

# CLIENT CASE STUDY: CONSTRUCTION SECTOR

## Company Profile

**Client:** John Austin & Partners | Austin Newport Ltd  
**Industry Sector:** Chartered Quantity Surveying and Management Contractors  
**Partnership Duration:** June 2006 – to date

*John Austin and Partners is a Quantity Surveying & Project Management practice offering Employer's Agent, Quantity Surveying and Project Management services, specialising in restoration of historic and listed buildings throughout the UK.*

*Austin Newport Ltd is the 'sister' company of John Austin and Partners, providing Professional Management Contracting from inception to completion of a building project.*

## Strategic Vision

Gary Newport appointed ROM Consultancy with a view to increasing turnover and also promoting the two sister companies both active in the Historic and contemporary building sectors:

**John Austin and Partners** [Chartered Quantity Surveying]  
**Austin Newport Ltd** [Management Contractors]

***"ROM is behind you,  
promoting your business,  
for the right reasons and in  
a professional way"***

**Gary Newport, Director**

## Original Brief

Gary recognised the need for further penetration into the Oxford University sector due to increasing demand for historic restoration, integration with new build and development of the conferencing market i.e. high quality conference facilities/accommodation. The strategy was to create openings with Universities and meet decision makers to whom John Austin and Austin Newport were unfamiliar.

Parallel to this strategy was to penetrate sectors such as High Net-worth Estates, Listed Hotels, Private Schools, Loss Adjustors, Land Agents, Churches and privately-owned historic homes.



## Clear Results

Within 18 months the results for both John Austin & Partners and Austin Newport Ltd were very clear:

- Increased turnover and profitability for both companies
- Greater exposure and awareness among decision makers in target markets
- New business for both companies
- Access to an accurate quality database of decision making contacts and market intelligence
- Bespoke quality visual marketing material for introductions, presentations and seminars
- Conversions as a result of marketing, presentation and networking a prominent conference

## Reaching Decision Makers Rapidly...

The consultants at ROM are a passionate and professional team who have the skills to rapidly research and find high level decision makers, identify routes to market and key information in relation to breaking news, leads or any other market intelligence presented to them. Their tenacity and knowledge of communication and relationship development has **resulted in conversions** for both John Austin & Partners and Austin Newport and penetration into highly desired organisations.



## Our Market Intelligence

“Detail contained on the database and the format of the reports are first rate”, says Gary Newport. ROM accurately maintains records of research, conversations with prospects, exploring and finding answers to many questions regarding current providers, competitors, opportunities, routes to market, and any other information which will enhance decision making and improve chances of converting.

*“The partnership has made me understand the importance of marketing. It’s helped me appreciate market intelligence; its importance, what it tells you and how it can be used.”*

**Gary Newport, Director**

## Marketing Tools: Innovative, Bespoke and Very Effective

“Through good listening and true understanding of our business ROM has absorbed our needs and **delivered innovative marketing material which help potential clients quickly and effectively understand our services**”. “ROM continually suggests new tools required for developing the business and turnover, as the dynamics of the market changes”, says Gary.

## Conference/Seminar Facilitation

ROM facilitated Gary Newport’s presentation to the Chartered Institute of Loss Adjustors at Aston University named `Right Advice at Right Time`. ROM developed the PowerPoint design, consulted on the key messages, generated interest to raise attendance, managed technical facilities, preparation of handouts and effectively networked during the event. Feedback from the target audience was excellent and the delegates were very receptive towards the presentation.



## ROM Services

John Austin & Partners | Austin Newport Ltd have employed a range of ROM services including:

- **Business Development Consultancy and Strategy**
- **Strategic Telemarketing**
- **High Level Appointment Making**
- **Market Research**
- **ROM CONCEPT Management – Profitable Creative Solutions**