

# Helping Bramlett Residential land over 2–4 new quality agent hires per months and growing from 18 to 72 agents

**Company:**  
Bramlett Residential

**Industry:**  
Real Estate

**Headquarters:**  
Austin, TX

**Company Size:**  
51–200

## The Results

**405+**

agent leads generated

**\$400 mil+**

leads generated

**30+**

agents hired

Since working with us Bramlett scaled from 18 agents to over 72. They have been consistently hiring around 2–3 agents on average per month from our efforts since starting to work together. We can attribute over 50–60% of the agents they have hired from our campaigns. With each agent bringing in over \$5 mil in transaction volume.

## About Bramlett Residential

Bramlett Residential is a boutique residential Austin real estate company with an average of 9 years of experience per agent & 1250+ client reviews. They are organized, efficient, & knowledgeable. They care deeply about providing phenomenal service & always placing their clients best interests first.

## Bramlett Residential's Challenge

Bramlett had a hard time finding high-performing agents that would fit the culture and work ethic of the company that closed at least 5mil+ in transactions. They were looking for experienced and hard-working agents. Before working with us, they used to rely on referrals and other sources that didn't provide them with a consistent pipeline.



Hypergen's attention to detail and knowledge of email marketing are unmatched. They measure results and deliver results. In my case, I can tell you that 95% of the agents we talk to were as a result of their email "nudges". It's just been a great system that they were a critical component of!

**Eric Bramlett**  
Owner @ Bramlett Residential



## Solutions

Based on our previous 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

Targeting the right audience: we used filters to extract contact lists of agents with the minimum volume of closed deals and years of experience required. On top of that we referenced MLS data from Texas which had the exact transaction volume for each agent.

2

Keeping it simple: as we have targeted agents in the past we knew 3–5 sentenced emails worked best, as well as avoiding any links and images to ensure deliverability. We also focused on value props for the agents, eg. taking the agent from \$5 mil in closes to \$15 mil.

3

Deliverability: we are actively landing over 70% open rates, thanks to keeping emails warmed up with our tools, as well as a higher reply rate (12%+) and longer domain history (they have been active for over 2+ years now)

4

CRM integration: all positive responses are pushed via a customer integration with the brokerage's CRM - Follow Up Boss. This ensures an effortless passover and faster response time from the recruiter.