

## Case study

# Halifax Estate Agents



### Challenge

Since 2004 Halifax Estate Agents has built up a network of licensed branches to supplement its existing wholly-owned branches. Initially this was achieved by recruiting licensees from within the organisation. Once this route had been exhausted, Halifax took the decision to approach a wider market (Cold Starts) for potential licensees, including key individuals in local estate agents, solicitors, letting agents and financial advisors. The challenge was to identify the right quality of licensee candidate within the right location in a controlled and manageable way.

### Solution

Halifax approached Response Worldwide to put a 'Cold Starts' strategy in place and implement a 2 year programme to build its licensed branch network in key locations. Response developed a highly targeted and localised direct marketing campaign with an objective of putting high quality and qualified candidates in front of Halifax sales people. Response managed all stages of the campaign, from the building of the database of named individuals for that location, making an initial approach via direct mail, managing the enquiries, qualifying the opportunity and setting up meetings with licensee candidates.

### Results

An initial 6 week trial campaign was undertaken in Brighton & Hove and 5 meetings were set-up with qualified licensee candidates. Discussions are on-going. Objectives were met and a programme of further local campaigns has now started.



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