

INDEPENDENT BROKERAGE PURE REALTY DRIVES PROFITS AND RECRUITMENT WITH Lofty™

“Our agents that use Lofty™ absolutely love it. In fact, I actually use Lofty™ as a key selling point in our recruiting calls and materials. The adoption of innovative technology is a huge competitive advantage for us.”
- Pure Realty



HOT STATS



In just one year, Pure Realty generated **Year Over Year Profit** with **online leads generated from Lofty™**



The Lofty™ **adoption rate is 87%** of total Pure Realty agents vs an **industry rate of just 20% for CRM systems**



Agent retention rate at the firm was an astounding **86% in 2021** compared to the **industry average of 40-50%**

AT A GLANCE

After transitioning away from a national brokerage firm, the Pure Realty team sought out technology applications that could not only streamline operations and drive the business forward but serve as a draw for agent recruitment. After a comprehensive review of nearly 20 different CRM systems, the Pure Realty team selected Lofty's™ award-winning platform to serve as the foundation for their efforts. Within just one year of using the Lofty™ platform, Pure Realty noted a substantial increase in profit from online leads alone. They also have astounding agent retention and technology adoption rates compared to industry averages.

OVERVIEW

Based just outside Austin, Texas, Pure Realty is a rapidly growing boutique brokerage focused on providing clients superior service through a consultative approach to home buying and selling. After 10 years as part of a national brokerage firm, in 2019 the company established the independent Pure Realty brand. To support the newly formed brokerage and its plans for rapid growth, the team sought out technology applications that could not only streamline operations and drive the business forward but serve as a draw for agent recruitment.



CHALLENGE

Accustomed to dated tools with technical limitations, the Pure Realty team sought out proven technology solutions that could not only streamline operations and drive the business forward but serve as a draw for agent recruitment. Based on previous experience, they understood that technology tools were only helpful if agents used them in their day-to-day work.

One of the primary elements for consideration was a new CRM platform that could propel lead generation and conversion efforts. As the Director of Operations for Pure Realty, Molly McKenna led a comprehensive review of 17 different systems. She was looking for something that would be both feature-rich and easy-to-use for a growing base of Pure Realty agents. In addition, with a technology first approach, McKenna needed a system that would be a draw for recruitment not a hindrance.

SOLUTION

After an exhaustive search, McKenna selected Lofty's™ award-winning platform.

Given the platform's natural fit into the Pure Realty operation and the ability to lean on a dedicated customer service representative from Lofty™, McKenna stated the onboarding process for new agents is relatively seamless. Through the firm's partnership with Lofty™, the Pure Realty team also established a training process designed to maintain user adoption. For example, agents have access to a monthly training option that serves as a refresher course on the system. Given Lofty™ regularly introduces new features based on customer feedback, the opportunity to stay up to date is vital. According to McKenna approximately 20 to 30 agents join the session each month to improve their use of the system. Collectively, these elements cut down on the time she and her team need to spend helping agents get up to speed on the system and powers an impressive 87.5% adoption rate for Lofty™ within the firm. By comparison, the industry averages a meager 20% adoption rate for CRM technology.

With an integrated IDX web site and the industry's only native-built AI Assistant, plus customizable automation tools such as Smart Plans, Lofty™ provides all the capabilities a growing firm needs to help fuel the success of their agents. From tracking open house lead to email newsletters, online lead generation to managing loan forms, Lofty's™ comprehensive capabilities empower agents to generate, nurture, and drive leads to close, ensuring fast-growing brokerages like Pure Realty can set themselves apart and bolster recruiting efforts.



“Our local market has never been hotter and like many firms around the country we wanted to capitalize on the demand by showcasing how we are different. As a boutique firm, offering innovative technology sets us apart from the competition and gives our recruitment process the firepower it needs to bring agents into the fold.”

“Lofty™ was the only system that I felt could grow with us instead of hindering us. And to date that's been proven to be true.”



Lofty™ was the platform that checked every single box for us. It is easy to use and incredibly intuitive which means no matter how many years our agents have been in the business or their level of technical skill, they can easily step in and use the system to start generating results.



RESULTS

After just one year of using the Lofty™ platform, Pure Realty noted a Year Over Year increase in profit from online leads alone. In addition, the agent retention rate at the firm was an astounding 86% in 2021, which is all the more impressive as the industry averages just 40-50%.

As part of their operations, McKenna and her team also employ two ISAs to help manage the lead system. Supported by Lofty's™ native-built AI Assistant, the ISAs can use the platform to view overdue tasks, manage lead routing at a micro level, and control the flow of leads throughout the brokerage. Lofty™ also enables Pure Realty to manage the permission and user scheme for the platform, providing both the collaboration and flexibility needed to ensure every agent can work together effectively.

As Pure Realty continues to expand, Lofty™ will be able to champion the firm's plans by providing the innovations needed to support a rapidly growing independent brokerage.

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

I cannot say enough about the incredible support team at Lofty™. They are so responsive and are not only aware of what we need but often anticipate what we need the most at the moment."

