10.4.1 The DreamHome Case Study - An Overview

The first branch office of *DreamHome* was opened in 1992 in a city called 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 application 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.

DreamHome Staff Registration Form				
Staff Number 965 Full Name Susan Brand Sex F DOB 3-Jun-40 Position Manager Salary 24000	Branch Number B003 Branch Address 163 Main St, Glasgow Telephone Number(s) 0141-339-2178 / 0141-339-4439			
Enter details where applicable Supervisor Name	Manager Start Date 01-Jun-90 Manager Bonus 2350			

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

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.

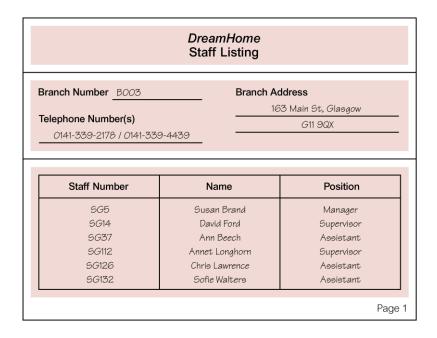


Figure 10.2 Example of the first page of a report listing the details of staff working at a *DreamHome* branch office in Glasgow.

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 appropriate rent for the property with the branch Manager. The registration form for a property in Glasgow is shown in Figure 10.3.

DreamHome Property Registration Form		
Property Number PG16 Type Flat Rooms 4 Rent 450 Address 5 Novar Drive, Glasgow, G12 9AX	Owner Number	
Managed by staff David Ford	Registered at branch 163 Main St, Glasgow	

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

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*. These services include interviewing prospective renters (called clients), organizing viewings of the property by clients, advertising the property in the 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.

DreamHome Client Registration Form			
Client Number CR74 (Enter if known) Full Name Mike Ritchie	Branch Number B003 Branch Address 163 Main St, Glasgow		
Enter property requirements Type Flat Max Rent 750	Registered By Ann Beech Date Registered 16-Nov-99		

Figure 10.4 The *DreamHome* client registration form for Mike Ritchie.

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.

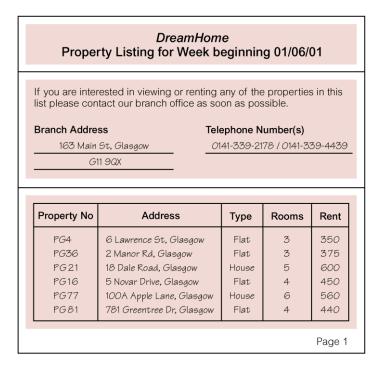


Figure 10.5 The first page of the *DreamHome* property for rent report listing property available at a branch in Glasgow.

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.

	DreamHome Property Viewing Report					
Property Numner FG4 Type Flat Rent 350 Property Address 6 Lawrence St, Glasgow						
Client No	Name	Date	Comments			
CR76 CR56 CR74 CR62	John Kay Aline Stewart Mike Ritchie Mary Tregear	20/04/01 26/05/01 11/11/01 11/11/01	Too remote. OK, but needs redecoration throughout.			
			Page 1			

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

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.

DreamHome Lease Number 00345810		
Client NumberCR74 (Enter if known) Full NameMike Ritchie (Please print) Client Signature	Property Number PG16 Property Address 5 Novar Dr, Glasgow	
Enter payment details	Rent Start <u>01/06/01</u>	
Monthly Rent 450	Rent Finish 31/05/02	
Payment Method Cheque	Duration 1 year	
Deposit Paid (Y or N) Yes		

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

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.