



BEST DEVELOPER

# Building trust



In the first of a series profiling winners of last year's OPP Industry Awards for partnership, we look at why Property Logic impressed our panel of independent judges most in the hard fought Best Developer category

Agents around the world need to source new product in the destinations demanded by core clients and new buyers – but who should they work with? Against a tough global economic backdrop, where developers and master agents are paying commissions later and later, how can agents gauge the reliability of their partners?

The OPP Industry Awards were launched two years ago to not only identify the companies working in the right way, but to provide agents with the criteria they should use when considering who to sell for.

## Comprehensive package

The winners of the OPP Awards for 2008 all demonstrated the most comprehensive support of partners to a carefully selected panel of qualified judges. In the first of a series of award profiles, OPP this month looks at why Property Logic won the award for Best Developer Partnership Programme.

Specializing in large-scale luxury leisure and new tourism destinations,

Property Logic is building Le Jardin de Fleur in Morocco – which also has fractional packages currently being marketed by David Lloyd Resorts.

Judges were initially impressed by the variety of glowing testimonials from agents who have worked with Property Logic, all praising the developer for its marketing support, after sales and prompt payment of commissions.

"It has been possible for us to confirm a sale in 10 minutes with the use of their on-line brochure facility and the simplicity of the reservation and contractual procedures has

ensured that all transactions take place speedily and with the minimum stress for the client (and agent!)," said Ross Taylor, Managing Director of TMPA. "We have also been very impressed with the quality of the material provided to us which has been invaluable for our PR purposes."

"Property Logic is an absolute joy to work with," added Joanne Thompson of Moroccan Sands. "Most queries are usually answered during

the telephone conversation; if not the response times are always much sooner than expected. Commissions are never an issue and are always paid on time within the given two-week frame of the payment schedule."

## Commission structure

Under the terms of Property Logic's commission structure, the first 5% is paid to the agent upon the client's first 20% payment of the total property price and the final 2-3% when the second 20% is paid. No retentions are applied and the developer works to a strict 15-day payment policy for all its agents. Something that impressed judges most was Property Logic's strict 'no direct sales' policy to incentivise its partners and protect commissions.

The reliability and financial security of developers is a major concern for agents. Property Logic's primary product 'Le Jardin de Fleur' works within the 'Plan Azur' framework, and all developments within the Plan Azur carry a government guarantee to complete constructions within the given timeframe (so should anything threaten the solvency of Property Logic the client's investments remain secure).

Partners are always supplied with all appropriate paperwork including planning permissions as well as building and related insurance policies. "Property Logic's hotel partnerships introduce a third party to further guarantee the protection of all financial investments through operational and maintenance expertise plus a large-scale reservation system aiding the touristic rentals scheme," said a spokesperson.

One of these partners is The Rezidor Group, which signed a hotel management agreement with Property Logic in June 2008 for the operation of two of their resorts in Mediterranean Saïdia under the Radisson international hotel brand. "Property Logic stands out as one of the most professional partners we have had the pleasure to work with," said Rezidor's Director of Business Development Romain Avril. "The quality of information provided, their expertise, efficiency and the transparency are all virtues that we value in an industry partner."

## Marketing support

Marketing support can make or break sales and Property Logic,