

Pure Bridging Case Study

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Pure Bridging are a principal bridging finance lender offering short term loans from £30,000 to £2,000,000 secured on property.

Set up in 2006, Pure Bridging were innovative in focusing on offering quick decisions on short term loans. In today's fast moving, financially savvy market, consumers are looking for short term loans to secure second properties, release equity for investment and increase cashflow.

Pure bridging have ambitious growth plans to take them from a start up bridging lender and grow, step by step, to become one of the top building companies in the country.

Pure Bridging were determined from the outset that the correct technology platform would help them realise their growth plans, and invested in Target*Bluechip* to support their marketing and service levels as well as their processes.

Adam Hewson, Head of Operations, Pure Bridging comments "We want to provide a world-class service, and we believe this comes from having great systems in place from the start to support our experienced team."

The challenge

From their planning stages, Pure Bridging wanted to offer support, service and speed that other companies could not match. This would shape their entire offering and be a key differentiator in their marketing, sales and even recruitment strategies.

Research carried out by Pure Bridging identified that there was a gap in the market for bridging loan specific providers, but also found that many other bridging lenders are dependant upon databases and office based excel spreadsheets to process applications and manage accounts. Armed with this information, Pure Bridging used their contacts in the marketplace to identify a suitable software provider that could not only help with processes, but advise on additional 'add on's' and improvements that would grow with the business, and keep them ahead of the competition.

The Solution

Contact's in the marketplace recommended Target*Bluechip* to Pure Bridging and research at the Mortgage Business Expo led to a demonstration and confirmation that the system offered features, support and service levels that other's could not.

Upon installation, the Target*Bluechip* software was tailored to Pure Bridging's individual

needs. This kept the capital cost down and allowed them to gain a greater understanding of the features they would benefit from the most.

Adam Hewson, Head of Operations says "We were impressed by the professional and responsive support and training of staff." Implementation was quick and easy and allowed Pure Bridging's staff to start work immediately on processing new business.

Results

Pure Bridging are building an excellent reputation in the marketplace, and have enjoyed winning and closing high value-added, profitable solutions for a number of highly satisfied customers.

The Target*Bluechip* solution has allowed them to build a usp in the marketplace. As Adam Hewson succinctly puts it "We are rapid because we are focused only on delivering bridging solutions, we are responsive because we are supported by superior systems, and we are reliable because we are experienced professionals with a clear focus."

If you would like to know more about how Pure Bridging have benefited from the solution, contact Rebecca Challis on 0800 011 2947, or visit www.purebridging.com.

If you would like to know more about Target*Bluechip*, and how it can help you develop an effective broker or bridging loan offering, please contact Marketing on +44 (0)29 2030 1401 or complete the online enquiry form.