



How to ensure a year of growth



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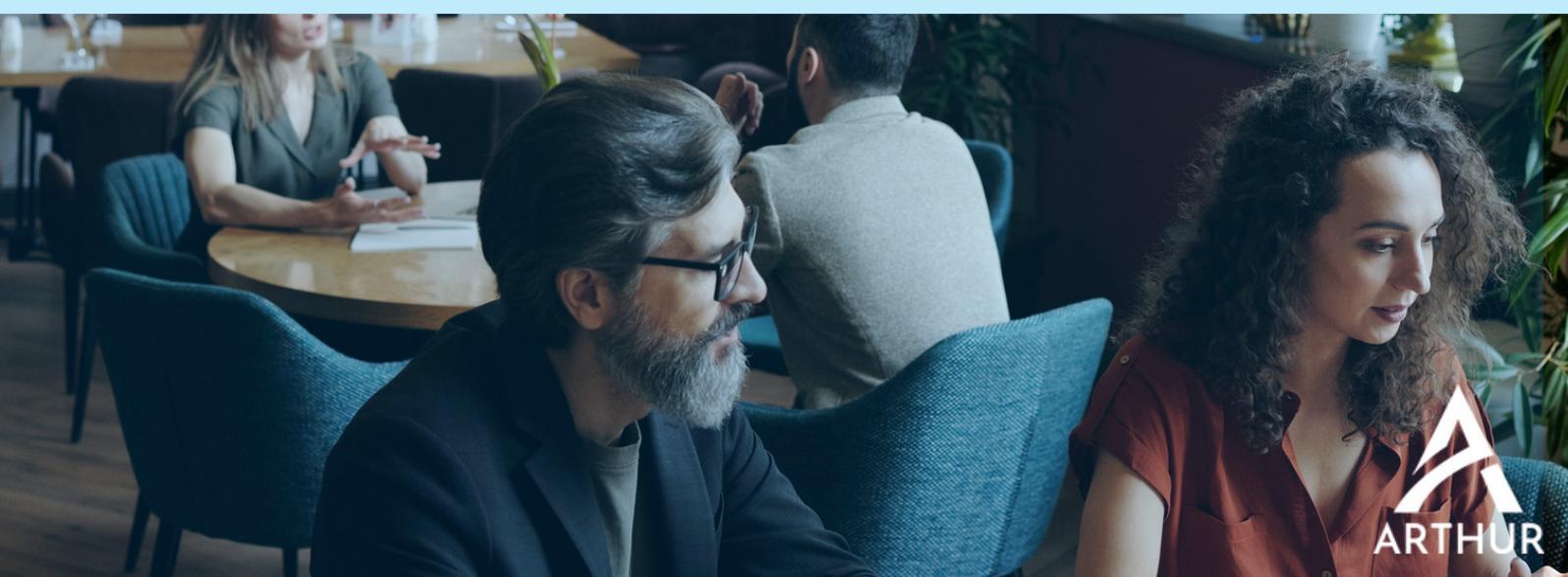
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Introduction

The beginning of the year is an important time to consider what you want your business to achieve moving forward. The new year offers new opportunities and chances to make crucial decisions that will contribute to your business growth and trajectory.

Making sure you kick off the new year in the right way will be greatly beneficial in helping you achieve your company goals and objectives.

Help your business save both time and money while increasing your businesses ability to efficiently grow your portfolio next year and beyond by reflecting, planning and making the necessary changes to help achieve your business goals.



Section 1:

Optimising your focus



New Year, New Processes

As December is typically a shorter working month, it can be difficult to keep track of all of the activities or outstanding tasks that need to be done before the end of the year.

It is important to prioritise the most important tasks that need to be done before the end of the year. Remember that the new year brings the possibility of new experiences, new business deals, and more success for your company!

Going into the new year with outstanding tasks from the previous year means that you start the year off in a disadvantageous position. You will be spending more time catching up rather than focusing on new plans for the year ahead.



New Year, New Processes

If you have a large number of tasks at the end of the year then it might be time to consider streamlining your processes and boosting your efficiency.

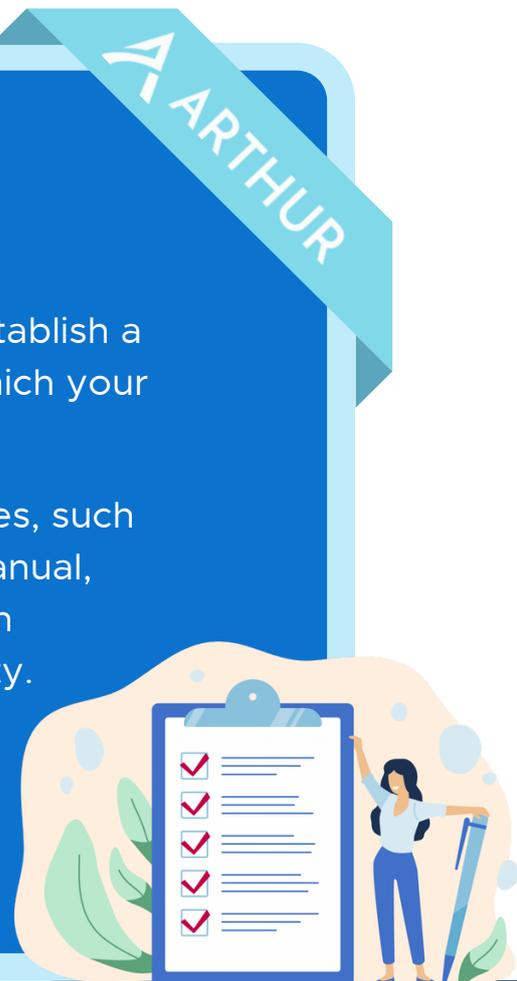
In the coming year, investing in software that can help your business to avoid some of the time consuming, costly errors that have been made in the past is an excellent way to move forward.

How Arthur can help

Arthur simplifies the lettings process, by bringing everything onto one platform, enabling you to establish a fully integrated, scalable infrastructure around which your business can rapidly grow.

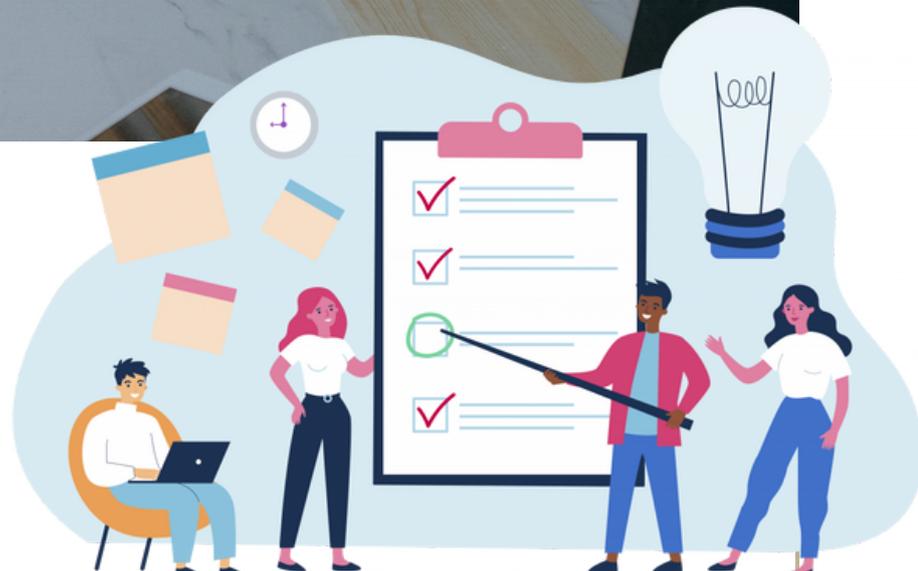
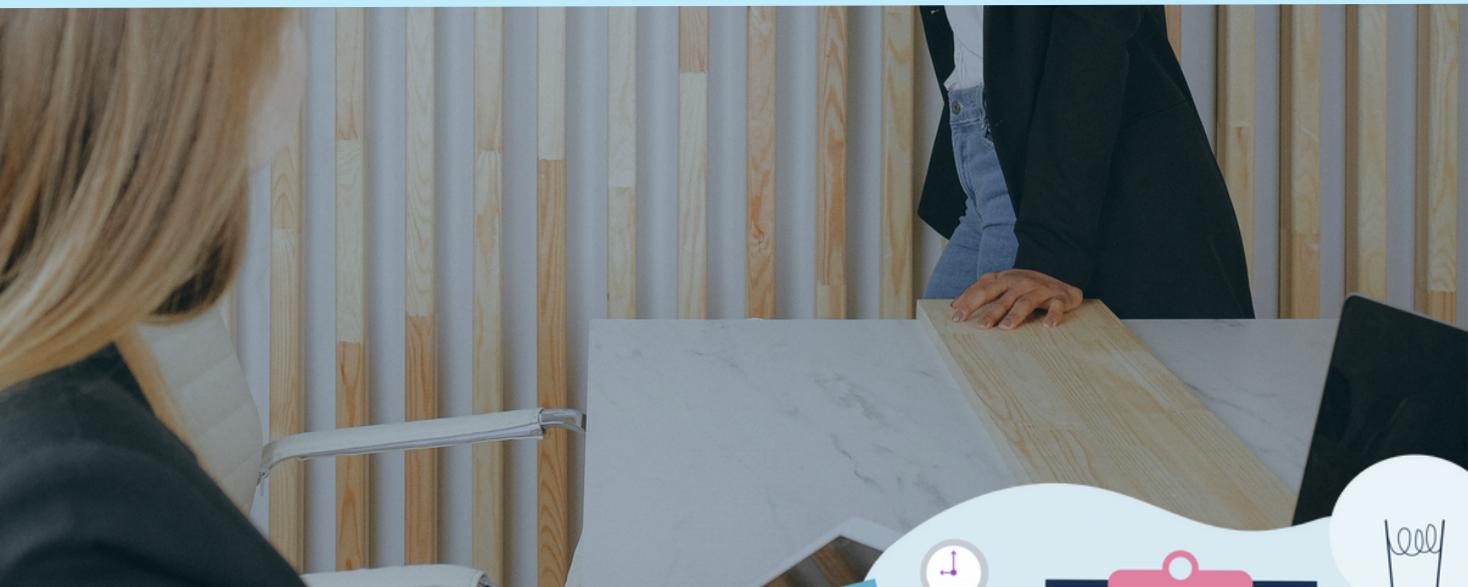
Customised automation and integration capabilities, such as automated maintenance workflows, cut out manual, time-consuming tasks which allow you to focus on revenue-generating tasks and increase profitability.

Simplify, manage and elevate the lettings process whilst also saving substantial amounts of time and money with Arthur.



Section 2:

Reflecting and evaluating





Take time to reflect

Like with any business, there will be things that have gone well and some that haven't throughout the year. If there were decisions that didn't turn out as well as you wanted, remember that the new year offers new opportunities to try new things or improve your processes.

Ultimately, all business decisions are made with the aim of increasing revenue and profitability. Not all decisions are guaranteed to make you money, however, if they were then all businesses would succeed. Just because they didn't succeed financially, however, doesn't mean they can't help you make better decisions next year.

It is important to reflect on not just new decisions made that year but also systems and processes that have been in place for longer. You need to consider if they are still working for your business or are they no longer suited to your business's needs. For example, if they are causing issues with double entry, accessibility or efficiency.



Take time to reflect

The new year is a great time to sit back and take stock of your business as a whole.

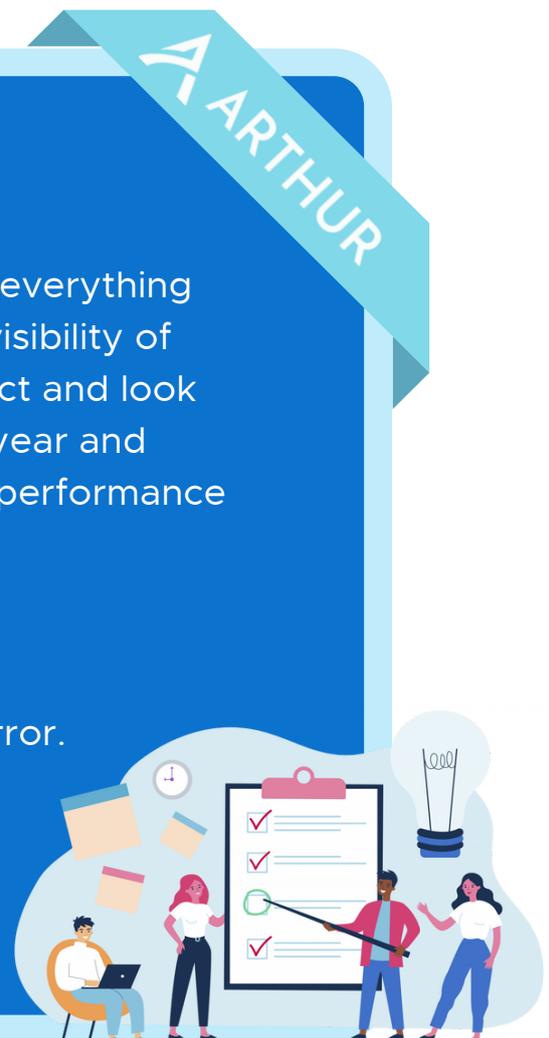
Reflection is one of the most important things to do at the end of the year to be sure that you put your business in a better position moving forward. Think about what went well, what didn't go well and what your business can do differently moving into the new year.

How Arthur can help

With a fully integrated and centralised system, everything you need is in one place. Arthur gives you full visibility of your business so you will be able to easily reflect and look back at your business's performance over the year and beyond, allowing you to compare and analyse performance across your portfolio.

Additionally, having full visibility of your key business data in one place not only improves efficiency but also reduces the risk of human error.

Arthur can also help you create custom reports that can be instantly shared with stakeholders.



Section 3:

Planning ahead





Plan for the future

In order to plan for the year ahead, you should use your reflection of the past year to figure out the business's strengths and weaknesses, what your goals should be and what you can do differently to achieve them

Creating realistic goals for your business is vital. If you set unrealistic goals, while desirable, they can immediately set your business up to fail, which can be extremely discouraging. Goals that you can achieve with the available resources are fundamental for planning the year ahead.

You can't know exactly how the coming year will unfold, so it is important to allow a certain degree of flexibility to your plan. It is almost certain that there will be unforeseen factors over the course of the year that affect your business plan. Hopefully, these factors won't be as severe as a global pandemic, but it is still beneficial to allow room for change in your plan.



Plan for the future

Businesses that don't plan can get left behind while others adapt and change. Without clear plans and goals, your business can become disorganised and unfocused as both you and your employees are unsure of what you are working towards. A solid plan can help boost morale and efficiency across the whole company.

It is therefore important that any plans are communicated clearly to all members of staff so they understand any change involved and why that change is necessary for your business. Unclear communication and fragmented business structures come to the surface during times of change. If all stakeholders aren't made clear of business goals and direction the likelihood of your plan succeeding decreases.

Plan for the Future

“
**A business plan
creates 30% greater
chance of growth**
”

Henricks, M. Do You Really Need a Business Plan?

How Arthur can help

Arthur offers embedded checklists in tasks which ensures that teams can clearly plan and keep track of tasks associated with multiple properties. This is beneficial as people can actively acknowledge where they need to pick up and where others left off.

By bringing everything onto one platform, all your staff has access to the key business data necessary to see what they are working towards.

Additionally, Arthur offers a suite of apps for all stakeholders, so for example, your owners will have visibility of their portfolios and the relevant information for them.



Section 4:

Enhancing the customer experience



Treat your clients well

Ensuring excellent customer service for both your landlords and tenants is crucial for business success and should be central to your business plan due to the fact that it can result in lower void periods, higher retention of landlords and positive word of mouth.

Having poor transparency and the inability to readily check property-specific information instantly, can lower property owners' confidence in your businesses ability to manage their properties.

Establishing a centralised channel of communication for all stakeholders ensures that everyone is efficiently kept in the loop. This enables your employees to provide quicker response times and makes the process of tracking previous and current communication with stakeholders much easier.

Treat your clients well

If the onboarding process is arduous or complicated, this can lead to dissatisfied tenants and an increase in drop-offs and cancellations, resulting in a waste of valuable resources. Having outdated platforms and systems complicates the process and makes it unnecessarily long.

Automating steps of the tenant journey, including onboarding, is another great way to enhance the customer experience as it can help streamline your communications and improve overall customer service. Automation can include features like auto-reminders and auto-responses to common tenant issues that will help reduce your response times and increase tenant satisfaction as well as save you valuable time.



Treat your clients well

Introducing automated reminders for rent payments minimises the chance of tenants forgetting to make payments and allow them to have time to prepare to make the payments if for whatever reason they are unable to that month.

How Arthur can help

By bringing all stakeholders onto one platform, Arthur streamlines communication for all parties. Via Arthur's occupant app, tenants can report issues and access all aspects of their tenancy including documentation and rental statements.

Arthur can increase transparency with your property owners too with tools such as owner specific dashboards and apps where they can view critical business information, boosting their confidence in your management of their portfolio and reducing the time spent communicating.

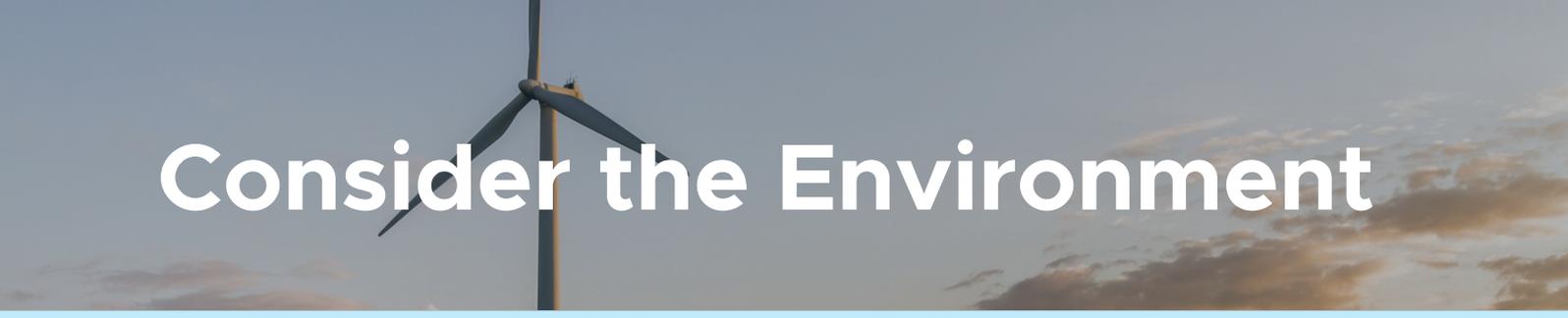
Equipped with an advanced automation engine, Arthur allows you to add automation to each stage of the tenancy journey as well as the option for you to create custom automation that can be suited to your specific business needs.



Section 5:

Thinking Green





Consider the Environment

“Thinking green” or incorporating sustainable practices into your business can be seen as a time-consuming, costly or insignificant task that your business is better off ignoring. You might also think that it will be too much work to change the way your business operates and switch to a more sustainable way of working.

Introducing sustainability into your workplace doesn't have to be a hassle, but it can be an activity that brings everyone together. Speaking to your employees about the importance of sustainability and making it a policy in the workplace can also help with establishing the culture in the workplace.

Your lettings agency might consider sending out digital documents and e-signatures, as they not only reduce paper waste but will also save your business both time and money. The costs of paper and postage, as well as the processing time for documents and contracts, will be greatly reduced.

Consider the Environment

In addition to benefiting the environment, being greener can help your business. According to a 2021 study by LettingaProperty.com, “more than half of tenants would be willing to pay more rent in order to live in a greener home”. Making your company and portfolio greener also gives your business an advantage against competitors and sets you apart.

How Arthur can help

Arthur's integration with Signable will allow your business to send and receive documents with signatures (or that require signatures) digitally without having to send a physical document to be signed.

With Arthur, there will be no need to have a physical filing system for clients as all property information and notes can be stored on the cloud-based system. This allows for easy access to data and a more organised portfolio which will build confidence with landlords.

Arthur also offers a scheduler for virtual viewings, allowing you to stay on top of your booked viewings and flexibly carry them out remotely.



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company's growth?
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