

Lofty™ DEEPLY UNDERSTANDS THE REAL ESTATE INDUSTRY

"I've worked with many CRM systems in my career and none have come close to Lofty™ in offering an extensive suite of tools purpose built for real estate. Lofty™ is not only cost effective, but efficient and simple to use without compromising on critical functionality"

- Nick Leavy, President, Exit Realty Metro



OVERVIEW

President of Exit Realty Metro in Minneapolis and Exit Realty Heartland in North Dakota, Nick Leavy is a veteran real estate professional with nearly two decades of industry experience. After years of relying on homegrown and ineffective CRM and IDX systems, he knew that in order to be successful agents need an innovative platform to effectively identify, manage and nurture leads for long term success. Once established in his role as President, Nick sought to modernize his brokerages and quickly turned to Lofty™ to streamline operations and arm his team of agents with a powerful platform designed to improve productivity and ensure superior customer service. Working with Lofty™ since 2016, Nick can attest to the power of Lofty™ in helping his agents get to a close faster and drive the bottom line, even amid some of the most challenging times the real estate industry has experienced.

“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.”





SOLUTION

As every agent knows, transitioning to a new CRM is rarely a seamless process. However, when Nick introduced Lofty™ four years ago, he was pleasantly surprised to find how quickly and easily his team was up and running on the new platform, realizing immediate ROI. A user friendly and intuitive platform, Lofty™ also offers an extensive training center and library of resources helping to alleviate any time Nick may have previously spent retraining staff and empowering agents to maximize the features and functionality of the Lofty™ platform for the betterment of the brokerage. Nick specifically notes Lofty™'s comprehensive and streamlined platform design helps agents connect with customers in a systemized fashion, critical to success in today's environment. Lofty™ allows users to automate task functions making them more efficient in their day to day interactions with current clients and prospects and helps to keep Exit Realty top of mind. From an operations perspective, Lofty™ offers Nick unprecedented visibility into overall activity within the brokerage – leads in, leads out, leads converted. Lofty™ also allows agents to drill down helping Nick identify where a challenge may exist with a specific client or lead profile. Armed with this insight, Nick can better support his agents in navigating the best next steps.

RESULTS

Essential to success, Lofty™ also ensures a seamless lead import process. Specifically, when an existing agent joins the Exit Realty team, they often bring several disparate client databases pulled from various CRM systems. With Lofty™ in place, an agent can easily merge those databases to build a single, comprehensive client list. Nick finds this helps his agents feel settled more quickly knowing they can access a reliable and integrated client list in one central location from day one.

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

As the real estate industry has experienced tremendous change and disruption over the last few years and months amid the pandemic, the Lofty™ product development team has proactively responded with thoughtful product updates and extended functionality, designed to support agents as business requirements shift. Nick notes the Lofty™ team is amenable to client suggestions, taking into consideration how they can continue to innovate the platform through new features, improved functionality or strategic industry partnerships to most effectively support today's agents.



As said by
KEVIN LEVY

“Not only is Lofty™ a huge value add for our business, it's become a critical recruiting tool. Offering the Lofty™ platform has been instrumental in securing new agents, helping us effectively grow our business and support even more clients.”

LOFTY™ FEATURES



LEAD GENERATION



GENERATIVE AI



INTELLIGENT IDX

MUCH MORE