



Home

My OPP Membership

OPP Home

About OPP

Subscribe to OPP

OPP Forums *New*

OPP News

OPP Reports

Job Centre

Products & Services Directory

Developers Directory

OPP Awards for Excellence 2010

Executive Panel

OPP Online Magazine

Diary Dates

Marketing Centre

Property Investor Show

OPP Live

Logout

Search

Go

Website

OPP News

Members Login

Username

Password

[Forgot details?](#)

Login

Job of the week

Sales Account Manager

Location: Willenhall

Salary: On Application

Company: Akbuk Resort Group

Job type: Permanent

Description: Multi-award winning developer seeks a

OVERSEAS
PROPERTY
PROFESSIONAL

AIPP

AWARDS
2011

WIN ONE OF ONLY 13 AWARDS
CONSUMER FOCUSED AND NOT-FOR-PROFIT

Friday, 4th February 2011, 13:59:29

Florida partnership aims for \$10 million in new revenue

UK-based property investment group Colordarcy has joined forces with Florida agents Coldwell Banker Feltrim to set up a new database-driven client referral partnership which the two businesses says “is projected to return the companies an extra \$10 million dollars in revenue over the next three years.”

Colordarcy and Coldwell Banker Feltrim have been working together on a trial basis for the last 18 months and they will concentrate their efforts on “servicing the high demand for Florida Disney Villas and tenanted apartments” using a new database system that combines the existing US Multi-Listing System (MLS) with Colordarcy’s Kaizen CRM (client record management) system.

Colordarcy managing director Loxley McKenzie told OPP that “the new Central Database System (CDS) will give our clients access to every single property for sale in Florida. We will be in a position with a click of a button to provide clients with historical prices, bank repossession data, associated costs and full detail of properties including Google maps, videos and floor plans.”

If a user wants to go further McKenzie told OPP “clients can visit either the London or Florida offices to discuss their investment goals and objectives in person with a Licensed Florida Realtor. We will also be recruiting more staff to handle after sales enquiries.”

McKenzie argues that “we already offer the most complete Florida property ... before and aftercare ... programme in the world. We take care of management, tenant finding and the opening of US bank accounts. We apply for non-resident tax numbers and oversee currency management. In addition there is our aftercare service in the UK and our USA client management contact centre. The Colordarcy – Coldwell Banker Feltrim partnership will basically take our clients experience to the next level.”

Also, from a business point of view the two firms hope that the “economies of scale” involved in coming together should help to trim at least US \$10 million off their combined marketing, IT and sales costs over the next three years.

Colordarcy’s investment advisory service also includes sales support, finding tenants, financial assistance, viewing trips and currency services. It works in Brazil, Egypt, France, Greece, Portugal, Spain, Turkey, Florida and Atlanta.

Tell us what you think of this topic by posting your comments below.

© [_____](#) www.opp.org.uk

Date added: 04 February 2011

[general](#), [florida](#), [colordarcy](#), [coldwell banker feltrim](#), [crm](#), [database](#), [sales](#), [marketing](#), [loxley mckenzie](#),

http://www.opp.org.uk/news_article.asp?id=4842[04/02/2011 14:00:10]

professional sales individual to promote its unrivalled 5-star Turkish resort - www.harmonybayresort.com. Th...

▶ [Read More](#)

Comments

No comments added yet

You must be [registered](#) and logged into www.opp.org.uk to add comments.

◀ [Back to News Articles](#)

 [Print this page](#)

News Of The Week

[CYPRUS NEEDS URGENT ACTION SAYS RESEARCH BOSS](#)

An urgent call has been made for the Cyprus government to take "decisive steps to eliminate delays related to the issuing of title deeds," to focus hard on reviving the island's overseas property sector, and to avoid increasing local property taxes. ▶ [Read more](#)

[SCAM VICTIMS URGED TO FORM PRESSURE GROUP](#)

Nearly 400 people, who have allegedly lost an estimated £34 million after paying deposits for non-existent holiday homes in the Costa del Sol, have been urged this week to join together and form a pressure group. ▶ [Read more](#)

[LOCAL AGENTS FEEL GLOOMY ABOUT PORTUGAL IN 2011](#)

Overseas property professionals in Portugal are growing increasingly pessimistic about the country's residential market says a new report out this week from the Royal Institution of Chartered Surveyors (RICS) and Confidencial Imobiliario. ▶ [Read more](#)

[SINGAPORE COUNCIL CLAMPS DOWN ON ROGUE AGENTS](#)

Singapore's Council for Estate Agents has begun clamping down on those who do not meet the property criteria, denying 210 people to the right to be property estate agents in the country. ▶ [Read more](#)

[LANDMARK RULING FORCES SPANISH BANK TO REFUND DEPOSIT](#)

A landmark ruling may have been made by a provincial court in Cantabria, northern Spain, this week when it found in favour of a buyer who paid a deposit on a property in Arce that was never built. ▶ [Read more](#)

[BRAZIL IS THE BEST PLACE TO INVEST SAYS COLORDARCY](#)

Overseas property investment advisor Colordarcy has named Brazil as its number one buying destination for 2011. ▶ [Read more](#)

[GOVERNMENT SPENDING CUTS TO DRAG DOWN UK PRICES](#)

UK house prices will continue to fall next year due to the impact of government spending cuts, according to a survey of 23 banks, brokers and property forecasters conducted by Bloomberg News.

▶ [Read more](#)

[DISCOUNT HARD IF YOU WANT TO SELL IN SPAIN](#)

The Spanish property listings site idealista.com has warned that "sellers should apply big discounts if they want to achieve a sale" there. ▶ [Read more](#)

[BEIJING IS NOW THE BIGGEST IN CHINA FOR SECOND-HAND SALES](#)

Beijing has overtaken Shanghai for second-hand house sales and turned into the biggest second-hand home market in China, according to information from the Beijing Real Estate Transaction Management Network. ▶ [Read more](#)

[SEARCH TRENDS REFLECT INTEREST IN DISTRESSED BARGAINS](#)

Online searches for Spanish holiday homes now exceed those for French homes by 20 per cent according to Primelocation. ▶ [Read more](#)