

TAAP helps Galliard Homes sell £100M of Investment Property

Real-time data application specialists, **TAAP** has provided **Galliard Homes** with the technology required to sell over £100 million worth of deluxe apartments during a single weekend, in its latest buy-to-let ApartHotel investment, Westminster Bridge Park Plaza. During 22nd and 23rd October, forty sales people simultaneously used PDAs running OnTAAP LiveData to display information on individual apartments, track stock levels in real time and reserve units ready for order processing and exchange, enabling Galliard Homes to sell over 400 units to some 3000 attendees at the event.

OnTAAP LiveData allows Galliard Homes' sales people to run searches to suit individual investor requirements such as the number of bedrooms in each unit, aspect, price range and floor number. On selecting "search", the application queries the database via a wireless connection to the main server to identify exactly which apartments are still available. Individual information pages are then available on each apartment, including details such as square footage (in feet and metres), net rental return and the rate required on renting out the rooms to make the 6% nett return specified by Galliard Homes.

"Our customers like to be able to choose the exact unit they think will be most profitable for their price bracket," **David Galman** from Galliard Homes. "In the past delays in giving accurate availability information has led to investors being disappointed by finding their initial choice has been taken. Using TAAP's system with real-time availability levels and being able to instantly reserve suitable units has provided fantastic support to the sales guys on the floor, they've found it quick and easy to use and it is definitely a contributing factor to the high number of sales we achieved during the launch weekend."

Westminster Bridge Park Plaza will be a luxurious ApartHotel situated directly opposite London Waterloo station with unrestricted views over The Thames, Big Ben and The Houses of Parliament. In a major promotion in the run up to the inaugural investment event over 5000 prospective buyers pre-registered online at www.1westminsterbridge.com. TAAP provided straight through processing to its fulfilment partner to deliver personalised bar coded access cards via post the next day. The cards allowed for quick and easy entrance into the event by logging them into the TAAP system. Galliard was able to identify that over 70% of buyers were pre registered and build this into their ROI analysis for the event.

Galliard Homes required a flexible, real-time data application that resolved issues that could potentially lead to a missed sale when a client has a particular unit in mind only to find it sold by the time they get to the front of the queue. At the same time it needed to be accessible by over forty sales

people searching through information on over 900 units. Since it would only be used for pre-registration and the weekend launch, Galliard Homes required a system that was reliable yet easy to implement and use.

Steve Higgon, CEO of TAAP says, "TAAP's systems are ideal for data exploitation situations that require a fast setup with no overhead costs in complex, heavy weight IT equipment. In Galliard Homes case the user experience was extremely simple with training of the sales team taking place on the morning of the event, in a simple 10 minute session. All Galliard Homes had to do was concentrate on what they best – sell property."

About TAAP

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered "OnTAAP", that is, fast, flexibly and at low cost.

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