

# Repeat Signage is a Logic choice for Hunters Estate Agents



Hunters are the UK's fastest growing, independent estate agency and letting chain. They have a franchise network of over 100 branches throughout the country.

They established their business in 1992 on firm principles of excellent customer service, unrivalled pro-activity and the best possible results for their clients.

In the last 20 years, Hunters have gained valuable knowledge and experience during what has been a dynamic period in the age of estate agency. The growth and penetration of internet, mobile technology and social media has changed the way Estate Agents go about their daily business. This understanding has enabled Hunters to blend traditional customer service values with fast-changing technology, consumer attitudes and market conditions.

## Traditional estate agents

Traditionally a visit to an estate agent's premises, means you are usually confronted with a display of wall and window cards showcasing a property with a static image, price and brief details.

## The digital signage era

Hunters is at the forefront of the latest developments in the industry and were the first estate agents to introduce a mobile app for smartphones. Now working in collaboration with Logic 1st Ltd and Repeat Software Ltd they are able to offer a new solution to their network. The use of digital signage software for Windows can really help to bring estate agency displays into the 21st century.

This flexible software saves you time and money and offers many display options from a standard playlist, captions over images, scrolling customer alerts showing news feeds, special offers, open days, property blogs, featured property unique displays and the ability to integrate with RightMove direct and much much more.

"We are forever looking for the next best thing to attract customers to our branches, this versatile software does just that. I am happy to endorse its introduction to our network" Kevin Hollinrake, Managing Director and Co-founder of Hunters the Estate Agent.

## A window of opportunity

With high brightness, sun-readable display screens on the market, these are ideal for positioning in estate agents' windows for playing Repeat Signage presentations so that clients can view a wider range of properties even when the office is closed.

Another technology is window film. This looks similar to cling film but has projection properties that enable digital signage presentations to be projected onto a window to attract more customers. Touch screen film is also available on the market and as Repeat Signage has touch screen capabilities, this means that your clients can touch the outside of the window and interact to request further information such as a brochure or viewing appointment even when the office is closed.

## A Logic approach

Logic are offering to take the pain out of the whole process for you. As a company they have spent years building relationships with portals and software providers. They offer Repeat Signage software and then if needed they get the software set-up, some systems need firewall/router changes, etc. Where estate agents require further help, Logic offer full remote support, template design and fully automate the digital signage screen show. Working with Repeat Software Ltd, who developed the easy-to-use, professional software in the UK, any problems can be diagnosed and resolved quickly and easily. Alternatively, Logic can set up your feed with any Estate agent software provider and manage for a small monthly fee by means of a month roll-on support contract, they will look after your system remotely, resolving any problems, and will deal with your software providers if need be and also make any changes etc. which is also included.



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