



Acorn has been using Radar for their front office sales and lettings business since 2010 in combination with CML's back office client accounts and property management software.

There are currently around 150 users of the software at 16 locations in London.

Neil Louth,
Managing Director at **Acorn:**

"We are thrilled to be taking this technology leap forward with Radar. As more and more of the agency business, and in particular the marketing, moves online we are taking advantage of the powerful new CRM features that Radar has to offer."

"Our negotiators are able to create virtual marketing campaigns by sending out high quality branded PDF brochures and HTML emails containing details of multiple properties to groups of many applicants at once, which gives us the power to communicate with our clients in way that was previously out of reach."

Requirements

From the outset Acorn stated that they wanted to see how their business as a whole was performing through one system, and to look at their multiple relationships with clients in one view. Radar was the answer...

User Experience

"The Radar user interface is simple to use and easy to pick up even for inexperienced and new staff, and CML's team have supported us closely through the process and responded quickly to issues. We have also found it to be stable and reliable... given that we are the first company to ever use the software we were expecting some significant downtime especially at the start, however there has been no outages since we went live which has been a pleasant surprise."

"We very much look forward to continuing this journey through to its ultimate conclusion, the 'joined up estate agency' of the future is here now!"

