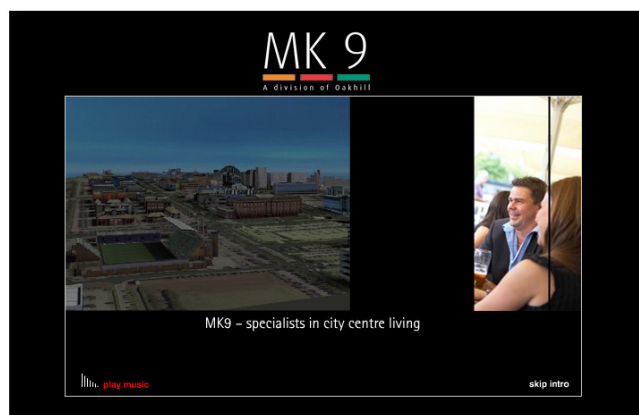
What the Client Said

Virtual Viewing's diligent and pioneering approach led not only to an effective, stylish and sophisticated solution, but also to a delighted customer:

"We needed a fast, sleek and stylish website that was supported by a simple and easy to use administrative facility that my team could access and manage at any time."

Virtual Viewing has delivered beyond our expectations not only by creating a superb new media solution but also understanding Oakhill's personal requirements."

Philip Grace
Managing Director
Oakhill



What Virtual Viewing did next ...

Since the site launch, Virtual Viewing have been commissioned to extend the company's web presence with its new MK9 branding – a web-based presentation for which Virtual Viewing provided all design and copywriting services.