

STRATEGIC BROKERAGE GROWTH PLAN POWERED BY Lofty™

JOHN MADDING
DIRECTOR OF OPERATIONS, MORE Realty



OVERVIEW

Headquartered in Oregon, MORE Realty is the second largest brokerage in the state with offices in Hawaii, Nevada, New Mexico, South Carolina, and Washington and nearly 1,500 agents nationwide. In 2022, the growing brokerage was looking to expand across the country to serve even more buyers and sellers but maintain its familiar and successful brand. Director of Operations John Madding knew that to effectively scale the business and expand his team of agents, he needed an innovative, easy to use technology platform that automated time consuming processes and empowered agents to better serve clients. With a legacy CRM in place with limited capabilities, John set out to find a more modern and intuitive platform purpose built to address his needs. He quickly found Lofty's™ sales acceleration platform including IDX, CRM, and Marketing Automations was the only choice to support the next phase of growth for MORE Realty.

“Lofty™ is a true partner to our team, dedicated to helping our agents harness the power of the platform to better serve customers. Lofty's™ commitment to delivering hands-on service is a testament to how well the company understands the unique challenges agents face and how technology -when fully utilized - can be instrumental in achieving success.”



INNOVATIVE RE TECH LEADER DELIVERS SUPERIOR CUSTOMER SERVICE TO DRIVE ADOPTION

John and his team have always been committed to providing innovative technology tools designed to help agents work smarter and not harder. Lofty™ was no exception - cited among new agents as an incentive to join the MORE Realty team and a proven resource in saving valuable time, boosting productivity, and helping to increase conversion rates. But to successfully onboard agents to the new platform, John knew he needed to provide comprehensive training resources and tools. Lauded for its commitment to customer service, Lofty™ worked with John and his team to support the company's unique needs, expedite the onboarding process, and deliver a robust library of resources to address common questions and concerns. With a dedicated customer service representative available to support the team, MORE Realty saw a **45% agent adoption rate, up from 20% with the previous CRM.**



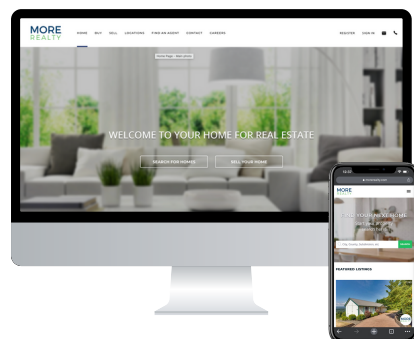
As said by
JOHN MADDING

Lofty™ is a game changer when it comes to supporting our growth goals. The IDX system easily empowered agents to create and maintain highly customized websites to best serve clients across the country while maintaining our company brand. And the build-in analytics and insights to hone lead generation activity significantly help to drive new business.

Recognized as a real estate tech innovator, John continues to be impressed with Lofty™'s rapid product development team, consistently enhancing the platform to better serve agents in an increasingly competitive market. MORE Realty relies on the Lofty™ Enterprise Platform, expressly developed to support the complex organizational structure of most brokerages. With top-down lead routing capabilities and pre-set rules, Lofty™ has helped John and the leadership team streamline ownership, track where leads originate, and expedite lead engagement, instrumental in supporting business expansion goals.

CUSTOM IDX THAT MAINTAINS BRAND CONSISTENCY

An important objective for the company's growth strategy was the ability for agents to customize their websites based on geographic location while maintaining a brand consistent with MORE Realty's corporate look and feel. Lofty's™ robust library of modern IDX templates made it easy for agents to design a website that reflects the uniqueness of each geography while maintaining the company brand. Not only are the resulting sites stunning, but the platform's built in site activity analysis delivers actionable insights to attract new leads, helping agents more quickly ramp the business. And with extensive white label options, Lofty™ offers a centralized library of resources to help MORE Realty execute a cohesive marketing strategy and ensure brand consistency across teams, offices, and locations as they expand across the country.





Case Study

MORE REALTY

Lofty's™ SOCIAL STUDIO ENCOURAGES AGENT ENGAGEMENT DRIVES MARKETING STRATEGY

Social media was instrumental to John's marketing strategy as the firm sought to build a local presence in new locations. While most agents recognize and understand the need for social, many are concerned about how and where to start. Lofty's™ Social Studio takes the guesswork out of social media engagement for agents by automating the creation and execution of posts directly from the platform. Acknowledged among MORE Realty agents as one of the most valuable Lofty™ features, Social Studio makes it possible to generate consistent brand awareness, helping MORE Realty agents attract more followers and capture more leads cost effectively.

“I'm amazed by the forward-thinking product development team at Lofty™. They consistently analyze the market and anticipate our agents' needs so we don't have to, regularly enhancing the platform with features purpose built to serve our industry. Lofty™ is far and away the most valuable tool we offer our agents and is a clear differentiator for us in the marketplace.”

“Agents are so confident in Lofty™ they have taken to a 'set it and forget it' mindset. Knowing they can rely on Lofty™ to actively capture, manage, and nurture leads, agents are freed to focus on what they do best - service clients. By providing innovative technology tools like Lofty™ to automate the time consuming, mundane processes that often bog agents down, we are better positioned to effectively grow our business and recruit and retain a powerhouse team.”

TOP BENEFITS CITED BY **MORE REALTY** AGENTS



EASE OF USE



TIME SAVINGS



SLEEK CUSTOMIZATIONS

MORE REALTY AGENTS LOVE LOFTY™

Recently, John conducted a customer satisfaction survey to gauge feedback on the Lofty™ platform. Overwhelmingly, agents reported confidence in the system citing ease of use, sleek customizable options, and time savings as top benefits. Relying on Lofty's™ innovative smart plans to execute effective nurture campaigns, and the intuitive chatbot AI Assistant to boost productivity and conversion rates, agents report that Lofty™ has made their day to day lives easier and is far superior to the legacy CRM that preceded Lofty™.

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

www.lofty.com | 877 - 877 - 3772