



## Property management company homes in on benefits of Inform Direct

A property management company is seeing the benefits of using award-winning software to manage company secretarial work as a part of the first-rate property management service it offers clients.

BW Residential – based in Hythe, near Southampton – specialises in residential block property management and advice, property investment and wider property solutions. Founder and director Bernie Wales has been running his own property businesses since 1984 and has been a company secretary for nearly 40 years.

### Company secretarial – a business opportunity

One of the services BWR provides for Residents' Management Companies, Residents' Freehold Companies and other property companies is a full company secretarial service.

Bernie says: "The company secretarial service we provide gives our clients peace of mind in what can be a complex area. Failing to do it well can lead to fines and other penalties, so clients value us taking it off their hands. Knowing the 'official paperwork' is correct means they can concentrate on the practical management issues of their block of flats, with the aid of our qualified property managers."

Inform Direct provides a cost-effective, comprehensive solution for property management companies offering a company secretarial service to their clients. After taking advantage of the free trial available to property management companies, BWR transferred all of its client companies to the Inform Direct platform, because "Inform Direct is not just the simplest, most efficient system I've used in my career – it also gets cheaper when you add more companies".

### Simple, straightforward and comprehensive

Bernie says: "Inform Direct complements our existing estate management tools. Two members of our team use it actively and I can always log on – from anywhere in the world – to get an overview of upcoming filing deadlines or specific items for particular clients.

"We find it simple and straightforward for all the functions we need to carry out. Not just the usual confirmation statements, director changes, people with significant control, shareholder updates and share transfers for those selling the flats – but also board minutes, AGM agendas and minutes ... made easily accessible for our client company directors (or whomsoever we allow)."

Fully integrated with Companies House, Inform Direct also automatically updates a suite of compliant company registers as you make changes. The product offers full support for both companies limited by shares and companies limited by guarantee – all the way from incorporating a company to when it needs to be dissolved.

### Flexibility and expert support

"From the outset it saved us so much time. There's a lot of flexibility, so we can tailor the system to help us work efficiently. We add our own client references and other information and customise how deadlines are presented.

"Some of my clients want to access AGM minutes and their other company documents. Thanks to the functionality of Inform Direct, this is easily possible. I see this as a positive addition to our sales offering and an immense aid to our property managers out on site", adds Bernie.

"Customer service is very important to property managers. It's important to company secretaries too, so having quick access to technical support, either by telephone or chat, is really useful. If we come across an unusual scenario, the company secretarial experts at Inform Direct are on hand and happy to talk us through the process – which saves a great deal of time and helps us deliver the best service to our clients.

"Having Inform Direct on our team is a Win Win."