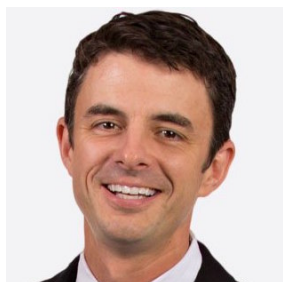


## CASE STUDY

Michael Phelan  
VP of Marketing  
Beverly-Hanks & Associates Realtors



# Increasing Online Leads with ReadyChat



*"Our CEO invests heavily in marketing and innovation to offer the best service to our agents and customers. Chat offered a solution that delivered better-qualified leads we could pass on to our agents."*

## CHALLENGES

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Beverly-Hanks & Associates REALTOR® has always had a commitment to service aimed at building long-lasting relationships throughout Western North Carolina. As a fast growing brokerage, they were looking for new ways to improve the conversion of leads from their website, and engage customers more effectively. "We're always looking at ways to grow sales. We knew we needed a way to capitalize on the traffic coming to our site and produce qualified opportunities," says Michael Phelan, Vice President of Marketing.

## SOLUTION

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"Our CEO believes in heavily investing in marketing to offer the best service to our agents and customers. Chat offered an innovative solution that provided qualified leads we could pass on to our agents," says Michael. "One of the things I love about working with the ReadyChat team is the support. As we expanded our website, we moved ReadyChat around and noticed a dip in leads. The team proactively reached out to help us optimize our chat presence, and get our lead volume back on track," says Michael.

## RESULTS

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"We nearly doubled our website leads by adding ReadyChat to our site. The ReadyChat leads convert at the same if not a little better rate than prospects that fill out a form. One in 25 leads end up buying or listing a house," says Michael. ReadyChat nearly doubled the number of homes sold or listed from the site. In addition to creating better ROI, ReadyChat improved customer service and sales team efficiency. "Agents receive a full transcript of the conversation. We're able to offer better service to our prospect and close on more homes thanks to chat," says Michael.

## BOTTOM LINE

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Beverly-Hanks & Associates REALTOR® doubled the number of sales from website leads by implementing ReadyChat. ReadyChat allowed Beverly-Hanks & Associates REALTOR® to offer additional value to their agents and customers by utilizing chat. They were able to increase their website leads and engage with their customers on a 24/7 basis.