

CASE STUDY

Kyle Whissel

Whissel Realty Group
San Diego, California
Client Since 2012



“
*We'd be lost
without it”*”



Success Snapshot

195% Increase

In his first year using BoomTown, Kyle went from doing 82 transactions to 242

50,000+ Leads

in Their Database

+\$4 MM in GCI

Now, after 8 years with BoomTown, The Whissel Realty Group has surpassed \$4 million in GCI

#1 Ranked Team

in San Diego by Wall Street Journal

BoomTown!

The Challenge

Scaling a growing business

The Whissel Group had gained some serious traction. Kyle and his team were starting to close more deals and get into a rhythm. But, more leads means more work, hiring a team, staying organized. And Kyle knew he needed the right solution to scale his business and get the most ROI out of his database. Kyle realized having a powerful system to generate, organize, qualify, and ultimately convert leads was critical for a growing business. And he knew that he needed to find a partner that could help him achieve the growth he was after. That's when he turned to BoomTown.

“ *We were landing a lot more listings and we knew that we needed to leverage those listings to get more leads, and then when we had more leads, we needed more people. And with the system we were on previously, it just was not built to scale that up from where we are at, and so we moved to BoomTown.”*

With BoomTown, Whissel Realty Group was able to:

- ✓ Manage a large database of leads
- ✓ Generate a healthy pipeline of new leads
- ✓ Manage follow-up and long-term lead nurture
- ✓ Hold agents accountable and track performance

The Solution

One-stop-shop

“ *It’s the hub of our entire business. We’ve got over 50,000 leads in that system.*”

With BoomTown, Kyle can now rest easy knowing that he has a central location for running his business. BoomTown is designed to grow with your business. From starting out as a single agent all the way up to a multi-city expansion team, the system molds to your needs along the way.



Lead
Generation



Consumer
Website



Predictive
CRM



Success
Assurance



Kyle's favorite feature...

Smart Drip! In a growing business with a team of motivated agents, your database is your lifeblood. BoomTown allows you to seamlessly work both lower-funnel leads, like your referrals and call-ins, as well as a wealth of top-of-funnel leads, from online sources. Smart Drip campaigns strategically nurture those leads through the funnel, so you can stay in front of them with helpful information throughout their buying or selling process (without lifting a finger).



Kyle's agents love...

BoomTown's Integration Partners! Integrations allow you to connect select partners to your BoomTown system, so you can work across your entire arsenal of tools from one central command center.

THE RESULTS



**195% Increase
in Transactions
Within 1 Year**



After 8 Years with
BoomTown, The Whissel
Realty Group is Doing
\$4 Million in GCI



**Over 50,000
Leads in Their
Database**