

# Home Information Group signs with Visualfiles

As part of its launch programme, The Home Information Group (HIG) has announced the selection of Visualfiles as its HIP technology supplier. HIG is set to become a major player in the HIPs market. Its senior management team is drawn from the former Bradford and Bingley owned SecureMove Property Services (SPS) business which was sold to Countrywide Group in October 2004. CEO Peter Bruning is confident that this blend of industry experience provides the base on which they can credibly plan to capture a significant share of the new HIP market, concentrating on working with ,and delivering tailored solutions to, selected independent estate agencies.

For Visualfiles, HIG is a welcome addition to its expanding portfolio of HIP clients. "Our application is proving its flexibility" commented Mark Armstrong, Business Development Director at Visualfiles, "we are proving to be attractive as the technology that powers a broad range of HIP propositions – from large corporates through to individual law firms".

Referring to the selection process Peter Bruning said, "We reviewed all the technology options in the market and it quickly became clear to us that if we wanted an application that we could use to build competitive advantage we needed the flexibility that Visualfiles offers." He continued, "In any new market there are plenty of new suppliers willing to have a go. Selecting a proven technology with a market leading reputation makes perfect sense."

HIG is already working closely with a number of major independent agents. Marcus Radcliffe, HIG's Commercial Director is confident that having a demonstration platform available now is a major fillip to its marketing. "We have strong existing client relationships and the flexibility of Visualfiles platform provides us with the technology solution to deliver further value to them, and to the growing number of new clients we are working with."

---

LexisNexis Visualfiles, Arndale House, Otley Road, Headingley, Leeds, LS6 2UU Tel: +44 (0)113 226 2000 E: [salesinfo@lexisnexis.co.uk](mailto:salesinfo@lexisnexis.co.uk) W: [www.visualfiles.com](http://www.visualfiles.com)

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development

Research & Knowledge  
Solutions

Practice & Productivity  
Management

Risk & Compliance



LexisNexis®