Lofty

> **Sarah Richardson is one of the preeminent leaders of residential real estate in the Phoenix area. As the CEO and founder of Tru Realty, she is responsible for both the daily operations and the overall growth strategy of the company.**
>
> **Sarah Richardson, Founder & CEO Tru Realty**

CHALLENGE

To help her growing team effectively generate, nurture and manage leads, Sarah turned to a CRM platform delivered by a large financial institution. With this new platform in place, Sarah hoped to eliminate inefficiencies, increase productivity among her team and drive the bottom line. However, once the system was up and running, Sarah and her team found it wasn't intuitive or user friendly, hindering agent adoption. Meanwhile, the company failed to provide training to support her team. As a result, agents were dropping off the system regularly, defeating the value of an integrated CRM platform. And while it was cost effective, the CRM system lacked the critical visibility Sarah needed to effectively track leads, agent activity and campaign progress.

SOLUTION

Frustrated, Sarah sought a replacement and turned to Lofty's™ award-winning sales acceleration platform to effectively meet her needs. Powered by innovative AI, Lofty™ delivers the data driven insights needed to intelligently generate, manage and nurture leads through the buying and selling process. By analyzing lead behavior and assigning each lead a score, Lofty™ suggests to agents next best steps and seamlessly executes campaigns and outreach specifically designed to meet the needs of those qualified leads. Armed with this unprecedented level of insight, Sarah's agents are now set up for success. By relying on Lofty™, Tru Realty agents no longer need to spend time on mundane or time-consuming tasks and can focus on strategic revenue generating initiatives.

CUSTOMER SUCCESS SUMMARY

CHALLENGE
Previous CRM platform lacked visibility needed to effectively track agent activity and campaign progress.

SOLUTION
Lofty's™ award winning AI-powered platform delivers the data driven insights needed to intelligently generate, manage and nurture leads.

RESULT
Nearly 60% of agents were up and running with Lofty™ within the first two weeks.

RESULT

Sarah was immediately impressed with Lofty's™ responsive customer support team and comprehensive training resources, designed to help her nearly 150 agents quickly onboard. With an extensive library of dynamic training videos, a readily available support team and user-friendly interface, nearly 60% of Sarah's agents were up and running with Lofty™ within the first two weeks. Whether accessing via the desktop or mobile app, Lofty™ is easy to use and delivers the intelligent insight needed to effectively serve buyers and sellers alike. Agents across the board were instantly impressed with Lofty's™ comprehensive capabilities to help them effectively execute their day to day job. A true plug and play solution, Lofty™ allows agents to immediately set and execute tasks, calendar settings and seamlessly integrates with the teams' Google G suite to deliver value right from the start. Agents were up and running 10 times faster with Lofty™ than with the previous solution – an immediate ROI for Tru Realty.

Unlike the competitor Sarah first relied on, Lofty™ also delivers new product enhancements quickly, designed to meet the evolving needs of today's busy agents. Sarah and her team, like the rest of the real estate market, were also becoming frustrated by the explosion of lead generation companies and resources and the lack of lead conversion tools. With plans for an integrated solution to effectively deliver qualified leads to increase conversion rates, Lofty™ continues to impress Sarah and her team with a forward-thinking approach to how technology can best support today's agents.

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

As Said By Sarah

Lofty™ is one of the few CRM systems in the industry that requires very little 'tweaking' as its been built -and continues to evolve - with the modern agent in mind. The intuitive platform leverages innovative technology like AI to intimately understand buyer and seller behavior, driving more successful campaigns and increasing the bottom line. The product development team at Lofty™ prioritizes my agents needs and continues to enhance its robust platform for the betterment of our industry.

Lofty™ is the only choice for a modern real estate agent who understands the importance of innovative technology in helping to deliver unmatched client service in today's fast paced, competitive and on demand world."