

# spicerhaart

## CONFERENCE AND AWARDS

### 2014

TOBACCO DOCK, LONDON

# 25 YEARS



■ haart

■ DARLows

■ Felicity J. Lord

■ HAYBROOK

■ CHEWTON ROSE

■ Just  
Mortgages

■ Valunation  
Chartered Surveyors

■ iSold.com

■ ChainFree.com

# CELEBRATING SUCCESS – THE SPICERHAART WAY

OVER 650 STAFF FROM ACROSS THE UK JOIN THE FUN



“Who will forget Paul’s wellies in a hurry – especially if you now have a cute welly boot keyring attached to your car keys!”



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**W**hat a party! What a show! The Spicerhaart 'Family' celebrated the way we know best at the 2014 Annual Conference and Awards, hosted by glamorous TV presenter Gabby Logan.

Laughter, cheers and airhorns filled the warehouse at Tobacco Dock in London's East End on February 27th as comedian Lenny Henry amused and entertained the 650 guests who'd gathered from across the UK.

And what a way to celebrate the company's 25th anniversary year. Chief Executive Paul Smith announced that group turnover had topped £100 million, and we'd delivered the best profit performance since 2007.

"Just hear that figure and know that you have all played a part in making it a reality," he said, to rapturous applause.

The day began with details of the new and exciting group-wide strategy, with a film highlighting the core beliefs which all staff are expected to demonstrate. Who will forget Paul's wellies in a hurry – especially if you now have a cute welly boot keyring attached to your car keys!

Gabby then gave Managing Directors Russell Jervis, Andrew Benn and Antony Lark a gentle grilling before staff were invited to ask questions. And what happened to the 'selfie' that the MDs took with Gabby and Lenny? Unfortunately Russell forgot to actually take the picture!

There were plenty of surprises too, with Paul announcing a change in format for the 2015 conference. "Next year, this conference goes international," he teased, as the CK Gospel Choir took to the stage and sang an a cappella version of Alicia Keys' "New York". "Any clues?" He said, as the audience went even wilder.

But only 200 will be jetting abroad next year – those who have gone above and beyond in terms of customer service combined with top results, taking on board the Group's new strategic vision.

Plus there were some Magic Moments too – with £4,000 donated on the day for our very own charity, adding to the £1 million which has been raised during the past quarter of a century. Thank you to everyone for your kind contributions.

Finally, a massive congratulations to all our finalists and winners, who enjoyed an amazing party.

Find out over the next few pages who will be going on a trip of a lifetime to Abu Dhabi in November. Will you be among our winners next year? The journey starts now.

# BEING THE BEST, BIGGEST AND MOST EXCITING!



"25 years ago, I began this journey with my Dad, which started in Regent Street, Cambridge. Look where we are now. Welcome to our family, our latest addition, Twickenham branch!"

And so began this year's conference as Chief Executive Paul Smith took a trip down memory lane before fast forwarding to the future. As Paul told the audience: "When we started, we had ambition to be the best, the biggest and the most exciting independent estate agency in the UK."

"25 years later – there is no doubt that we are the BEST, the BIGGEST and the most EXCITING independent estate agency in the UK and this is down to YOU - our wonderful people!"

Outlining the new strategic vision for the company, he explained: "I want our 'Family' to grow profitable market share, to ensure that we have sustainable businesses that can operate in any market condition and benefit everyone who works for Spicerhaart."

He explained the corporate objective was to list as many properties as possible in all of our businesses, using careful planning and remaining agile to cope with any changes in the fiscal climate.

"We will continue to put YOU and our customers – at the heart of everything we do," he said, before Managing Directors Russell Jervis, Antony Lark and Andrew Benn picked up the baton and continued the charge.



Right: Cambridge Spicer McColl.  
Below: Twickenham haart



# VIEW FROM THE MANAGING DIRECTORS

## *Looking forward to the future*

**W**e need to evolve," said Russell Jervis, Managing Director of Estate Agency. "Our customers are changing... our business is coming under increasing scrutiny... the market has been picking up... and with the increase in the number of High Street and online virtual estate agents, being an agent that our customers can trust and having integrity will play a major part in making us stand out from the competition."

With that, Russell unveiled our new Ambition House, summarising our new strategy, before handing over to Financial Services Managing Director Antony Lark who highlighted the company's key objectives:

"Firstly, we want to significantly grow our revenue – let's not be complacent with making £100 million," he said.

"Secondly, we want the majority of our businesses to be delivering a profit margin of over 15 per cent – we know that some of our competitors are already achieving this, so we should be too.

"Thirdly, we want at least 85 per cent of our customers to be recommending us to their friends and family – and to want to use again themselves.

"And fourthly, we want more than 85 per cent of our employees to recommend Spicerhaart as a good place to work – we realise that you, our colleagues, are the single most important factor in achieving our vision. It is only with your help that we can get there."

He then highlighted some of the exciting new group-wide developments before handing to Andrew Benn, Managing Director of Lettings, to underline what we need to do to help the company evolve.

"To succeed in our evolution, we must never forget who we are," he said. "It's important for us to keep our new core values and beliefs in mind at all times. Acting in accordance with them will keep us on the right course and will continually increase the strength of the company."

### Our Ambition



Lenny Henry taking questions from the floor for the Managing Directors.





## WHY THE SPICERHAART FAMILY MATTERS

### *Our future is your future*

With his usual dry sense of humour, combined with a serious message, Non-Executive Chairman John Spence spoke with passion about the challenges facing Spicerhaart.

Taking the new strategy as his cue, he reminded everyone of the company's aim to become 'the leading provider of property services in the markets where we operate'. “Any strategy is only as good as the people who implement it. Only the great Spicerhaart family can turn our ambition into reality. ”

"You need to stay fit, and lean, and mean and focused, and targeted on what you are going to achieve. And that's called having a strategy," he said.

"Strategy is about knowing how to get from A to B in the most effective way, avoiding the rocks and the greatest risks, taking advantage of the current and

**“**Any strategy is only as good as the people who implement it. Only the great Spicerhaart family can turn our ambition into reality.

making sure that you create conditions which go with you.

"Any strategy is only as good as the people who implement it. Only the great Spicerhaart family can turn our ambition into reality.

"The concept of a family means mutual commitment, our commitment to you, your commitment to us and more importantly your commitment to each other.

"Families have rules, they have standards and ways of working, they help each other, they love working with each other and rewarding each other."

And he concluded: "You can do anything, whatever obstacle you face, whatever hurdle in life you have to go through. If you want to do it, you can do it, you will do it and you will be the better for it. Spicerhaart. Our future. Your future. Your achievements. Your rewards."

## OUTSTANDING CONTRIBUTION AWARDS

### *Amazing results receive recognition*



**A**cross the Spicerhaart group, everyone has made an outstanding contribution in their own way. However, four people received special recognition.

CEO Awards were presented to Financial Services MD Antony Lark and to Peter Krelle, the MD of Land and New Homes, for delivering record profits in their divisions. FS made £1.6 million and Peter's team made £12 million. Well done!

The Chairman's Award was presented by John Spence to Steve Lamb, Head of IT, who was praised for his quiet determination at the helm of Magic Moments, our charity which has gone from strength to strength.

More than 200 children, siblings and parents went to Disneyland Paris last year, a sizeable increase on previous years.

The conference was shown an extremely moving video featuring a young boy with severe disabilities whose mother told how memories of their trip to Disneyland helped them through the difficult times. An important reminder of just how valuable the support our charity provides to the beneficiaries.

A Special Award was presented by Estate Agency Managing Director Russell Jervis to Group Training Manager Steve Sparrow as a thank you for all his hard work over the years. Steve is taking semi-retirement and we wish him well on his travels.

Top: Antony Lark and Left: Peter Krelle receiving their awards for delivering record profits in their divisions.  
Below left: Steve Sparrow receiving his outstanding contribution award.  
Below right: Steve Lamb receives his award for his service at the helm of our charity, Magic Moments.



# AWARDS: ESTATE AGENCY

## APEX HIGH FLYERS



1st: Sam Samad, Felicity J Lord Bow

## CUSTOMER SERVICE



1st: haart Arnold

## CHEWTON ROSE BRANCH OF THE YEAR



1st: Colchester

## TOP NEGOTIATOR ON EXCHANGED POUNDS



1st: Patrick Forrester, haart Colchester

## MOST LISTED UNITS SOLD



1st: Justine Hoy, haart Bury St Edmunds

## TOP BRANCH ON DMA PHONE NUMBERS LOADED



1st: haart Lincoln

## TOP DIVISIONAL SALES DIRECTOR – MARKET SHARE GROWTH



1st: Gwyn Gittins, East



2nd: Mel Mills, haart Bury St Edmunds



3rd: Chris Lee, Felicity J Lord Shad Thames



2nd: Haybrook Barnsley



MOST IMPROVED DIVISIONAL SALES DIRECTOR ON TOTAL PROFIT



2nd: Rasik Bhudia, haart East Ham



2nd: Linda Stringer, Haybrook Hillsborough



1st: Lyn Carpenter



2nd: Paul Abel, Middlesex and M1



1st: Mariel Roe, Felicity J Lord



1st: Mariel Roe, Felicity J Lord



1st: haart Bury St Edmunds



2nd: Kevin Shaw, South



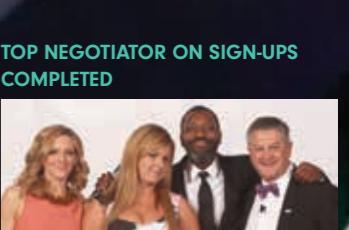
1st: Justine Hoy, haart Bury St Edmunds



1st: haart Nottingham



2nd: Hayley Chandler



1st: Holly Cannill, haart Hucknall



2nd: Rob Smith, North and Haybrook



2nd: Gwyn Gittins, East



2nd: Haybrook Crystal Peaks



1st: Suzanne White, Haybrook Barnsley



2nd: Alan Waterson, haart Colchester



2nd: haart Lincoln



1st: Kyra Daniel, haart Exeter



2nd: Rasik Bhudia, haart East Ham



3rd: Gwyn Gittins, East



3rd: Jacqui White, Metro



1st: haart Farnborough



2nd: Patrick Forrester, haart Colchester



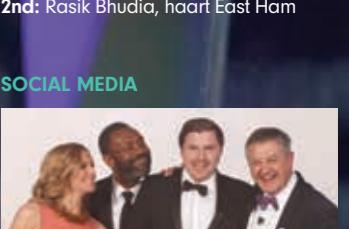
3rd: Kenneth Siddall, Haybrook Rotherham



1st: John Saville and Alan Campbell, Felicity J Lord



2nd: Tim Burgess, haart Milton Keynes



1st: haart Rayleigh



1st: Felicity J Lord Bow



2nd: haart Streatham



2nd: Karen Kelle, South



3rd: Michael Donnelly, haart Sutton



2nd: Haybrook Chappeltown

# AWARDS: ESTATE AGENCY

# AWARDS: RESIDENTIAL LETTINGS

TOP BRANCH PROFIT



1st: Felicity J Lord Bow

TOP DIVISIONAL DIRECTOR - PROFIT V BUDGET



1st: Sat Basi, haart Leicester

TOP BRANCH ON INSTRUCTIONS V TARGET



1st: haart Leicester

HIGHEST OCCUPIED GROWTH



1st: haart Brixton

APEX HIGH FLYER



1st: Andy Greer, Felicity J Lord Stoke Newington

TOP DIVISIONAL DIRECTOR - PROFIT V BUDGET



1st: Duncan Jones, haart and Haybrook

TOP BRANCH - BANKED INCOME



1st: haart Bury St Edmunds

TOP APPOINTMENT MAKER



1st: Rasik Bhudia, haart East Ham



2nd: haart Ealing



2nd: Sharief Ibrahim, haart London



2nd: haart Fleet



2nd: haart Tooting



2nd: Nick Powell, Darlows Canton



1st: Tommy Taylor



2nd: haart Colchester



2nd: Andrew Wallington, haart Romford



3rd: Felicity J Lord Canary Wharf



1st: Joseph Parker, haart Leicester



1st: haart Walderslade



1st: Felicity J Lord Bow



3rd: John Foster, haart Colchester



1st: haart Bury St Edmunds



1st: Bleddyn Davies, Darlows Wales



1st: haart Leicester



2nd: Anton Chattoo, Haybrook Sheffield



2nd: haart Shepperton



2nd: haart Ealing



2nd: Paul McGrath



2nd: haart Dagenham



2nd: Haybrook Sheffield



3rd: Gemma Bond, Felicity J Lord Bow



1st: Felicity J Lord Greenwich



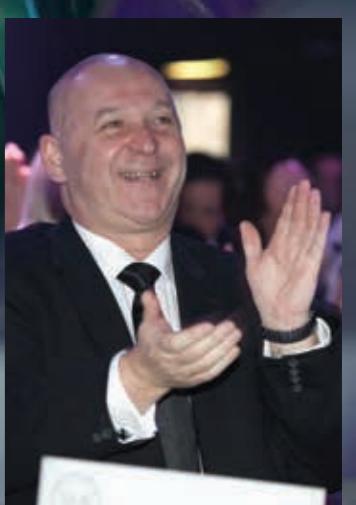
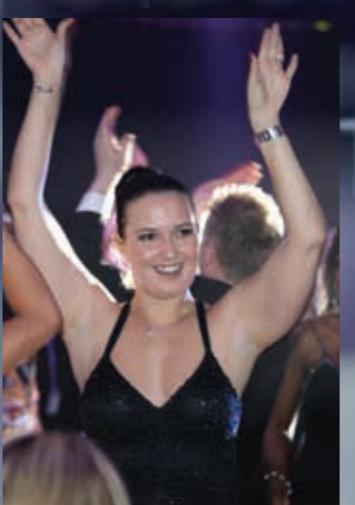
1st: Gemma Ealden



1st: Mariella Petralia, Felicity J Lord



2nd: Felicity J Lord Bow



# AWARDS: FINANCIAL SERVICES

# WE PUT YOU IN THE DRIVING SEAT

## *Elite and Premier League winners announced*

**N**ew for 2014 Russell Jervis announced that our top 10 performing branch managers and consultants from 2013 in terms of profitability will get the chance to spend more time with Paul Smith and Business Managing Directors to talk about their success, the issues they are facing and what help they need to perform even better.

Every quarter, all Elite managers will come together for half a day to meet with the CEO and a number of Directors. We will invite speakers to join us and will spend time developing innovative ideas that will help us on our evolutionary development path. And we'll round these sessions off with a lunch or dinner.



We'll be publishing a monthly league table for our branches and the top performing EA and Lettings branches from within the Elite Group will compete each month in terms of performance against specific targets set by the MDs. The top branch will win the use of a fabulous car, for that month. Our Elite managers will also get a top car choice for their day-to-day car.

Our next 20 branches and consultants for 2013 in terms of profitability will form the Premier League. Each branch manager will attend an Annual Dinner with the CEO and the executive team, plus we'll operate a similar star car monthly competition.

# ABU DHABI DOOOO

*First-class hospitality lined up for first-class performers*



**“**There are plenty of award categories to reward individuals and branches. My message to others is don't think you can't win, you can!”. **”**

**H**ow many people will be mimicking Fred Flintstone in the months to come, we wonder, with Abu Dhabi in their sights!

Arabian splendour, captivating culture and fascinating heritage await 60 talented team members, who will be jetting off to the capital of the United Arab Emirates in November 2014 on an amazing expedition.

Among them will be Perry Rose, who nearly choked on his red wine at conference when he learned his team at Rayleigh haart had scooped the award for best use of social media.

He said: “I was dazed. I wasn't expecting anything, but it goes to show that there are plenty of award categories to reward individuals and branches. My message to others is don't think you can't win, you can!”

Perry praised his brand champion Danielle Brennan, Sales Negotiator, for her work updating the social media feeds. He said: “Building brand recognition on Facebook and Twitter are important. The click of the button can deliver as much as three or four hours spent canvassing on the streets.”

The branch has 1195 Facebook 'Likes' and every day the team post new properties, open house events and more - including when customers say thank you with gifts. They also incentivise purchasers and vendors who 'Like' the site by putting them into a quarterly draw to win £50 of Marks and Spencer vouchers.

# PARTY TIME!



Earthlite Boogie Band



