



Issue Number 1

16 September 2008

Forthcoming events

Networking Lunch

12:30 - 14:30 on

Thursday 25th September 2008

at **Pattersons Restaurant**

1 Mill Street, London W1S 2AX

REAL SERVICE Joint event with Corenet Occupier Group

08.30 - 10.30 on

Thursday 2nd October 2008

at **Land Securities**

Cardinal Place, Victoria Street, London SW1

Networking Lunch

12:30 - 14:30 on

Wednesday 5th November 2008

at **Pattersons Restaurant**

1 Mill Lane, London W1S 2 AX

REAL SERVICE

"Sustainability" Occupiers

Perspective

08:30 - 10:30 on

Tuesday 25th November 2008

at **Prupim**

Dear All,

Click on the newsletter item you wish to view

- **Welcome to the new term**
- **REAL SERVICE Residential Group makes giant strides in year one**
- **Your lives made easy by simplified Best Practice Index process**
- **Service Charge Compliance Index pilot nears completion**
- **The Big Breakfast**
- **Marks & Spencer on all things green**
- **Starters orders for Customer Satisfaction Index**
- **Faces to names**

Welcome to the new term

Welcome to a new term for REAL SERVICE and with it an important new membership benefit.

REAL News is our club's E-newsletter, which will be emailed to you monthly packed with updates and topical items of interest. As well as keeping you informed of forthcoming events and new developments within REAL SERVICE, we'd like REAL News to become a forum for discussion and a place for members to share and showcase examples of best practice.

With the downturn in the economy having such a profound effect on the property industry, there will be plenty to talk about in the months ahead. What's also clear is that with customer retention and improving property performance through customer service being top of the agenda for many of you, there has never been a more important time for REAL SERVICE as we enter our fifth year.

We hope you find REAL News interesting and useful. Your feedback, ideas and contributions are welcome. Please contact REAL SERVICE manager Louise Freethy on telephone 0207 887 6155, or email lfreethy@real-service.co.uk



REAL SERVICE Residential Group makes giant strides in year one

Members of our Residential Group have marked their inaugural year with the successful completion of their first Best

City Place House, 55 Basinghall Street,
London EC2V 5DU

REAL SERVICE Networking

Social

18:30 - 20:30 on

**Wednesday 10th December
2008**

at London

Venue TBC

REAL SERVICE Networking

Lunch

12:30 - 14:30 on

Wednesday 21st January 2009

at Pattersons Restaurant

1 Mill Street, London W1S 2AX

REAL SERVICE Breakfast

forum - Delivering world class service

8:30 - 10:30 on

Tuesday 24th February 2009

at London

Venue TBC

REAL SERVICE Networking

Lunch

12:30 - 14:30 on

Wednesday 18th March 2009

at Pattersons Restaurant

1 Mill Lane, London W1S 2AX

REAL SERVICE Results

Conference

09:30 - 13:30 on

Wednesday 22nd April 2009

at London

Practice Index, the results of which were presented at a conference in July. The Group comprises a host of influential names including: ARIM, Cluttons, Dorrington, Evenbrook Group Limited, Grainger Plc, Grosvenor, The Church Commissioners for England, Touchstone CPS. We look forwards to seeing Residential Group members at our events throughout the year.



Your lives made easy by simplified Best Practice Index process

Our technical experts have been hard at work over the summer streamlining the on-line self-assessment process for the Best Practice Index (BPI). In a nutshell, the process has been simplified with previous evidence and history and ActionTrak entries being visible on one screen. So when it comes to making this year's submissions, your lives should be a whole lot easier!

A member of the REAL SERVICE team will be contacting everyone individually shortly to brief you fully on the new developments. But anyone curious to find out more before then should contact Louise Freethy on telephone 0207 887 6155, or email lfreethy@real-service.co.uk and she'll happily spill the beans!



Service Charge Compliance Index pilot nears completion

Over the last few months a working party of ten members has been piloting the proposed new REAL SERVICE Service Charge Compliance Index, the results of which are due next month.

With service charge transparency remaining under the spotlight, this is regarded as a very important initiative for REAL SERVICE as well as the property industry as a whole.

By way of background, the Service Charge Compliance Index is a new benchmarking programme developed by REAL SERVICE in consultation with members to monitor the compliance of our members with the RICS Service Charge Code of Practice, introduced in April this year. For more detailed information about the Code visit

www.servicechargecode.co.uk .

Once the results of the pilot are known and have been audited by the RICS and PMA, it's anticipated that participation in the Index will be open to the rest of the membership by the end of the year. The first Index is due to be published in May 2009, enabling members to compare their performance with their peers.



The Big Breakfast

The breakfast session on 2nd October looks set to be a feast of food and fantastic discussion not to be missed. Being jointly run by REAL SERVICE and occupiers group CoreNet Global UK, the event brings together property owners, managers and occupiers with an interest in improving customer satisfaction within the property industry.

Venue TBC

REAL SERVICE Study Tour

on

13th - 15th May 2009

at UK Study Tour

Venue: TBC

REAL SERVICE Northern Event

09:00 - 11:00 on

Wednesday 3rd June 2009

at Bruntwood Estates

Manchester

Entitled 'Occupier Loyalty – Fact or Fiction', the event will explore the findings of the second UK Occupier Satisfaction Index (co-sponsored by CoreNet Global UK) and the debate with cover questions such as:

- Does the identity or brand of the landlord make a difference to occupiers?
- Is there a link between property performance and customer service?
- What could landlords and managing agents do to change the perceptions of occupiers?
- How could occupiers help the supply side to understand their needs better?
- How can the pace of change be increased?

The venue is Land Securities, Cardinal Place, Victoria Street, SW1 with proceedings kicking off at 8.30am. To book your place email Andrea Aron at: aaron@real-service.co.uk



Marks & Spencer on all things green

Please also pencil in two events in November. Our next Networking Lunch is on 5th November from 12.30-2.20pm at Pattersons Restaurant, 1 Mill Street, London W1S 2AX. A topic for discussion has yet to be confirmed, so feel free to contact us with your suggestions. Places are limited to 14. To book your place email Andrea Aron at: aaron@real-service.co.uk

Another really big breakfast is being cooked up for 25th November at Prupim, City Place House, 55 Basinghall Street, London, EC2V 5DU. This is when Crispin Burrige, who heads a team responsible for the policy and delivery of sustainable construction within the Marks & Spencer Property & Store Development Group, will be speaking on the subject of 'Sustainability – an Occupiers Perspective'. Look out for more details about these events in the next issue of REAL News.



Starters orders for the REAL SERVICE Customer Satisfaction Index

The REAL SERVICE team will shortly be chasing you for data to get the long-awaited Customer Satisfaction Index (CSI) up and running.

In case you've forgotten, the CSI - supported by the REAL SERVICE Steering Committee and the BPF - will enable members to compare results of their own Occupier Satisfaction Studies with other REAL SERVICE members and with the UK Occupier Satisfaction Index (also known as OSI, visit www.occupier-satisfaction.co.uk for more information) on a consistent basis.

You will soon be provided with online access to a database in which to submit the quantitative results of seven core questions. Once all the data has been inputted, we will be in a position to publish mean and quartile ranges in report format, giving you the chance to compare your customer satisfaction levels with your peers.

More detailed information about how to participate in the CSI will appear in following REAL News issues.



Faces to names

Finally, as it's the start of a new term and a time when you'll be hearing a lot more from us a lot more often, we thought we would introduce/reintroduce the staff.



Howard Morgan
Managing Director



Louise Freethy
Manager



Saville Kaufman
Operations Director



Sue Flatto
Senior Consultant



Denise Taylor
Senior Consultant



Gillian Westford
Senior Consultant



Danielle Sanderson
Senior Consultant



Andrea Aron
Administrator

