



leadferno
SUCCESS STORY

REALTOR CARI MCGEE FINDS THE KEY TO 240% INCREASE IN LEADS

HERE'S HOW LEADFERNO HELPED THE CARI MCGEE REAL ESTATE TEAM CONVERT MORE WEB TRAFFIC TO LEADS OF BUYERS AND SELLERS.



“In even just the first week there was a lot of “We got another Leadferno lead!” We all agreed right away that this was a great new tool for our business and it’s only continued.”



Cari McGee

REALTOR, Broker

Cari McGee Real Estate Team - RE/MAX Northwest

CHALLENGE

CAPTURE MORE WEBSITE LEADS BY MAKING ASKING QUESTIONS AND CONNECTION EASY

In real estate, where the ability to swiftly connect and resonate with prospects can make or break a deal, Realtor/Broker Cari McGee has cracked the code by turning to a tool as ubiquitous as it is underestimated: text messaging.

The result? A thriving real estate business where buyers and sellers are easily connected to a real estate expert to lead the way.

Proving that in the digital age, the most powerful tool for engagement is in your pocket.



“We’ve always had a lot of traffic to our website. It’s been online for 15-20 years and I started blogging around 2006 or 2007. So there’s a lot of content and Google usually likes it, so getting people to our site has never been a problem,” shared Cari.

With a solid website and digital marketing strategy, Cari and team needed to find a way to boost conversion and lead capture.



“The problem was getting them to contact me. I’m sure a lot of those visitors had questions about a blog post they read or the latest housing market stats, but not many of them would take the extra time to find our Contact Us page and send in a question, or grab their phone and call for info.

*So the big challenge was **how do we make a connection and capture more leads,**” shared Cari.*



Cari McGee is an award winning Realtor and Broker in the Tri-Cities, Washington area for over 20 years.



HIGHLIGHTS

CHALLENGES

- Better calls-to-action
- Increase conversion
- Fast lead response

SOLUTIONS

- Web-to-text widget for website conversions
- Shared messaging Inbox
- Features to make communication efficient and personal

RESULTS

- 240% increase in website leads YOY
- \$58,000 in gross revenue
- Improved response time

SOLUTION

INCREASE ENGAGEMENT AND RESPONSE TIMES WITH PROSPECTS

The Cari McGee team wanted to start more conversations with prospects visiting their website. Not only could SMS increase questions and conversations, it could quickly qualify those prospects.

“The biggest change is just how quickly I can have legitimate conversations with new leads.



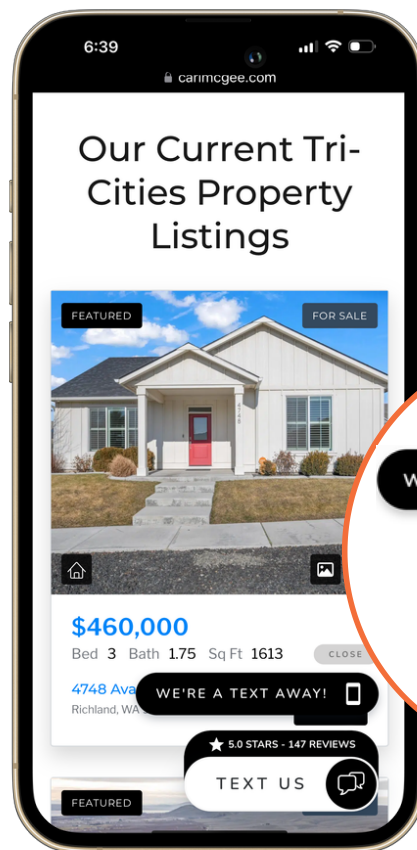
I can quickly figure out which leads are actually interested in buying or selling instead of just needing a random question answered,” shared Cari.

The Cari McGee Team’s website consists of thousands of pages including the MLS listings of available homes for sale.

Adding Leadferno’s Leadbox, a web-to-text widget, to the website placed an always visible call to action on every page, article and home listing.

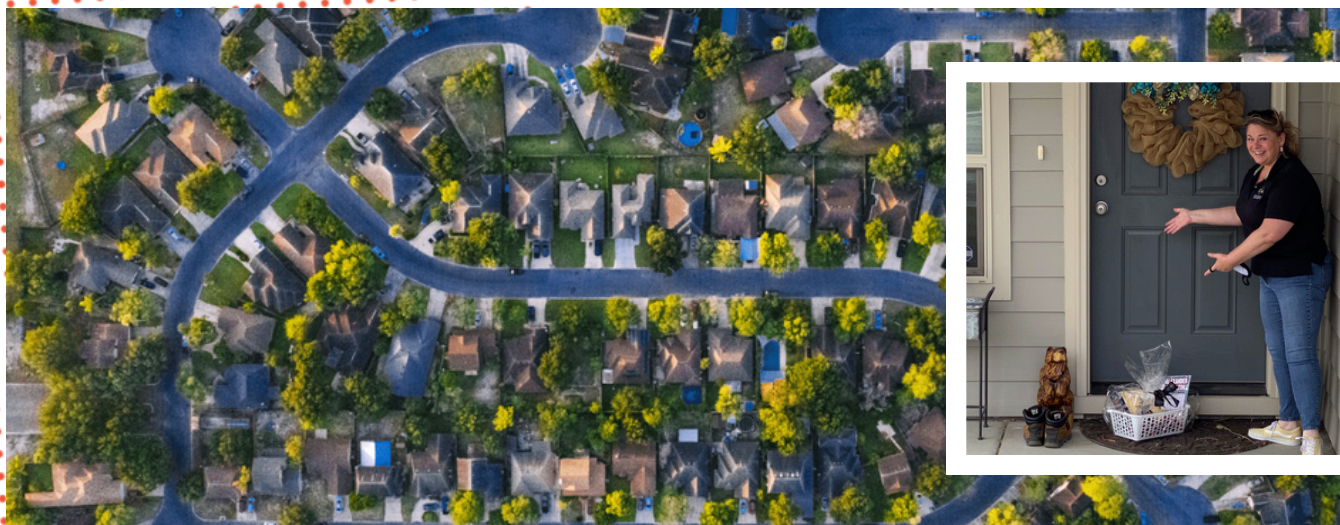
The team was able to be “Just a text away” and display their trusted review reputation of over 140 reviews.

The results of making conversion more visible and easier were immediate.



*“It was almost instantaneous that people started contacting us through the Leadferno widget. I don’t remember the exact number, but I remember that first week there was a lot of **“We got another Leadferno lead!”** We all agreed right away that this was a great new tool for our business,” shared Cari.*





A recent survey shows consumers prefer text messaging over email by almost 2 to 1, and texting over phone calls as well. Texting has moved from a “nice to have” to a must have for a business.

*“In today’s market, I think you’d be crazy to NOT give your customers and prospects **an easy way to text you**. Our phones are attached to us, but you can’t always make a call – and a lot of people don’t like making calls even when they can.*

We’ve had people of all ages text us through Leadferno. It’s not just millennials and younger people. That cliché doesn’t hold up anymore,” shared Cari.

The results of adding Leadferno to the website show that it meets the need for consumers to have an easy channel to engage and a tool for the business to capture and mature leads. The Cari McGee Real Estate team has seen conversion, leads, and sales revenue increase greatly with Leadferno.

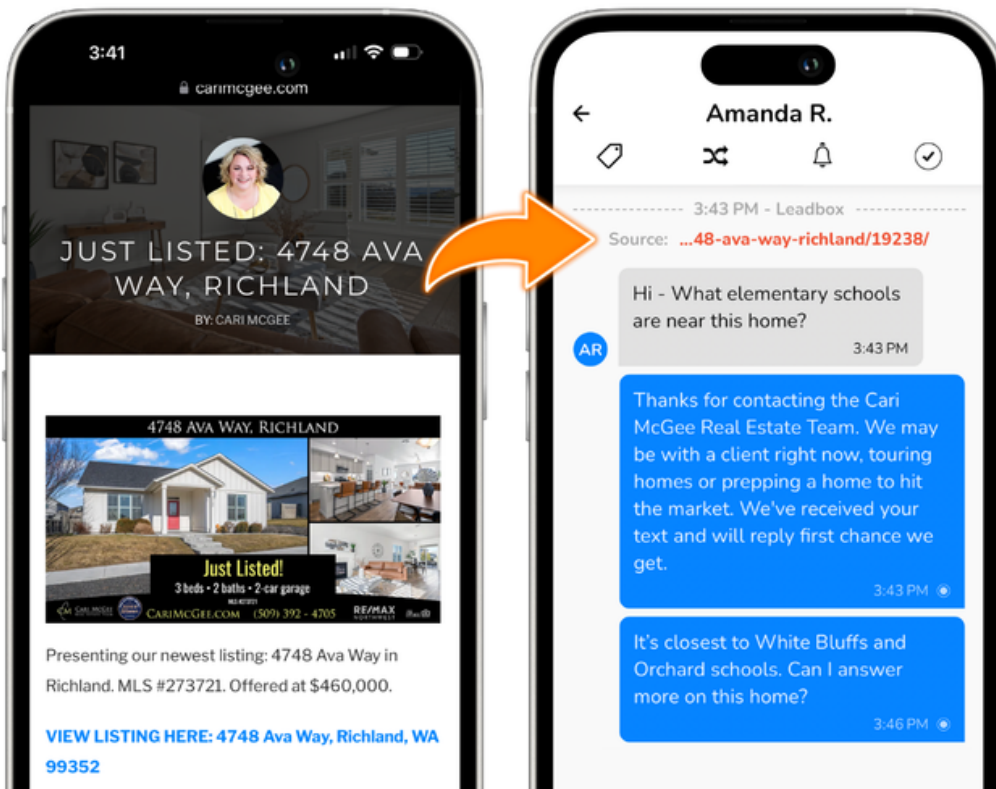
*“In the first year that we were using Leadferno, we ended up with a **240% increase in website leads**. And I can trace \$58,000 in gross revenue to clients who first contacted us through the Leadferno widget. It paid for itself right away, and then some,” shared Cari.*

Packed with **business grade features** to make texting efficient and easy, Cari shared that their favorite feature is the source link of where the text lead came from on the website.



“I love being able to see what page the person is on when they used the Leadferno widget! It’s great to know – were they looking at homes for sale? Were they reading a blog post? Were they reading our client testimonials?”

It really helps to understand where the person is when they make that first contact,” shared Cari.



Every new lead shows the **source link** of the page they are coming from. This gives instant context to the message.

Cari and team implemented Leadferno quickly getting the support they needed.



“The onboarding was good. We got our whole team, which was three agents and two admin staff, on a demo with Leadferno and they walked us through everything and answered all our questions,” shared Cari.



CARI MCGEE REAL ESTATE TEAM RESULTS

240% INCREASE IN WEBSITE LEADS IN FIRST 12 MONTHS

"It was almost instantaneous that people started contacting us through the Leadferno widget," Cari says.



Using Leadferno for SMS and conversion has helped The Cari McGee Real Estate Team achieve:

- 240% increase in website leads over 12 months
- \$58,000 in gross commission from Leadferno leads
- 77.4% of leads answered in under 30 minutes
- "Text us" buttons added to over 5,000 web pages, including all home listings, in just seconds

Leadferno helps power Cari McGee's 2-way texting with the technology and the features to support their processes. Auto replies, Lead Sources, Shortcuts, Scheduled Messages, Tags, Reminders, Transfers, Notes, and more all combine to allow powerful and efficient engagement, workflows, and reporting.

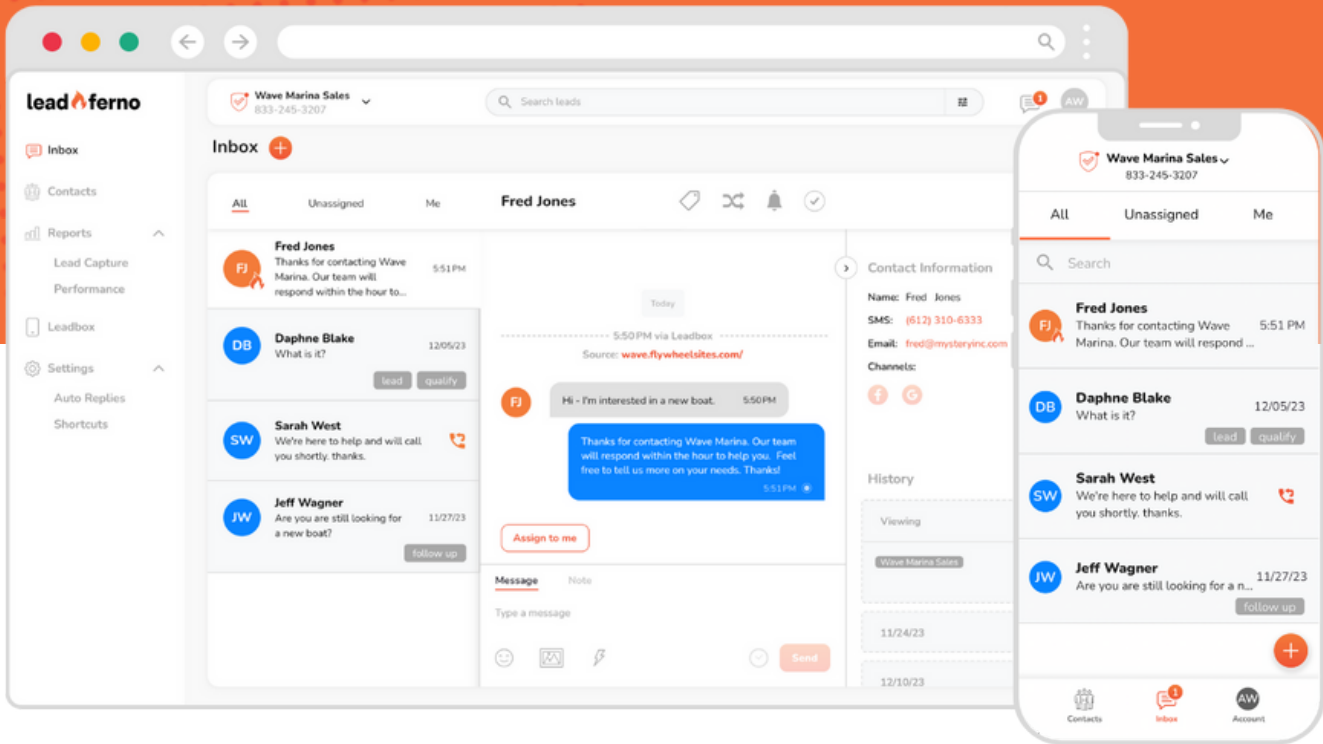
For Cari McGee, Realtor/Broker, and the team, Leadferno has been the key to more website leads.



"I THINK YOU'D BE CRAZY TO NOT GIVE YOUR CUSTOMERS AND PROSPECTS AN EASY WAY TO TEXT YOU."

leadferno

CLOSE MORE LEADS, FASTER



WIN RIGHT NOW

Leadferno is the **conversion platform** to boost your website leads and close more leads, faster.

Power your business communication with 2-way SMS and messaging tools to delight customers at speed.

- 2-way SMS
- Web-to-text widget
- Shared inbox
- Contacts
- Reporting
- Zapier
- Web & mobile apps
- Landline, Toll-free & 10DLC numbers
- Scheduled messages
- Auto replies
- Saved reply Shortcuts
- Transfers
- Tags
- Notes
- Reminders
- Lead notifications
- Conversation history



Direct integrations with Facebook Messenger, Google's Business Messages, & Google Analytics

14-day free trial & schedule a demo

leadferno.com