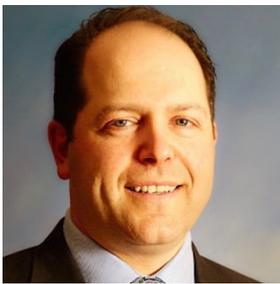


CASE STUDY

Al Becker
VP of Marketing Operations
Jack Conway Realtor



Driving Quality Leads With ReadyChat



"When people call me and ask me about ReadyChat, I tell them about the exceptional service they offer. It's a great system and we get strong leads from them. They're extremely reliable, their technology consistently works and that makes us look good."

PROBLEM

In order to achieve rapid growth and serve their 700 agents, Jack Conway Realtor needed to remain at the forefront of technology and innovation. Selling over \$1 billion in homes along the North Shore requires a steady pool of leads, Jack Conway Realtor needed a reliable product that would consistently provide qualified leads for agents.

SOLUTION

As VP of Marketing, Al Becker oversees website, digital and print operations for Jack Conway Realtors. When the company decided to adopt chat in 2013, they knew they needed a reliable vendor. "I needed a solution that didn't take more of my time. ReadyChat never breaks. That's a big problem with a lot of technologies in this business, stuff doesn't always work. But ReadyChat works – all the time." In 2014, Jack Conway Realtors won most innovative brokerage from LeadingRE. "Nobody was doing what we were doing. We started parsing chats from ReadyChat to our call center and called the leads. We had immediate success," says Al.

RESULTS

Since 2013, ReadyChat has consistently generated over 150 chats per month for the company. As a result, ReadyChat now represents 50 percent of total closed deals. "Whenever we have a request, ReadyChat works hard to provide us with what we need. They send qualified leads who are actively interested in starting a conversation," says Al.

BOTTOM LINE

ReadyChat provides reliable service that saves the company time, while allowing them to grow their business.