

How we helped a real estate client generate 40+ new deals in three months

Company:
RealScale

Industry:
Real Estate

Headquarters:
Austin, TX

Company Size:
2-10

The Results

30

deals closed

150+

leads generated

8x

ROI achieved

After three months of working with us and receiving 60+ leads on average every month, RealScale converted 30+ of them into new clients.

Their cost per lead ended up being 4-5 times lower through cold email than through PPC, which made them quit doing PPC altogether.

Over 60-70% of all agents and brokers we target with cold emails view the messaging as helping to achieve reply rates upwards of 15%.

We consistently help RealScale grow its pipeline and create opportunities that close.

About RealScale

RealScale is a complete transaction management platform providing CTC services to high-performing teams and brokerages, including Keller Williams, Bramlett Residential, and Raleigh Realty.

RealScale's Challenge

RealScale couldn't generate real estate agents and brokerleads consistently. They tried channels like PPC, but the cost per lead was too expensive, and they needed a more cost-effective and consistent lead generation method, like cold email. Doing it internally was challenging since they didn't have the time or team available to focus on outbound lead generation.



Since working with Hypergen, they generated hundreds of leads and we converted about 40 of them into clients. The team communicates clearly and swiftly, responding to questions in a timely manner. They also continue to impress with their industry knowledge and expertise.

Anthony Smith
Head of Sales, RealScale



Solutions

Based on our experience doing cold outreach to real estate agents and brokers, we already had a solid idea of what worked for targeting agents and brokers through cold email.

1

Utilizing MLS Data: We used the Multiple Listing Service to target agents that were closing a certain amount of deals every year to ensure we were going after prospects with a more significant, lifetime value.

2

Focusing on the Offer: RealScale had an irresistible offer, handling all parts of the TC process for a fixed fee per transaction. So, we kept our email 3-5 sentences and centered around that. Also, keeping in mind that most agents and brokers are not tech-savvy, so we avoided any complex terms.

3

Segmented Lists: We went after agents in big brokerage franchises such as KW and Re/Max, as we could customize the copy to them and mention peers in the same franchise.