



REITs Case Study

The timing of this campaign (Jan 2007) was to take an early marketing advantage in the Government changes in the REIT regime which commenced on 1 January 2007. Chartered Developments were able to assist our client in the follow up of a timely mailshot where potential clients were asked if they were considering the opportunities arising from these changes.

Although the technical details of REITs are complex, Chartered Developments were able to converse at a senior level to secure appointments and build relationship with key targets on behalf of our client.

Client profile

A UK 100 law firm with over 100 partners over 4 offices nationally; a strong emphasis on property and tax expertise.

The Brief

To gain introductory meetings to discuss the possible opportunities offered from current changes in the REIT system.

Target data

The client sourced companies in construction and real estate within certain size parameters over a UK-wide geographical spread.

The Result

Appointments were made with new target firms and the brand awareness of the specialist capabilities of our client have been firmly established within the construction and property services sectors. The client continues to be in contact with those firms and looks to maintain those links to secure future property work.