

Case Study: Helping a Warsaw Property Investor Increase Sales from 1 to 5 Properties Per Month

Client Overview

Target Avenue worked with Warsaw-based property investor Bogdan Rochniak over a 12-month period to improve the efficiency of his property sales process and increase the number of completed transactions each month.

At the start of the partnership, Bogdan was selling an average of one property per month. While demand existed, the sales process lacked structure, consistency, and a repeatable system that could support growth.

The objective was to streamline the process, improve buyer handling, and create a more scalable sales operation.

The Challenge

Bogdan had already built experience in buying and selling properties in Warsaw, but growth was limited by operational bottlenecks and inconsistent sales processes.

Some of the main challenges included:

- Slow property turnover
- Lack of a structured client management process
- Inconsistent follow-up with potential buyers
- Time-consuming manual communication
- Difficulty managing multiple active opportunities simultaneously
- No scalable system to support increased transaction volume

As the business grew, it became clear that relying on informal processes was limiting the ability to close more deals consistently.

What Target Avenue Implemented

Over the course of 12 months, Target Avenue focused on improving the backend sales process, buyer management, communication systems, and operational structure.



1. Sales Process Optimisation

We helped restructure the way buyer inquiries and property opportunities were handled from initial contact through to closing.

This included:

- Creating a clearer sales workflow
- Organising lead handling processes
- Standardising communication
- Improving response times
- Streamlining the buyer journey

The result was a more efficient and predictable sales process.

2. Buyer Follow-Up Systems

One of the biggest improvements came from implementing consistent follow-up procedures.

Previously, interested buyers were not always being nurtured effectively, leading to missed opportunities and delayed decisions.

We introduced:

- Structured follow-up processes
- Consistent communication sequences
- Better buyer tracking
- Improved organisation of active conversations

This helped increase buyer engagement and move deals forward more efficiently.

3. Operational Structure & Scaling

As transaction volume increased, we helped create systems that allowed the business to operate more efficiently without becoming overwhelmed.

This included:

- Process documentation
- Workflow organisation
- Time management improvements
- Better coordination between ongoing property deals
- More efficient handling of multiple buyers at once



The focus was on building a repeatable system capable of supporting long-term growth.

4. Positioning & Professionalism

We also worked on improving the overall professionalism of the client experience.

This involved:

- More structured communication
- Better presentation processes
- Improved consistency in client interactions
- A more organised sales experience from inquiry to completion

This helped build stronger trust with buyers and created a smoother overall transaction process.

Results After 12 Months

The improvements delivered significant business growth.

Key Outcomes

Increased Monthly Property Sales

- Bogdan increased from selling 1 property a month to selling 5 property's a month!!

This represented a 400% increase in monthly transaction volume over the course of the partnership.

Lead-to-Sale Conversion Improvement

Buyer handling improvements and structured follow-up systems increased overall buyer conversion rates by 165%, allowing more enquiries to turn into completed transactions.

Sales Process Efficiency Increase

Through workflow optimisation and faster response systems, overall deal handling efficiency improved by 70%, reducing delays and allowing more active opportunities to be managed simultaneously.



Faster Property Turnover

Properties were being sold more efficiently due to:

- Improved buyer management
- Faster communication
- Better follow-up systems
- More organised sales processes

This reduced delays and improved overall business cash flow.

More Scalable Operations

By implementing structured systems and workflows, the business was able to handle a significantly higher number of active deals without operational chaos.

Instead of relying on reactive processes, Bogdan now had a more organised and scalable operation.

Improved Buyer Experience

The more professional and structured approach helped create:

- Better communication with buyers
 - Faster responses
 - Increased trust throughout the process
 - Smoother transactions overall
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The Impact

Through operational improvements, sales process optimisation, and structured buyer management, Target Avenue helped transform the way Bogdan Rochniak managed and closed property deals.

The result was not only a major increase in monthly sales volume, but also the creation of a scalable foundation for continued growth in the Warsaw property market.



Testimonial

“Working with Target Avenue helped us completely improve the way we handle property sales. The systems and structure they introduced allowed us to manage more buyers, close deals faster, and scale from one property sale a month to five consistently.”

— Bogdan Rochniak

