



## Intermediate Market – Business Audits

### London and East Midlands

**ikon was asked independently by two leading providers of low-cost homes for first-time buyers to assess their business effectiveness in the area of housing for sale. These organisations recognised the scale of risk and opportunity involved in running an effective intermediate housing market business. Each aspect of this commission culminated in a comprehensive report, objectively assessing business performance based on our own experience and expectations and measured against industry benchmarks and indicators.**

**Client:** Major Developing Housing Associations

**Service:** Business Analysis and Improvement

ikon also carried out face-to-face interviews with a range of staff within each organisation from the chief executive through to customer service staff.



#### The brief:

ikon's work included establishing a brief for a comprehensive review of all aspects of the processes linked to developing and selling homes to first-time buyers. This included up-front risk assessment procedures and processes, liaison between different departments involved in the sales process, customer service procedures and a review of sales and marketing expenditure and effectiveness.

**ikon**