



Urbane Results Takes Control of Sales



Company Profile

- Founded in 2007
- Based in Washington, D.C.
- Manages 350 rental properties
- Manages 20 condo associations
- Management only, no buy/sell

Problem

- Leads falling through the cracks
- Poor visibility into performance
- Wanted to make responsiveness a bigger priority and selling point

Solution

- Track calls / emails automatically
- Simple reporting dashboard
- Setup instant lead notifications via e-mail, sms and phone call

Result

- Unusually high contact rate: 90%
- Transparency in agent follow up
- Agent production is maximized

I can't be there for every prospective client interaction, but with LeadSimple I can review things when I have time and ensure that my clients are receiving the best service at all stages of the relationship. ”

The Problem

Urbane Results was looking for a way to get control over their sales process. Company principal, Jeremy Boardman believes strongly in the importance of the sales process, referring to it as, "second only to servicing existing contracts".

Jeremy was convinced that speed and thoroughness were a critical part of winning new customers, and setting the tone for the ongoing customer relationship. Yet, he felt that they were losing out on opportunities to close more leads as a result of their largely manual process for following up and tracking their sales process.

During the exploratory process of looking into LeadSimple, Jeremy shared his frustration over their current setup.

"I think the first guy to respond to them and or the most persistent guy to respond to them are likely to get the business and I think we lose out on a lot of business that way".

Jeremy wanted a way to see the the entire story of how his agents were handling each lead assigned to them.

"That's absolutely something I want to track and be able to do better because for me right now it is pretty close to gut, or asking people 'where do you get most of your leads from' - which is probably somewhat accurate **but is still just a guess.**"

While Urbane uses Propertyware to manage their portfolio, Jeremy had not found any sales tools specifically geared toward his business.

"In looking for property management software we looked really hard for software that had a good sales module and we really couldn't find anything so we were going to have to go to a 3rd party anyway and I didn't want to go with something generic like Salesforce."

Case Study

"I couldn't find anything like this that was geared specifically toward me."



Jeremy Boardman,
Broker / Owner

The Solution

Jeremy looked to LeadSimple to help implement a robust lead management system that would get the job done without getting in the way.

"It doesn't have to be rocket science or really fancy, it just has to be simple."

In order to make sure leads are connected properly, Jeremy makes sure he and his primary sales rep Robert are both contacted immediately whenever a new lead comes in from their website, or any of the lead services they subscribe to. Both receive a text as well as an e-mail that contains enriched lead info.

Additionally, Robert gets a phone call that has info about the property and offers to call the lead.

From there, all future communications with the lead are tracked through the LeadSimple system so they can be measured and reported on.

"Instead of me going around to my 2 or 3 property managers and saying 'Did you call this person back, did you call this person back' I just want to go online and see who's following up or who logged in last."

The Results

By using LeadSimple, Urbane has been able to bring a greater degree of accountability and consistency in their sales process.

"Our biggest concerns using LeadSimple were the reporting and documentation aspects. Our staff have financial incentives tied to lead response times and sales conversion rates. We wanted to be able to track exactly how long it took to respond to a lead, etc. LeadSimple tracks every communication with a prospective client and we feel confident paying out bonuses based on the information in LeadSimple."

"I check Robert's stats and I see that our response time is dropping. **Now when I look over the last 30 days he's averaging 27 minutes to respond to his leads and every week that just gets a little bit better.**"

Senior agent Robert Woolf has found it easy to use.

"I love it, before it was a pain to track the leads to show Jeremy so he knew I was doing my job and now it does it for me, so I for one am in love."

As Urbane grows, Jeremy relies on his LeadSimple sales data to predict future growth.

"LeadSimple is an important tool in forecasting when I am likely to be able to afford more staff."

Using LeadSimple, Urbane Results can make a bold claim: "Don't settle for slow response times and inattentive managers. Experience the difference Urbane can make today!"

About Urbane Results

Urbane Results, LLC is a boutique DC property management company proudly serving the District of Columbia and Montgomery County, Maryland. Urbane focuses exclusively on management; delivering a quality residential experience coupled with sound consulting, facility maintenance and administrative support. www.urbaneresults.com