

Stratify signs with LexisNexis Visualfiles

As part of its launch programme, HIP provider Stratify Associates Ltd has announced the selection of LexisNexis Visualfiles as its HIP technology supplier. Stratify is set to become a major player in the HIPs market, concentrating on the estate agency and mortgage intermediary markets. Led by Keith Gould, Stratify has already secured over 250 clients.

For LexisNexis Visualfiles, Stratify is a welcome addition to its expanding portfolio of HIP clients. "Our application is demonstrating its flexibility" commented Richard Hinton, Head of Residential Property at LexisNexis Visualfiles. "Large corporates through to individual firms are finding it an attractive technology to power a broad range of HIP propositions."

Referring to the selection process Neil Dolby, IT Director at Stratify 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 LexisNexis Visualfiles offers." He continued, "In any new market there are plenty of suppliers willing to have a go. Selecting a proven technology with a market leading reputation makes perfect sense."

Stratify MD Keith Gould is confident that having a live platform available now is a major fillip to its marketing. "We already have the relationships and the resources. The Visualfiles platform gives us the technology solution that means we can actively engage with forward thinking agents looking to test their systems and procedures before the mandatory launch date in June next year."

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