

# 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.

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## 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.

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## OUR SOLUTION

Ready Set Grow 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.

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## OUR RESULTS

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

