

Targeting Consumers at the Curb Boosts Brokerage's Leads

THE COMPANY

HUNT® Real Estate ERA® is a leader in the residential real estate industry with over 100 years of experience. The HUNT brand is recognized for consumer-oriented real estate products and services, and some of the most elite real estate sales professionals in the industry.

THE CHALLENGE

Charles Hunt, General Manager at Hunt Real Estate in upstate New York, was searching for the best lead capture tool for where people are — right at the curb. "It's the new point-of-sale," he says, and Hunt recognized that automation would be the deciding factor in the success of lead conversions.

THE SOLUTION

Hunt Real Estate eliminated all agent and broker phone numbers on yard signs. The signs now offer only a single automated number provided by VoicePad. By tying their yard sign number with VoicePad's Interactive Voice and Text information system, Hunt gives leads an instant response and even the option to connect directly to the listing agent to schedule a showing. Home buyers at the curb can either call to hear an automated audio recording with property details, or request a text message to receive a more information and a link to Hunt's GPS mobile site (provided by VoicePad). Every time a consumer calls or texts to the phone number, VoicePad's powerful lead-generating technology associates that consumer's name and phone number to property views on Hunt's mobile website. Using VoicePad's online Lead Manager, Hunt's agents can see the consumer's originating text, properties viewed, and even social media and email sharing activity.

THE RESULTS

Compared to the seven lead sources that Hunt tracks, VoicePad makes up over 52% of their lead generation. All of the information provided by the VoicePad software allows an agent to get a more complete picture of a potential buyer before contacting them. Hunt states, "Our agents have embraced the benefits of the system. They understand that even when they can't answer their cell phones, they still get the lead and everything works beautifully. We've seen just a huge number of calls. The last 12 months, we've received over 13,000 requests for property information by phone and 1400+ texts that have resulted in 15,000 property detail page views. Not bad for a yard sign."

“Compared to the seven lead sources that we track, (VoicePad) makes up over 52% of our lead generation.”
– Charles Hunt,
HUNT Real Estate

VoicePad
100 Mallard Creek Road
Suite 105
Louisville, KY 40207
Toll-free: (888) 595-7347
www.voicepad.com

