**Activity 2: Estate Agent Case study**

The role play activity in this resource is based around a fictitious estate agent called ‘Peak Demand’. Here is a brief introduction to the business and a breakdown of its key areas and its aims for the future. About ‘Peak Demand’ Estate Agents:

* Set up in 2019 as a private sector, service-based independent estate agent with nine members of the team.
* They are primarily a B2C (Business to Customer) business, marketing and selling residential homes in the area around Manchester. However recently they’ve also branched into B2B (Business to Business), helping businesses find their own properties.
* They specialise in unusual and unique properties that many of the larger-chain estate agents wouldn’t normally focus on.
* They started the business in the traditional way but, from the start, installed cloud services so sales agents could work remotely. They regularly use video calls with staff and clients.

Key department areas:

* **Management**: Two managing directors’ set up and jointly own the business. They are hands-on where possible in all areas of the business.
* **Sales and Marketing:** Three members of the team, finding, promoting and selling properties.
* **Human Resources:** One HR manager that has been with the business from the start.
* **Research, Design and Development:** One person, tasked with integrating new technology to save time and offer opportunities to customers.
* **Operations:** Two members of the team provide valuations, viewings and liaise directly with existing and potential new clients.
* **Logistics:** One person in charge of internal logistics, including equipment and marketing material deliveries.
* **Finance:** One accountant, who also help create and build the business with the two Managing Directors (MDs).

Their overall 3-year plan:

* **Short term:** To embed the latest innovations and technology into marketing and selling property, including:
  + virtual and interactive house tours, the introduction of an improved dynamic website, apps and a social media presence
  + communicating with customers using instant messaging, video calls and smart technology.
* **Medium term:** To build on their success and become the leading independent estate agent in Manchester, built on a reputation for marketing and quickly selling any type of property, no matter the size, shape or design.
* **Long term:** To consider opening branches in other cities in the UK.