

# Review of the MIDAS Online Property Database

## MIDAS

### Brief

BE Group was commissioned to carry out an assessment of MIDAS's online property database and review PPT, the company responsible for compiling and maintaining it.



### Activities

A range of measures were used to check the accuracy of the database, and these were compared against other areas' databases.

Discussion with PPT and assessment of their operational procedures undertaken.

Online databases for Southampton, Birmingham, Leicestershire, Cheshire, Shropshire and Lancashire were assessed and compared. Good practice which could be transferred to Greater Manchester was identified.

Property agents who use the database were consulted in order to ascertain how much they use the database and whether it is useful. This also provided suggestions on how the database could be improved.

### Outcome

The database was found to be reasonably accurate and the performance of PPT good. The investigation of similar databases provided good practice which could be transferred, in particular from Southampton.

Consultation with local property agents showed that there is currently minimal use of the database, with most preferring to use other sources such as EGi Property Link, some were even unaware of its existence.

There are opportunities for improvements to the database such as: purging the database of redundant entries, re-branding it and building relationships with local property agents to increase use and feedback.

