

## ‘RE/MAX® First broker: ‘The value of VoicePad? Money, Money, Money.’

### THE COMPANY

RE/MAX® First is a full service real estate firm serving the Louisville Metropolitan Area and Southern Indiana. The broker, Bill Burns, opened the doors of RE/MAX First in 2006, and vowed to make customer service his franchise’s first priority.

### THE CHALLENGE

RE/MAX First and its real estate agents were using a variety of systems for lead generation. “We obtained leads from REALTOR®.com, LeadStreet [a RE/MAX proprietary system], and sign calls,” says Mr. Burns. Many agents were purchasing expensive leads from well-known websites, but experiencing only limited success.

### THE SOLUTION

RE/MAX First partnered with VoicePad in December 2014, and was immediately pleased with the results. “VoicePad has taken several mobile technologies and rolled them into one dynamic package,” says Mr. Burns. “The VoicePad system is far beyond what I ever imagined, solving our mobile needs, call capture, social media management, and virtual videos. VoicePad did all of this while simultaneously creating leads from each service offered.”

In the first 60 days of using VoicePad’s services, RE/MAX First received more than 9,000 inquiries from call, text and mobile web, including more than 2,000 mobile site property views that can be associated to a name and phone number. “It’s amazing, and we’ve barely scratched the surface,” says Mr. Burns. “VoicePad is all it claims to be and more.”

### RESULTS

The high quality of VoicePad leads led to several new initiatives in Mr. Burns’s office, including an unconventional idea. “I instructed all the agents to save our VoicePad phone number in their cell phones as ‘Money, Money, Money.’ Each time a buyer wants to speak to an agent, VoicePad rings their phone, and the agent has a visual representation of the value of the incoming call,” says Mr. Burns. “If the agent doesn’t answer the call, they are throwing money out the door.”

To real estate brokers considering a switch, Mr. Burns says, “If I have one regret with VoicePad, it would be not signing up years ago. The customer care is outstanding and the launch team is an incredible resource. You should definitely implement the management systems they suggest. **I promise it does work!**”

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– Bill Burns,  
RE/MAX First

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