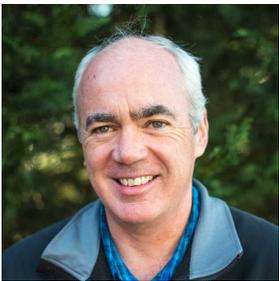


CASE STUDY

Chip Craig
Owner & Founder
GreyBeard Realty



Driving Online Engagement with ReadyChat



"By engaging prospects on our website, ReadyChat allows us to immediately start a dialogue. It helps us understand where our clients and prospects are, assign the prospect to the appropriate broker and make the most of our marketing budget."

CHALLENGES

GreyBeard Realty home to 21 brokers, has been serving the Asheville and Black Mountain areas for 18 years. "We needed a way to respond quickly to customers who were coming to the site. We invested in SEO and PPC advertising but the leads we received were vague about their interests. They'd say things like 'I want to buy land in western North Carolina.' That's a large surface area. I route all our leads but I had trouble identifying the right agent for specific prospects," says Chip.

SOLUTION

"ReadyChat appealed to us as a way to be more responsive to our customers. We could respond to people's needs quickly and engage them with the right agent. As the owner of the company I assign leads, with ReadyChat I'm able to target our ad spend and route leads based on the area of interest of the customer. We're able to spend our marketing dollars more wisely," says Chip.

RESULTS

"Our website leads are up 30% in January from the year before and I'm able to use the detail ReadyChat provides to narrow in on the interest of our customers and find more targeted properties. They do a great job of getting key info from the prospect so we can more quickly qualify follow up.

BOTTOM LINE

ReadyChat gave Chip the ability to target the right prospects and expedite the process of routing them to a broker in their area. With ReadyChat GreyBeard Realty is able to provide a better customer experience from the first conversation to closing.