

# CASE STUDY: B2B REAL ESTATE TECHNOLOGY CRM

## PARTNER OVERVIEW

This client is a Real Estate Technology CRM company that provides an all-in-one solution for agents and brokers/owners to manage their relationships with past, present, and future clients.



## GROWTH HURDLE

In a highly competitive industry, leadership was looking for a way to acquire customers and scale. They felt it strategically didn't make sense to hire and onboard multiple sales people and a marketing team to help them accelerate early growth into new markets at the moment.



## OUR SOLUTION

Grey Matter was pulled in to craft and automate a customer acquisition funnel that would allow leadership to manage the sales process, better understand their customers, and ultimately scale up their efforts with an internal and external team.



## OUR RESULTS

**78** Sales-qualified conversations in 60 days

