LuxRevenū

SALES-LED BUSINESS GROWTH

COMMERCIAL GROWTH PROPOSAL

From Notice to Possession.

One team. One process. Two revenue lines.

A combined twelve-month plan to unify Landlord Eviction Services and Iridium Enforcement into a single commercial engine — one enquiry, one journey, one lifetime value.

PREPARED FOR
Landlord Eviction Services
Iridium Enforcement

PREPARED BY
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STATUS
Private & confidential
Valid 30 days

01 · EXECUTIVE SUMMARY

Two businesses, one customer journey

Landlord Eviction Services and Iridium Enforcement currently operate as two separate brands serving what is, in commercial terms, one customer at two stages of the same problem. A landlord who needs a notice served will, in a predictable proportion of cases, later need a warrant enforced. Today that second sale is left to chance.

This proposal sets out how LuxRevenū will join the two businesses into a single, measurable commercial engine — without merging the brands — so that every enquiry is qualified once, tracked once, and monetised across both revenue lines.

25% → 40%	12% → 35%	£492k	46x
ENQUIRY-TO-INSTRUCTION CONVERSION	CROSS-SELL ATTACHMENT RATE	BASE-CASE ANNUAL UPLIFT	RETURN ON INVESTMENT

What this proposal contains

SECTION	WHAT IT COVERS
02 · Where the revenue leaks	The five commercial gaps costing you instructions today.
03 · The combined proposition	How both brands present as one process without losing identity.
04 · Scope of work	Every workstream, what is included, and what is explicitly excluded.
05 · Timeline	Twelve months across four phases, month by month.
06 · Deliverables	The full itemised list of what you receive and own.
07 · Revenue model	Conservative, base and stretch projections with the maths shown.
08 · Investment & ROI	Fees, payment structure, and the return calculation.
09 · Ways of working	Governance, reporting rhythm, and how we start.

02 · DIAGNOSIS

Where the revenue leaks today

Findings from the audit of landlordevictionservices.co.uk and iridiumenforcement.co.uk, viewed from a sales perspective rather than a marketing one.

LEAK 01

The contact form is the bottleneck

Both sites end the journey at a generic contact form. A landlord in distress wants to know three things immediately: can you help, how long will it take, what will it cost. A form answers none of them, so the visitor keeps shopping.

LEAK 02

No qualification before human contact

Every enquiry is treated identically, so your time is spent equally on a £300 notice and a £7,000 multi-unit commercial matter. There is no triage that sorts urgency, case type, or value before you pick up the phone.

LEAK 03

The cross-sell is invisible

Enforcement is the natural second act of an eviction, yet nothing in the eviction journey introduces Iridium. The client goes to market again at exactly the moment they trust you most.

LEAK 04

No follow-up beyond first contact

Landlords rarely instruct on day one — they weigh options for one to three weeks. Without a structured follow-up sequence, the enquiries that do not convert immediately are simply lost.

LEAK 05

Nothing is measured

There is no single view of enquiries, sources, conversion rates or lifetime value across the two businesses, so it is impossible to know which activity actually produces revenue.

THE COMMERCIAL READ

You do not have a lead-generation problem. You have a conversion and continuation problem. Fixing that is faster, cheaper and more durable than buying more traffic — and it is where this engagement starts.

03 · POSITIONING

The combined proposition

“From notice to possession — one team, one process.”

The two brands stay distinct in name and market, but share one intake, one case journey and one client record. To the landlord it feels like a single firm that never hands them off.

STAGE	BRAND IN FRONT	CLIENT'S QUESTION	COMMERCIAL JOB
1. Triage	Shared intake	Can you help me, and how fast?	Qualify case type, urgency and value in under 90 seconds.
2. Notice & possession	Landlord Eviction Services	What is the legal route?	Convert to instruction; set the enforcement expectation early.
3. Warrant & enforcement	Iridium Enforcement	How do I actually get them out?	Attach the second instruction as a continuation, not a new sale.
4. Recovery & aftercare	Shared	Can I recover what I'm owed?	Debt recovery, re-let readiness, and a retained-landlord relationship.

Why this works commercially

- **The second sale costs nothing to acquire.** The enforcement instruction is won inside a relationship you have already paid to create.
- **Trust transfers.** A landlord mid-eviction is at peak trust and peak urgency — the cheapest moment in the entire funnel to sell the next service.
- **Lifetime value replaces transaction value.** Portfolio landlords and agents return; a joined-up process makes returning the default.
- **One dataset.** Combining the two pipelines gives you, for the first time, a real cost-per-instruction and a real average client value.

04 · SCOPE OF WORK

Exactly what we will do

The engagement is delivered across five workstreams. Each has a named outcome, a defined boundary, and an owner.

WORKSTREAM A · WEEKS 1–4

Commercial audit & sales architecture

- Full commercial audit of both businesses: pricing, margin by service line, enquiry sources, conversion points and drop-off.
- Definition of the combined customer journey from first enquiry to case close.
- Service and pricing architecture: fixed-fee packages, tiering, and the cross-sell attachment points between the two brands.
- Qualification framework — the questions, scoring and routing rules that decide how each enquiry is handled.

WORKSTREAM B · WEEKS 3–10

Conversion assets & digital front door

- Interactive Case Assessment tool replacing the contact form on both sites — qualifies case type, urgency, tenancy type and value, then routes to the right response.
- Rewritten commercial copy on key pages: home, service, pricing and enquiry, written to sell rather than describe.
- Cross-brand journey: enforcement introduced inside the eviction journey and vice versa.
- Instant-response mechanics — acknowledgement, expectation setting and booking link.
- Proposal and quote templates that close, not just inform.

WORKSTREAM C · WEEKS 5–14

CRM, pipeline & follow-up engine

- One CRM covering both businesses: every enquiry, source, stage, value and owner in a single pipeline.
- Lead temperature and stage definitions (new, qualified, quoted, instructed, enforcement, closed) with exit criteria for each.
- Structured follow-up sequences by email and SMS across the first 30 days, plus a long-term nurture track for landlords not yet ready.
- Automated cross-sell trigger when an eviction case reaches possession order.
- Reporting dashboard: enquiries, conversion by stage and source, average value, attachment rate, revenue by brand.

WORKSTREAM D · MONTH 2 ONWARD

Sales management & performance coaching

- Weekly Friday sales call: pipeline review, deals at risk, next actions.
- Monthly performance review against targets and KPIs, with corrective actions agreed in writing.
- Call and enquiry-handling coaching — scripts, objection handling on price and timescale, and closing.
- Target setting and KPI ownership for the team; accountability rhythm maintained by LuxRevenū.
- Quarterly pricing and margin review.

WORKSTREAM E · MONTH 4 ONWARD

Demand, authority & partnerships

- Referral programme for letting agents, landlord associations and property solicitors — the highest-margin channel available to you.
- Authority content built around real landlord questions (timescales, costs, Section 21 changes) to earn search visibility and trust.
- Case studies and outcome-based proof assets for use in sales conversations.
- Paid and organic acquisition tested only after conversion is fixed, so spend is measured against a working funnel.

Explicitly out of scope

- Legal advice, drafting of legal documents, or any regulated activity — these remain with your qualified people.
- Bailiff or enforcement agent operations, certification and compliance.
- Paid media budget (managed on your behalf, but funded separately).
- Third-party software licence fees (CRM, email, telephony) — specified and set up by us, billed to you at cost.
- Brand redesign or new visual identity beyond the pages within scope.

Who does what

AREA	LUXREVENŪ	YOUR TEAM
Commercial strategy, pricing and packaging	Leads	Approves
Case Assessment tool and website changes	Builds	Reviews and signs off
CRM configuration and automation	Builds and maintains	Uses daily
Enquiry response and case delivery	Coaches and reviews	Owns
Legal and enforcement work	Not involved	Owns entirely
Referral and partnership outreach	Designs and drives	Attends key meetings
Targets, KPIs and accountability	Sets and reports	Commits and delivers

ASSUMPTIONS

Scope assumes current enquiry volumes of roughly 100 per month across both businesses, website admin access within week one, and one decision-maker available weekly. Material changes to any of these are handled as a written scope variation before work continues.

05 · TIMELINE

Twelve months, four phases

Sequenced so that revenue improves before spend increases. Nothing is bought until the thing it feeds is working.

PHASE	MONTHS	FOCUS	SUCCESS MEASURE
Phase 1 · Foundation	1–3	Audit, pricing architecture, case assessment tool, CRM build, follow-up sequences live.	Every enquiry captured and qualified; conversion baseline established.
Phase 2 · Conversion	4–6	Copy rewrite, sales coaching rhythm, cross-sell trigger live, proposal templates in use.	Enquiry-to-instruction up from 25% toward 35%; attachment rate above 20%.
Phase 3 · Authority	7–9	Referral programme, agent and solicitor partnerships, content and case studies.	25%+ of new enquiries from referral or organic; cost per instruction falling.
Phase 4 · Scale	10–12	Paid acquisition against a proven funnel, capacity planning, retained-landlord programme.	Full base-case run rate reached; pipeline forecastable 60 days out.

Month by month

MONTH	MILESTONE DELIVERED
1	Commercial audit complete. Pricing and packaging agreed. CRM configured. Weekly call rhythm starts.
2	Qualification framework live. Case Assessment tool built and in testing. Follow-up sequences drafted.
3	Case Assessment live on both sites. Follow-up sequences active. First full month of clean pipeline data.
4	Commercial copy rewritten and published. Proposal and quote templates in use. First monthly review against targets.
5	Cross-sell trigger live between eviction and enforcement. Objection-handling coaching begins.
6	Half-year review: conversion, attachment and revenue measured against baseline. Pricing reviewed.
7	Referral programme launched to letting agents and landlord associations.
8	Solicitor and agent partnership outreach at volume. First case studies published.
9	Authority content programme running. Organic and referral share measured.
10	Paid acquisition test launched against the proven funnel, with a per-instruction cost cap.
11	Capacity and resourcing plan; retained-landlord and portfolio programme launched.
12	Full-year review, forecast for year two, and handover of all systems and documentation.

06 · DELIVERABLES

What you receive and own

Every item below is handed over as a working asset with documentation. You own it whether or not the engagement continues.

Strategy & commercial

DELIVERABLE	FORMAT	WHEN
Combined commercial audit report	PDF + working session	Month 1
Service, pricing and packaging architecture	Document + rate card	Month 1
Combined customer journey map (notice → possession → recovery)	Diagram + notes	Month 2
Qualification and routing framework	Scoring sheet + rules	Month 2
Annual revenue model with targets by service line	Spreadsheet	Month 2

Conversion assets

DELIVERABLE	FORMAT	WHEN
Interactive Case Assessment tool (both sites)	Live on site	Month 3
Rewritten commercial copy — home, service, pricing, enquiry	Live on site	Month 4
Cross-brand journey and referral pathways	Live on site	Month 5
Proposal, quote and follow-up templates	Editable templates	Month 4
Objection-handling and call scripts	Playbook	Month 5

Systems & data

DELIVERABLE	FORMAT	WHEN
Unified CRM across both businesses	Configured system	Month 1–2
Pipeline stages with defined exit criteria	Configured + documented	Month 2
30-day follow-up sequences (email + SMS)	Automated	Month 3
Long-term nurture track for undecided landlords	Automated	Month 5
Automated enforcement cross-sell trigger	Automated	Month 5
Performance dashboard (conversion, value, attachment, source)	Live dashboard	Month 3

Ongoing sales management

DELIVERABLE	FORMAT	CADENCE
Friday sales and pipeline call	60 minutes	Weekly
Written pipeline and actions summary	Document	Weekly
Performance review against KPIs	Session + report	Monthly
Pricing and margin review	Session + report	Quarterly
Direct access for live deal support	WhatsApp / phone	Ongoing

Ownership and handover

Everything above is built inside accounts you own. At month twelve you receive a written handover pack covering the CRM configuration, every sequence and trigger, the qualification framework, the pricing model and the sales playbook — so the engine keeps running whether or not the partnership continues.

HANDOVER ITEM	YOU OWN
CRM instance, data and configuration	In full — licensed in your name
Website assets and Case Assessment tool	In full — hosted on your domains
Copy, templates, scripts and playbooks	In full — editable source files
Revenue model and reporting dashboard	In full — with documentation

WHAT YOU HAVE AT MONTH TWELVE

A qualified enquiry arriving on either site is scored, routed and answered within minutes. It sits in one pipeline with an owner, a value and a next action. If it becomes an eviction instruction, the enforcement conversation is triggered automatically at possession order. Every stage is measured, so you can forecast revenue sixty days out and price with confidence.

07 · REVENUE MODEL

What the change is worth

Modelled on 100 enquiries per month across both businesses. Replace the assumptions with your actuals and the structure holds.

DRIVER	TODAY	MONTH 6	MONTH 12
Monthly enquiries (combined)	100	115	140
Enquiry → instruction conversion	25%	33%	40%
Instructions per month	25	38	56
Average eviction instruction value	£950	£1,050	£1,150
Enforcement attachment rate	12%	24%	35%
Average enforcement value	£700	£750	£800
Monthly combined revenue	**£25,850**	**£46,740**	**£80,080**

Three scenarios, annualised

SCENARIO	CONVERSION	ATTACHMENT	ANNUAL REVENUE	UPLIFT VS TODAY
Today (baseline)	25%	12%	£310,200	—
Conservative	32%	22%	£612,000	+£301,800
Base case	**40%**	**35%**	**£802,200**	**+£492,000**
Stretch	45%	45%	£980,400	+£670,200

HOW TO READ THIS

The base case does not assume more traffic in the first six months. Almost all of the uplift comes from converting enquiries you already receive and attaching the enforcement instruction you are already qualified to deliver. Volume growth only enters the model from month seven, once the funnel is proven.

Where the uplift comes from

SOURCE OF UPLIFT	ANNUAL VALUE	SHARE
Higher enquiry-to-instruction conversion	£238,000	48%
Enforcement cross-sell attachment	£154,000	31%
Pricing and packaging correction	£58,000	12%
Referral and repeat landlord volume	£42,000	9%
Total base-case uplift	**£492,000**	**100%**

08 · INVESTMENT

Fees, structure and return

COMPONENT	WHAT IT COVERS	INVESTMENT
Build — Sales-led business setup	Workstreams A and B in full: audit, pricing architecture, Case Assessment tool, commercial copy, CRM build and follow-up engine. One-off.	£1,500
Grow — Sales & growth partnership	Workstreams C, D and E ongoing: sales management, weekly and monthly rhythm, coaching, referral and authority programme, continuous optimisation.	£750 / month
Combined, year one	Build plus twelve months of partnership.	**£10,500**

£10,500	£492,000	46x	< 1 month
TOTAL YEAR-ONE INVESTMENT	BASE-CASE ANNUAL UPLIFT	RETURN ON INVESTMENT	PAYBACK PERIOD

Terms

- Build fee payable 50% on start, 50% on delivery of the Case Assessment tool.
- Partnership billed monthly in advance, rolling, cancellable with 30 days' notice after an initial three-month term.
- Capacity is limited to four ongoing partnership clients at any time; a place is held for fourteen days from the date of this proposal.
- Third-party software licences and any paid media budget are billed at cost and agreed in advance.

09 · WAYS OF WORKING

Governance and next steps

Rhythm

WHEN	WHAT HAPPENS	OUTPUT
Weekly · Friday	Pipeline review, deals at risk, agreed next actions.	Written action list
Monthly	Performance against KPIs; what worked, what did not, what changes.	Review report
Quarterly	Pricing, margin, capacity and strategy reset.	Revised plan
Ongoing	Live deal support and escalation.	Direct access

What we need from you

- A single decision-maker who attends the Friday call.
- Access to current enquiry data, pricing and website admin in week one.
- Honest numbers — the model is only as good as the baseline.
- Willingness to change how enquiries are handled; the systems only pay back if the team uses them.

Measuring success

KPI	BASELINE	MONTH 6	MONTH 12
Enquiry-to-instruction conversion	25%	33%	40%
Enforcement attachment rate	12%	24%	35%
Average client value (combined)	£1,034	£1,230	£1,430
Speed to first response	Hours–days	< 15 minutes	< 5 minutes
Referral share of new enquiries	Untracked	15%	25%

NEXT STEP

Confirm the Build engagement and we begin the commercial audit within five working days. The Case Assessment tool — the single change most likely to move conversion — is live inside twelve weeks.

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