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Industry

BCF offers a professional intermediary service arranging business finance for business and property developers across the south of England.

Uses Glenigan

To expand its marketing activities within the construction industry.



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David Brown
Director, BCF

Glenigan is a 'No Brainer' for BCF

Providing a range of financial services to businesses and property developers, BCF is the south coast’s leading business finance broker. Based in Poole, Dorset, BCF offers a professional intermediary service arranging business finance for clients across the south of England.

The company has a proven track record of delivery using a range of financial lenders including building societies, merchant banks, venture capitalists and private funders. BCF works with businesses to provide hands-on management of the whole financial process, taking each transaction to its conclusion and liaising with all of the other professionals involved including valuers, building surveyors, solicitors, accountants and the lending principals.

The Business Requirement

With some 2,000 property developers across the south of England already in its client roster, BCF was looking at expanding its marketing activities within the construction industry when it opened a subscription with Glenigan two years ago.

“The credit crunch was a difficult time for us but we realised that the only way to get through it was to concentrate our efforts on a really strong marketing push,” said David Brown, Director of BCF.

“My personal assistant found Glenigan while researching ways of expanding our contact database and, following a demonstration of the product, we realised that it could really help to grow our client list.”

The Glenigan Solution

Working with the account management team at Glenigan, BCF devised a strategy of tracking planning applications to identify market opportunities at the earliest stage of the development process. A weekly file of projects relevant to BCF’s business requirements is sent direct to the company’s offices, which forms the basis of their marketing activity.



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“Every Friday we receive a list of projects which could be of interest to us and we decide which opportunities we want to take forward,” said Brown.

“The information is tailored specifically for our company, for example it doesn’t feature any housing associations as we do not traditionally work with them. This makes it much easier to identify the firms we should be focusing on.

“We then use the Glenigan system to prepare target lists and mail merges – our entire marketing activity originates from it.”

He added: “Our lead in time could be anything up to four years so we need to know about projects at the earliest opportunity. As Glenigan allows you to track projects from their inception, we can monitor all developments and make contact at just the right time.”

Results

BCF has secured a number of major contracts through its subscription with Glenigan, including a £600,000 office conversion. The company also recently launched its Q2 marketing incentive using Glenigan data.

“It’s not an exact science but we only need to get one deal to more than recoup our monthly subscription costs,” Brown said.

According to Brown, what really sets Glenigan apart from its competitors is its commitment to providing the very best customer service through its expert account management team.

“Prior to using Glenigan we used a competitor lead service. One of the things I really appreciate about Glenigan is the attention they give to their customers,” he said.

“Our Glenigan account manager has been very helpful in setting up mail merges for us and helping us to find the data we need.”

He added: “The breadth and depth of Glenigan’s coverage is impressive and the system is very easy to use. For us, it’s a no brainer.”