

Lofty™ increases conversion and supports accelerated growth at Lucido Global

“If you want to be successful in real estate, you need to focus on business generation. Since migrating to Lofty™, we have increased our business generation by 42%.”

-Robert Lucido Jr., Chief Strategy Officer Lucido Global



ACCELERATING GROWTH WITH LOFTY™

As Chief Strategy Officer for Lucido Global, the #1 KW team in the world, Robert Lucido Jr. keenly understands the power of innovative technology to drive efficiencies, increase agent productivity, support scalability, and boost the bottom line.

Robert believes that the next cycle of the real estate industry will be dominated by the firms that effectively leverage technology to innovate, automate, and streamline. When it became apparent that technological innovation had outpaced that of Lucido Global's previous CRM, he knew they needed a next generation technology stack capable of supporting Lucido Global's aggressive approach to innovation. To effectively explore all options, Lucido Global evaluated several technology companies and ultimately ran a three-month test comparing their previous system to Lofty™.

Within 90 days, Lofty™ produced **187% more agreements** with an average price per agreement of **\$650,000, 34% higher** than those on their previous CRM. After experiencing Lofty's™ impact on productivity, Lucido Global quickly replaced its legacy system with Lofty's™ award-winning sales acceleration platform. Lofty's™ intuitive platform, innovative AI capabilities, and powerful API provides the functionalities and integrations Lucido Global needed to work smarter and generate more business.

BY THE NUMBERS



Conversion Rate to Agreement Increased
187%



Listing Conversion Increased By
108%



Average Sales Opportunity up
56%



Average Sales Opportunity
\$615k



AUTOMATION AND INTEGRATION INCREASE ROI ON YOUR TIME

One of Lofty's™ core values is the ability to seamlessly automate the redundant, time consuming, and manual tasks that plague real estate professionals. By eliminating these tasks, Lofty™ now allows Lucido Global's agents to instead invest more time into revenue generating activities and client service. By relying on Lofty's™ integrated smart dialers for example, agents expedite the rate at which they connect with leads across their database and quickly prioritize high-value leads for further engagement. Innovations such as the smart dialers have delivered both elevated efficiency and higher conversion rates.

SECURE PLATFORM DRIVES AGENT ADOPTION, SUPPORTS RETENTION

Robert credits Lofty's™ ease of use, agent database privacy, and proven success as key to their improved agent adoption and agent retention. Robert makes it a priority to regularly highlight their success stories to the more than **350 Lucido agents** across North America. Even agents who had never used a CRM before migrated their own private database into Lofty™ due to their confidence in the security of the system and the opportunity to increase their income.

Lucido Global's investment in Lofty™ also demonstrates a clear investment in its partners. By empowering agents with a market leading, integrated platform designed to help them work smarter, Lucido Global delivers value from day one, helping them to maximize both the value of their time and their income.

NOT YOUR AVERAGE SMART PLAN

Lofty's™ unique Smart Plans are the fastest way to increase conversion. With built-in capabilities to customize and vary outreach based on a lead's profile, activities, and additional insights, Lofty™ enabled Lucido Global to **consolidate more than 100 drip plans into 8 smart plans**, significantly streamlining follow up and driving effective utilization.



As Said By Lucido

Everything we do is about optimizing the value of time and Lofty™ is instrumental in helping us achieve this goal. Almost immediately, Lofty™ helped us eliminate more than 41% of labor intensive, manual data entry, recouping valuable time and ensuring our agents stay focused on revenue generating activities.

Lofty™ Smart Plans are not like the typical drip plans of other CRMs, designed exclusively for lead generation. We use our Smart Plans to automate task lists for database management, support coaching, and drive agent adoption. Fundamentally, the only constraint is your own creativity. I firmly believe if you master Smart Plans, you will dramatically increase your business.

Lofty's™ Smart Plans also extend beyond typical lead generation activities. Unlike anything else on the market, Lofty's™ Smart Plans can create a property alert, task list, change pipeline, or even initiate a different Smart Plan further ensuring meaningful engagement. Specifically, Lucido Global uses Smart Plans to automate database management tasks, saving agents time while ensuring their database remains as organized and as a result, as valuable as possible.

Lofty™ also uniquely supports graphic customization, multimedia content, and third-party integrations allowing Lucido Global to deliver more value and capture increased engagement on automated communications. After overhauling their campaigns with multimedia and formatted content, the Lucido team saw their automated **email open rate climb to over 30%** as compared to the industry average of 19.12%.

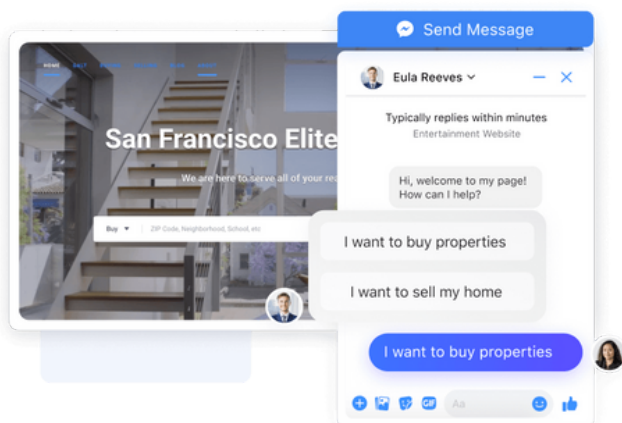


“We provide our team the best CRM on the market at no charge. Agents who have never used a CRM before are adopting the platform and others are shutting down their previous CRM in favor of Lofty™.”

“Because Lofty's™ AI Assistant is based on Google machine learning, it's only getting better, improving month over month. As a result, you're going to get better CPL and higher quality opportunities.”

POWERFUL AI ASSISTANT CAPTURES HIGH QUALITY LEADS

Powered by Google's machine learning and natural language processing technologies, Lofty's™ AI Assistant delivers better accuracy in recognizing leads' intention and provides more helpful responses to boost conversion rates. In fact, Lucido Global notes that in just one month, Lofty's™ AI assistant engaged with prospects during non-business hours and converted 11 leads. Unlike solutions with outdated and limited AI capabilities, Lofty's™ AI Assistant is powered by feedback from thousands of agents and fueled by millions of real conversations with buyers and sellers across the country, delivering more value daily than white label versions offered by competitors. Armed with the insight AI Assistant delivers, Lucido Global's ISA teams are better positioned to hit the ground running when back in the office, leading to higher level engagement with sales-ready leads.



RESUSCITATE COLD LEADS FOR NEW BUSINESS

Lucido Global coaches its partners that, “By giving up on a cold lead, you surrender it and all the downstream business it may generate to your competitor.” Lofty's™ automations effectively and consistently nurtures cold leads, safeguarding against potential lost business. Lofty™ keeps these leads percolating with effective Smart Plans, retargeting and property alerts. Recently, Lucido Global converted a four-year-old opportunity that had never responded to outreach, resulting in both a purchase and a sale opportunity that will generate \$95,000 in commissions. By simply importing a lead once considered “cold” into Lofty™, one Lucido Global partner earned a significant piece of business that otherwise would have likely gone to a competitor.

As the Lucido team continues to expand, Lofty™ is making it possible for Lucido Global to gain greater market share by empowering their agents with innovative tools to create more business opportunities and support greater efficiencies in the buying and selling process. As a result, Lucido Global continues its strong foothold as an undisputed leader in the real estate industry.

➤ To learn more about how we help customers grow their business, visit our website at lofty.com