



Customer Profile

North America's leading Real Estate listing publication, showcasing properties in more than 15,000 communities nationwide across 229 publications.

Industry

Publisher – Real Estate

Website

www.homesandland.com

Challenges

- Low contact and lead conversion rates.
- Lack of insight into rep activity and performance.
- Poor or inconsistent lead nurturing.
- No visibility into customer history and lifecycle.

Solutions

- Customized Infusionsoft CRM integration to facilitate lead-nurturing.
- Advanced lead and contact management with predictive and local presence dialing capabilities.
- Customizable reporting.
- Single user interface with automatic access to client relevant data during each customer interaction.

"3CLogic combined with our CRM facilitates the ability to create a relationship that's going to help monetize the engagement as opposed to just pure cold calling."

-Ken Allewelt, Manager of Database Marketing at

The Homes & Land Story

How a business found new life with a modern approach to traditional selling.

As the most popular and widely distributed real estate listing publication in both the U.S. and Canada, Homes & Land has always prided itself on setting the latest industry trends for others to follow. An advocate of the "personal touch" but cognizant of today's hypercompetitive environment, Homes & Land chose to explore how to combine the old with the new – the traditional with the modern. And the results speak for themselves.

Company Background

Founded in Tallahassee, Florida in 1973, Homes & Land is North America's leading real estate listings publication, showcasing properties in more than 15,000 communities nationwide across 229 publications. The first to aggregate and distribute real estate listings online, the company currently cites Zillow.com and Trulia among its primary rivals in an industry known for its extremely competitive environment.

The Challenge

Striving to continuously bring together both homebuyers and sellers, while remaining competitive against daily incumbents, Homes & Land required a modern approach to its existing marketing and sales process. While an industry leader, known for its strong readership and unique advertising platform, the business still heavily operated based on traditional but outdated methods – notably excel spreadsheets and manual dialing. "Originally, the sales team lacked any insight into who they were calling," explains Ken Allewelt, Manager of Database Marketing at Homes & Land. "There was no platform in place to track calls, conversion rates, display lead information, relay client purchase history, or any means to help improve contact opportunities. It was the old way of doing things and we needed to update it."

Faced with low contact rates due to an inefficient and antiquated outreach program, Homes & Land began to research contact center solutions with the intent of boosting the efficiency of its sales efforts and overall bottom-line.

The Checklist

With conversion rates hovering at only 7%, Homes & Land's primary objective was to streamline its lead nurturing process with a heavy focus on optimizing its sales reps "talk time" and closing rates. As such, it listed the following primary requirements as it considered potential contact center solutions:

- Predictive dialing capabilities with answering machine detection to increase rep "talk time."
- Local presence calling to improve contact rates.
- Ability to integrate with the CRM platform of its choice with automatic lead-pop to facilitate data management and access at the point of interaction.
- Ability to automatically prioritize and contact leads based on pre-existing criteria.
- Customizable fields and campaign management to mold contact center solution to current and future business workflows.
- Advanced reporting platform to monitor all aspects of the contact center in real-time.
- Cloud-based solution to alleviate the need for IT resources and mitigate cost.
- Simple and rep-friendly solution.



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**-Ken Allewelt,
Manager of Database
Marketing at Homes &
Land**

Contact Us
(800) 350-8656 or visit
www.3clogic.com

The Transition

Choosing 3CLogic for its customizability, ease of use, reporting capabilities, and ability to seamlessly integrate with its new CRM vendor [Infusionsoft], Homes & Land decided to implement the changes in stages by adopting 3CLogic's solution first. "Following the implementation of the 3CLogic software we saw an overnight improvement in our contact rates," explains Ken. "With a combination of the local presence and predictive dialing features, our sales reps were spending considerably more time talking to prospects rather than chasing them down."

The success of the integration strategy continued to blossom when 3CLogic was formally integrated with Homes & Land's new CRM platform. With the ability to effortlessly nurture leads to pre-determined campaigns and projects, the business was able to more effectively manage lead flow while enhancing each interaction with automatic access to client relevant data and history.

"3CLogic combined with our CRM facilitates the ability to create a relationship that will help monetize the engagement as opposed to just pure cold calling," Ken explains. "We call it the perception of personalization."

In addition to the immediate benefits, Homes & Land also had access to real-time reports and data to help evaluate the success of both its reps and overall campaign initiatives. "No more guessing," states Ken.

The Results

- 300% increase in conversion rates, from 7% to 22%.
- 500% increase in contract sales.
- \$1MM increase in incremental revenue in less than 12 months.
- More efficient sales team.
- Improved client relations.

The Future

With a strong presence both online and through its printed publications, Homes & Land continues to be an industry leader within the real estate listings space with no signs of slowing down. "3CLogic has become an integral part of the whole process," states Ken. "Pure cold calling alone won't do it. Pure CRM campaigns won't do it. It takes the combination of both for there to be a real impact. And the proof is in the pudding."