



# **REAL** SERVICE

BENCHMARKING REAL ESTATE SERVICE EXCELLENCE

## **PRESS RELEASE**

**15<sup>th</sup> September 2004**

### **BPF BACKED REAL SERVICE BENCHMARKING GROUP GROWS RAPIDLY**

#### ***New Real Service Index Launched***

Real Service, the customer service benchmarking group backed by the British Property Federation, is growing rapidly with the addition of Bruntwood Estates, one of the largest privately owned property companies in the north of England and Healey & Baker Investment Management.

There are now a total of 16 members of the group that include Land Securities Prudential Property Investment Managers (PRUPIM), Legal & General, ING REIM, The Crown Estate, Grosvenor, Brixton and Slough Estates.

At the same time, Real Service is being officially launched to its members on Wednesday, 22<sup>nd</sup> September, with a reception hosted by Grosvenor where Howard Morgan of Kingsley Lipsey Morgan will present the pioneering benchmarking programme and timetable for the first year.

During the first six months each of the members will self-assess themselves against the Real Service best practice framework for customer service with the results verified by Kingsley Lipsey Morgan. In the early part of 2005 the members will receive a report comparing their performance against their peer group.

The benchmark measures how, and how well, the property provider is delivering service to its occupiers. It can be used to compare the providers' performance for all property types including offices, retail and industrial properties.

Chris Oglesby, Chief Executive of Bruntwood, said: "For many years we have regarded ourselves as a service provider and have restructured our business to ensure our customers receive an enhanced level of service. While we have made progress in this area, as owners of 4.8 million sq ft of property across Liverpool, Manchester and Leeds, we are determined to continually improve our customers' satisfaction. The Real Service Group will allow us to measure what we have achieved so far and through our membership we look forward to working alongside our peers to further develop customer care in the property industry."

At Healey & Baker Investment Management, William McLeod, comments: "Active management requires investment managers to fundamentally rethink their relationship with occupiers. Real Service will enable us to develop innovative solutions to driving property performance and customer/client satisfaction."

"We expect that the benchmark will provide a vital tool for members to track improvements in their services and that has to have an impact on the bottom line"

**END**

**For further information:**

**Howard Morgan**  
**Kingsley Lipsey Morgan**

**Tel: 0207 887 6155**  
**Mobile: 07801 628554**

**Richard Aylwin**  
**Aylwin Communications**

**Tel: 0207 269 9100**

**Editors notes:**

1. A group of leading property owners, with development partner, The British Property Federation, formed The Real Service Group, a benchmarking club to encourage best practice in customer service and improve the understanding of the link between service and property performance. Founding supporters of this initiative include Land Securities, Prudential Property Investment Managers, Brixton, The Crown Estate, Slough Estates, Grosvenor, The Church Commissioners, The Portman Estate, Dorrington Properties and Marchday Group.
2. Membership of the Real Estate Customer Service Group is open to property owners and fund managers, both BPF members and non-members. .
3. The benchmarking process will be confidential and detailed results available to Group members only.

4. Kingsley Lipsey Morgan will manage the benchmarking process and coordinate the delivery of services to members.
5. The Group will operate as a non-profit making Company Limited by Guarantee.
6. Kingsley Lipsey Morgan is a specialist research, training and management consultancy for the property industry (founded in 1998) that works with property owners and managers to improve service delivery and property performance.