

CASE STUDY

**A REAL-ESTATE AGENCY
INCREASED CONVERSIONS BY 362%
BY WEEDING OUT
NON-SERIOUS WINDOW SHOPPERS**



Challenge

A real estate agency faced an increasing number of no-shows to open houses. Their sales team needed a way to send time-sensitive appointment reminders and confirm attendance. However, the contact details provided by potential buyers on gated online listings were often unreliable and bogus.

"Phone number verification really helped us filter out serious buyers from people that are just not serious enough. It's also a lot easier to get back to people when there's a number you can call."

- James Whitman (Name Changed), Regional Head of Sales, A Real Estate Chain in Louisiana



Solution




The agency used **Phone Validation** and **Data Validation** tools to enhance their processes. They ran all old phone numbers stored in their Salesforce Org through a **Batch Verification** process, identifying and removing bogus records. They also implemented **Record Validation** features on their website and listings, ensuring they captured genuine contact details.

Additionally, they adopted **Email Verification** and **Email Validation** tools to enhance the accuracy of customer profiles. By using an Email Validator, they ensured every contact had valid and reachable email addresses. These steps complemented their existing **Address Validation** and **Phone Validation** processes, providing an all-round improvement in contact accuracy.

"We loved the reverse lookup feature. We can now fill out profiles with names, area codes, mobile carriers, and owners of the submitted phone numbers. This has been such a game changer."



Results

-  **Improved Contact Accuracy:** Realtors were better prepared for calls, using extra details from reverse lookup tools, such as area codes, to suggest nearby properties.
-  **Enhanced Customer Insights:** Reverse lookup tools allowed the team to understand buyers' rent and mortgage situations before engagement.
-  **Streamlined Communication:** The team insisted on alternative contact numbers in cases where the primary phone numbers were registered under different names.
-  **Reduced Costs:** Marketing admins reduced SMS credit usage for bulk messaging about new listings by relying on verified phone numbers. Additionally, Mass Verify solutions helped minimize wasted resources.
-  **Optimized Efforts:** With verified emails and phone numbers, the team reduced dial-time, ensuring their efforts targeted genuine leads.

Using a combination of **Phone Validation, Email Verification, and Record Validation tools**, the agency experienced a dramatic **362% increase in conversions** by focusing on serious buyers and optimizing their communication channels.