

CASE STUDY

Ryan Carrell

Director of Relocation & Client Services

Carpenter Realtors (Indianapolis, IN)



Optimizing Online Leads With ReadyChat



"Their team provided expert advice that helped maximize lead conversion on our site. ReadyChat consistently helps us convert more qualified leads from our website and expose our brand to people who are new to the area."

CHALLENGES

Based in Indianapolis, Carpenter Realtors is an independent brokerage with more than 600 agents across central and southern Indiana. Since 1970, Carpenter Realtors has sought to provide the fastest and most efficient home-buying experience possible — which today necessitates an innovative and functional website. "We're always looking for new ways to improve," says Ryan Carrell, Director of Relocation & Client Services. "On our website, this meant driving more traffic and adding value to our agents and consumers without cannibalizing lead flow."

SOLUTION

After learning about ReadyChat from several partners at LeadingRE, Carrell helped Carpenter Realtors implement chat on their site. "We are always looking for best practices and higher conversion rates, and ReadyChat is one of the best solutions," says Carrell. "Implementation was easy, and there was hardly any downtime." He also credits the reliability of ReadyChat, claiming the entire process has been seamless.

RESULTS

Since implementation, ReadyChat has generated over 900 leads for Carpenter Realtors, contributing to over \$4 million in new sales. Carrell notes that ReadyChat has been especially helpful with first-time homebuyers, and other customers with no previous affiliation to an agent in the area.

BOTTOM LINE

Carpenter Realtors was looking for a reliable solution to increase traffic and lead conversion on their website. ReadyChat generates more qualified leads that convert to sales for Carpenter agents.