

01/04/10 - Harcourts offers one-of-a-kind personal service for property buyers and sellers

Harcourts has developed a unique 'Infolink' online service that in just 18 months has generated numerous buyer referrals, more than 400 property appraisals and seen those converted into nearly 50 sales and a further 64 listings.

Infolink is an online service which offers the website user instant access to property market information or personalised service, and then facilitates a referral to their nearest Harcourts office for property selling or buying.

This service is particularly useful for overseas as well as inter-state investors who are looking to buy or sell in the Australasian market and may not be familiar with market conditions or are unable to personally view the area in which they want to buy.

Harcourts International's Managing Director, Mike Green said the concept was developed to provide a fast and reliable service to potential customers.

"Once we receive an enquiry, the individual is instantly met with a personal response from our Internet Customer Service Manager and is given instant access to our unique Infolink website that displays recently sold properties both locally and throughout New Zealand and Australia. The client can then either opt to receive updated market information each month, or to have an appraisal personally arranged," Mr Green said.

"We believe in putting people first, and Harcourts works hard to ensure we are constantly introducing new and valuable services for our customers. There is no doubt more and more of our customers are 'on line' and this requires a complete 'rethink' of our service model"

Mr Green said approximately 10 per cent of enquiries through Infolink are from international investors, 40 per cent are from local investors and the remaining 50 per cent from owner occupiers.

"This unique system has great benefits for all customers; however those who don't live near the area they want to invest or sell in really reap the benefits.

"We can now provide valuable information for customers who up until now have found it difficult to source the information that we can provide."

Harcourts continues to develop new technologies to make the buying or selling process for customers an easy and pleasant experience.

To view Infolink, please visit <http://infolink.harcourts.net/>.