

The *DreamHome* Case Study – An Overview

10.4.1

The first branch office of *DreamHome* was opened in 1992 in Glasgow in the UK. Since then, the Company has grown steadily and now has several offices in most of the main cities of the UK. However, the Company is now so large that more and more administrative staff are being employed to cope with the ever-increasing amount of paperwork. Furthermore, the communication and sharing of information between offices, even in the same city, is poor. The Director of the Company, Sally Mellweadows feels that too many mistakes are being made and that the success of the Company will be short-lived if she does not do something to remedy the situation. She knows that a database could help in part to solve the problem and requests that a database system be developed to support the running of *DreamHome*. The Director has provided the following brief description of how *DreamHome* currently operates.

DreamHome specializes in property management, by taking an intermediate role between owners who wish to rent out their furnished property and clients of *DreamHome* who require to rent furnished property for a fixed period. *DreamHome* currently has about 2000 staff working in 100 branches. When a member of staff joins the Company, the *DreamHome* staff registration form is used. The staff registration form for Susan Brand is shown in Figure 10.1.

Each branch has an appropriate number and type of staff including a Manager, Supervisors, and Assistants. The Manager is responsible for the day-to-day running of a branch and each Supervisor is responsible for supervising a group of staff called Assistants. An example of the first page of a report listing the details of staff working at a branch office in Glasgow is shown in Figure 10.2.

Each branch office offers a range of properties for rent. To offer property through *DreamHome*, a property owner normally contacts the *DreamHome* branch office nearest to the property for rent. The owner provides the details of the property and agrees an

Figure 10.1
The *DreamHome* staff registration form for Susan Brand.

<i>DreamHome</i> Staff Registration Form	
Staff Number <u>SG5</u> Full Name <u>Susan Brand</u> Sex <u>F</u> DOB <u>3-Jun-40</u>	Branch Number <u>B003</u> Branch Address <u>163 Main St, Glasgow</u> Telephone Number(s) <u>0141-339-2178 / 0141-339-4439</u>
Position <u>Manager</u> Salary <u>24000</u>	
Enter details where applicable Supervisor Name _____	Manager Start Date <u>01-Jun-90</u> Manager Bonus <u>2350</u>

Figure 10.2
Example of the first page of a report listing the details of staff working at a *DreamHome* branch office in Glasgow.

<i>DreamHome</i> Staff Listing																						
Branch Number <u>B003</u> Telephone Number(s) <u>0141-339-2178 / 0141-339-4439</u>	Branch Address <u>163 Main St, Glasgow</u> <u>G11 9QX</u>																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Staff Number</th> <th style="width: 33%;">Name</th> <th style="width: 33%;">Position</th> </tr> </thead> <tbody> <tr> <td>SG5</td> <td>Susan Brand</td> <td>Manager</td> </tr> <tr> <td>SG14</td> <td>David Ford</td> <td>Supervisor</td> </tr> <tr> <td>SG37</td> <td>Ann Becch</td> <td>Assistant</td> </tr> <tr> <td>SG112</td> <td>Annet Longhorn</td> <td>Supervisor</td> </tr> <tr> <td>SG126</td> <td>Chris Lawrence</td> <td>Assistant</td> </tr> <tr> <td>SG132</td> <td>Sofie Walters</td> <td>Assistant</td> </tr> </tbody> </table>		Staff Number	Name	Position	SG5	Susan Brand	Manager	SG14	David Ford	Supervisor	SG37	Ann Becch	Assistant	SG112	Annet Longhorn	Supervisor	SG126	Chris Lawrence	Assistant	SG132	Sofie Walters	Assistant
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appropriate rent for the property with the branch Manager. The registration form for a property in Glasgow is shown in Figure 10.3.

Once a property is registered, *DreamHome* provides services to ensure that the property is rented out for maximum return for both the property owner and, of course, *DreamHome*.

<i>DreamHome</i> Property Registration Form	
Property Number <u>PG16</u> Type <u>Flat</u> Rooms <u>4</u> Rent <u>450</u> Address <u>5 Novar Drive,</u> <u>Glasgow, G12 9AX</u> 	Owner Number <u>C093</u> (If known) Person/Business Name <u>Tony Shaw</u> Address <u>12 Park Pl,</u> <u>Glasgow G4 0QR</u> Tel No <u>0141-225-7025</u> Enter details where applicable Type of business _____ Contact Name _____
Managed by staff <u>David Ford</u>	Registered at branch <u>163 Main St, Glasgow</u>

Figure 10.3
The *DreamHome* property registration form for a property in Glasgow.

These services include interviewing prospective renters (called clients), organizing viewings of the property by clients, advertising the property in local or national newspapers (when necessary), and negotiating the lease. Once rented, *DreamHome* assumes responsibility for the property including the collection of rent.

Members of the public interested in renting out property must first contact their nearest *DreamHome* branch office to register as clients of *DreamHome*. However, before registration is accepted, a prospective client is normally interviewed to record personal details and preferences of the client in terms of property requirements. The registration form for a client called Mike Ritchie is shown in Figure 10.4.

Once registration is complete, clients are provided with weekly reports that list properties currently available for rent. An example of the first page of a report listing the properties available for rent at a branch office in Glasgow is shown in Figure 10.5.

Clients may request to view one or more properties from the list and after viewing will normally provide a comment on the suitability of the property. The first page of a report describing the comments made by clients on a property in Glasgow is shown in Figure 10.6. Properties that prove difficult to rent out are normally advertised in local and national newspapers.

Once a client has identified a suitable property, a member of staff draws up a lease. The lease between a client called Mike Ritchie and a property in Glasgow is shown in Figure 10.7.

At the end of a rental period a client may request that the rental be continued; however, this requires that a new lease be drawn up. Alternatively, a client may request to view alternative properties for the purposes of renting.

Figure 10.4
The DreamHome client registration form for Mike Ritchie.

<i>DreamHome</i> Client Registration Form	
<p>Client Number <u>CR74</u> (Enter if known)</p> <p>Full Name <u>Mike Ritchie</u></p>	<p>Branch Number <u>B003</u></p> <p>Branch Address <u>163 Main St, Glasgow</u></p>
<p>Enter property requirements</p> <p>Type <u>Flat</u></p> <p>Max Rent <u>750</u></p>	<p>Registered By <u>Ann Beech</u></p> <p>Date Registered <u>16-Nov-02</u></p>

Figure 10.5
The first page of the DreamHome property for rent report listing property available at a branch in Glasgow.

<i>DreamHome</i> Property Listing for Week beginning 01/06/04				
<p>If you are interested in viewing or renting any of the properties in this list please contact our branch office as soon as possible.</p>				
<p>Branch Address <u>163 Main St, Glasgow</u> <u>G11 9QX</u></p>		<p>Telephone Number(s) <u>0141-339-2178 / 0141-339-4439</u></p>		
Property No	Address	Type	Rooms	Rent
PG4	6 Lawrence St, Glasgow	Flat	3	350
PG36	2 Manor Rd, Glasgow	Flat	3	375
PG21	18 Dale Road, Glasgow	House	5	600
PG16	5 Novar Drive, Glasgow	Flat	4	450
PG77	100A Apple Lane, Glasgow	House	6	560
PG81	7B1 Greentree Dr, Glasgow	Flat	4	440
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**DreamHome
Property Viewing Report**

Property Number PG4 Property Address 6 Lawrence St, Glasgow

Type Flat

Rent 350

Client No	Name	Date	Comments
CR76	John Kay	20/04/04	Too remote.
CR56	Aline Stewart	26/05/04	
CR74	Mike Ritchie	11/11/04	
CR62	Mary Trégear	11/11/04	OK, but needs redecoration throughout.

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Figure 10.6
The first page of the *DreamHome* property viewing report for a property in Glasgow.

**DreamHome Lease
Number 00345810**

Client Number <u>CR74</u> (Enter if known)	Property Number <u>PG16</u>
Full Name <u>Mike Ritchie</u> (Please print)	Property Address <u>5 Novar Dr, Glasgow</u>
Client Signature _____	
Enter payment details	Rent Start <u>01/06/04</u>
Monthly Rent <u>450</u>	Rent Finish <u>31/05/05</u>
Payment Method <u>Cheque</u>	Duration <u>1 year</u>
Deposit Paid (Y or N) <u>Yes</u>	

Figure 10.7
The *DreamHome* lease form for a client called Mike Ritchie renting a property in Glasgow.

