

# Discover how Reapit enhances Lomond Capital's strategic decision-making capacity

## The Client

Established: 2010  
Edinburgh, United Kingdom

Lomond Capital operates within the fast-growing UK Private Rental Sector, with businesses spread across the UK. They focus on acquiring good quality regional assets managers and broadening the range of services to both Private and Institutional Landlords.

[Watch the video here](#)

## What they needed and why they chose Reapit

Lomond Capital services customers in various ways that include landlords, tenants, vendors and financial services. They wanted a solution that was not only contact-led but also property-driven, that would allow them to build out their business from both a customer and property level.

They also wanted a solution that can help condense 11 different systems and 15 databases onto one single database, and support their regions spanning from Aberdeen to Brighton.

## How Reapit helped

With the reporting and Marketing Intelligence (MI) capabilities of Reapit, Lomond Capital was able to look at their business from a macro-level and drill-down into the data they need, the Property Manager and Lettings Manager level. This helped them pinpoint areas in which they can continue to grow and expand their business.

Lomond Capital uses a host of different systems for different parts of the group, and Reapit has been able to integrate their utility providers, maintenance business, enabling them to use Reapit as the record of truth, that pushes data out and back in again to third parties whenever they need.

*"One of the other reasons we chose them is the level of experience that Reapit have internally which is relevant to the sector. So rather than being a software company that does property, they're a business that is as tech-driven but have got property experience within them. So, during all the work we did during the due diligence and the pre-deal stage, we were able to talk on a level around Lettings, Property Management and whether it provides the solution we were looking for."*

**- Julian Dunbar, Chief Operating Officer at Lomond Capital**

*"Reapit has meant that we can make strategic decisions about the business, knowing that the technology will be there to support it; so where we've migrated a branch into a different business, where we've looked at increasing productivity and efficiencies, Reapit has supported us through doing that. Not only through the capability of the software, but through our Customer Success Manager who has been on-site to walk us through it, and make sure when we want to change operationally, the system is there to back it up as well."* - **Julian Dunbar, Chief Operating Officer at Lomond Capital**