

# Case Study



## Company Background

VIP Leads is a real estate company that helps hometown heroes like teachers, soldiers, police, firemen, nurses, etc. save money when buying or selling a home.

<http://www.ourhometownheroes.com>

VIP Leads believes in giving back to those that help make our communities a better place to live. Their Hometown Heroes program was built on real estate and mortgage discounts for Heroes, whether they are buying, selling, or refinancing. For example, when selling a home they offer reduced real estate commissions and no transaction fees.



The hometown heroes program saves buyers an average of \$7,700 (based upon a \$175,000 home) when buyers purchase a home using their affiliates! Some of the savings include:

- Pre-Approval with Lender – Up to a \$500 Value
- Home Inspection – Up to a \$350 Value
- Home Warranty – Up to a \$400 Value
- Title Insurance – Up to 1% of the loan amount
- Appraisal Report – Up to a \$450 Value

## Target Market

VIP Leads mainly targets community service customers through seminars. They do Internet advertising with pay-per-click programs as well as search engine marketing and search engine optimization.

### Business Challenge

To create a more efficient workflow, VIP Leads wanted a central point of communication for their customers, prospects, loan officers and real estate agents. In addition, they needed an online platform with integrated organization and workflow automation tools.

### Solution

LeadMaster's customized automation is specifically tailored to VIP Leads' business structure, tracking interactions with their clients and providing accountability with their partners. One of the critical components the LeadMaster system offers is notification of business stages that allows the company to oversee loan officer and real estate agent activity.

VIP Leads uses the system to keep track of customers, prospects and partners. They also utilize the workflow automation functions and update notification tools to manage and communicate with their constituents.

### Results

LeadMaster's workflow automation and notification applications have allowed VIP Leads to overcome their central communication and management challenges, improving their marketing efficiency.

Customized automation allows companies to further extend LeadMaster's benefits, including custom business logic, specific user interfaces, campaign-specific web forms and dashboard notifications. These functions and capabilities have improved VIP Lead's workflow efficiency and communication.

## Summary

LeadMaster's customized automation and CRM functions help customers like VIP Leads to communicate both efficiently and effectively to various clients and users from a centralized, online platform. Additionally, organizational tools like notification updates allow companies to oversee user activity and sales progress.