

Challenge

Allsop is a firm of independent property consultants, established in 1906, providing a comprehensive range of commercial and residential services. Allsop is probably best known as the UK's largest and most successful auction house. Within the residential auction market, Allsop has established its reputation as the UK's no. 1 through consistent investment in trade and regional advertising. In 1987 its first auction had 8 lots. In 2008 its auctions have averaged in excess of 500 lots per auction. The challenge has always been to manage the increasing number of advertisements within the same tight deadlines.

Solution

For the last 20 years Command D has played an integral role in Allsop's success within this market. As well as having unrivalled knowledge of the trade and regional press, we have put in place a seamless process for planning, booking, designing and supplying the advertisements within a 72 hour time slot.

Results

Even in these turbulent times when other auction houses have struggled to sell more than half their substantially smaller catalogues, Allsop was able to sell 86% of lots at a recent auction. Demand for its services has increased and additional auction dates have been added. Command D continues to play a key role and currently helps manage £1.2 billion worth of Allsop sales from both residential and commercial auctions.

