

Redmove Looks To Expansion As 2015 Proves To Be Most Successful Year To Date

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York-based estate and lettings agency Redmove, which was established by Michael and Yvette Redmond ten years ago, has announced that 2015 was its most successful year to date – a fact it puts down, at least in part, to its 'hybrid' model which combines the best of a traditional estate agency with the benefits of an online operator.

Starting off with the desire to offer customers complete honesty, integrity and transparency, the business had just one property on its books in September 2006 but has grown to now employ eight team members – in spite of the turbulent property market that tumbled at the end of 2007. Continuing to build on its success, a year ago it moved to new larger premises in Monks Cross and it's from here that Redmove plans to further expand.

Michael Redmond, Managing Director of Redmove, believes the continued success of the business can be attributed to the team's commitment to giving customers what they really need: "People are increasingly starting their property search online – indeed, Rightmove recently reported a staggering 31 million page views even on Boxing Day. However, with moving house still considered to be as stressful as divorce or the death of a loved one, the need for a personal touch remains paramount. At Redmove, we believe we've created a combined approach that meets our buyers needs.

"Sales and letting remains a fiercely competitive marketplace in York and whilst customers want to engage with a real team, they don't want pay over the odds. Being located at Monks Cross provides easy access to the city centre, with the added benefit of free parking, allowing our customers to engage with a real team with genuine local knowledge, but safe in the knowledge that costs are being directed at marketing their property, not maintaining a shop front in a prime location. The fact that we sold 20% more properties last year than in 2014 and increased our managed lettings portfolio by 50%, suggest that this approach is one that works."

Redmove does, however, combine this personal service with heavy investment in digital marketing and advertising and it prides itself on achieving a five-star google rating. Every property that is marketed with Redmove gets a voiced video detailing its key attributes, as well as being featured at the top of Rightmove when it first launches. Floorplans and professional photography are also standard for all properties.

Looking to the future, Michael continues: "What we've created is an accessible, locally based, team with a genuine commitment to serve our customers, backed up by the latest in online marketing. Some would call this a 'hybrid' model, but what is important to us is not how we're categorised, but how our reputation creates value. I think the fact that our first ever customer, for whom we sold a property on Phoenix Boulevard in the city centre, has just come back to us to market their current home proves this point perfectly. Building on our current success I'd like to see us expand this model throughout the North and believe that 2016 could be the perfect time to start this."

For further information about Redmove and any of its properties or associated services, visit www.redmove.co.uk or call 01904 488 444.

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