



Homeflow

Counting on the future

Established in 2006, Homeflow provides online marketing services, including software, websites, mobile sites and social media apps, to the property and estate agency sector. Homeflow employs around 20 people at its offices in London, Brighton and Oxford.

The Client's perspective

**Adam Laird,
Director,
Homeflow**

“I've had plenty of experience of dealing with recruitment agencies and on this occasion had two agencies working in parallel on the assignment. Allen Associates stood out from the others, partly because it was obvious that they had taken the time to understand my requirements, had talked to the candidates and selected the ones they thought would be the best fit. The extra care and attention they brought to the recruitment process was much appreciated and ultimately led to Sarah's successful appointment.”

The Brief:

As a growing company, we were looking to take our finance function in-house and appoint a finance manager. We had advertised online and in the Oxford press and although we received a relatively good response rate, none of the applicants seemed quite right. We were approached by two local recruitment agencies, including Allen Associates, and decided to engage them both to help us with our search.

The Approach:

A consultant from Allen Associates spoke to me and took a detailed brief. She then put forward several candidates with an explanation as to why she felt each one might be suitable. We interviewed five people and Sarah emerged as our first choice. Not only did she have the skills and experience we were looking for but we felt she had the right personality and attributes to fit in well with our team. This was particularly important as we were opening a new office in Oxford and needed someone who would be comfortable working as part of a small team, at least initially.

The Outcomes:

We offered Sarah the job and were delighted when she accepted, not least of all because she was one of the candidates that Allen Associates had put forward and we felt they deserved to be successful. Sarah has hit the ground running and is already proving to be a real asset and a welcome addition to our team.

The Candidate's perspective

**Sarah Greenall,
Finance Manager,
Homeflow**

“Allen Associates is very professional and responsive. The consultant I dealt with provided consistency and support throughout the process, from our first meeting until I secured my position at Homeflow.”

The Brief:

I was interviewed by Allen Associates before being registered for Oxford-based finance roles. They took time to understand what I was looking for and were careful to send me information for selected jobs they thought I might be suitable for. When the position at Homeflow came up, I knew it was right for me.

The Approach:

Allen Associates asked me to provide a written summary outlining why I was interested in the role at Homeflow, why I felt I was suited to the position and what I felt I could bring to the company. I put a lot of effort into my application so they could tell I was interested! I was invited to attend an interview and provided feedback to Allen Associates straight afterwards, which they relayed back on my behalf. They contacted me the next day to offer me the role and negotiate my package.

The Outcomes:

It all happened really quickly and I'm delighted to be on board. This is a very exciting time for Homeflow. The company is growing quickly and it is interesting to be part of the journey. Having brought the finance function in-house, I'm enjoying the challenge of setting up new systems and procedures. My role is very diverse and no two days are the same. It's a great team to work for and I'm grateful to Allen Associates for making such a good match.

For more details about how Allen Associates could help your organisation recruit specialist Finance staff, please contact our **Consultants** on **01865 335600** or visit **allen-associates.co.uk**