

Build it and they will come.

Creating bright and airy property shops for a modern thinking estate agency

A bit of background...

Fenn Wright is an East Anglia based estate agency with offices in North Essex and South Suffolk. They straddle the length of the A12 corridor. As well as being well respected by both peers and clients it also lays claim to being one of the oldest agencies in the UK.

What was the challenge?

As part of a bigger branding project we were asked to help align Fenn Wright's High Street presence to their forward thinking attitude.

The brief asked to work initially on the start-up office in Kesgrave then over time the chosen design would be rolled out across six further branches. In Ipswich, Colchester, Stanway, Chelmsford, Witham and Manningtree (both Chelmsford and Ipswich are now finalised).

Our thinking and solution?

Initially we conducted an audit of high street estate agents in Essex and Suffolk. Unsurprisingly, we found that in the main estate agencies outside of the M25 are not really very welcoming places.

Our solution was to develop a much brighter, more contemporary environment expanding the 2d colour palette more to work in 3d.

We created a series of light and airy spaces with curving walls, attractive showcases and comfy chairs. When twinned with other elements of the brand that we have created, this delivers a more relaxed and pleasant experience for buyers, sellers, and staff.

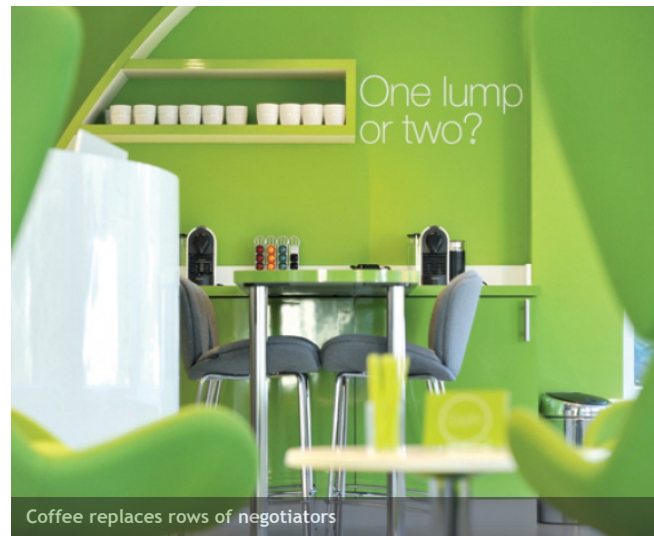
Since the first branch was 'launched' in 2014, we have developed a number of new branches, the latest being Woodbridge in 2018. This takes the total to nine.

What we did

- branding
- environmental design and development
- graphics
- advertising
- merchandising



Relaxed seating areas



Coffee replaces rows of negotiators



A few focus properties