

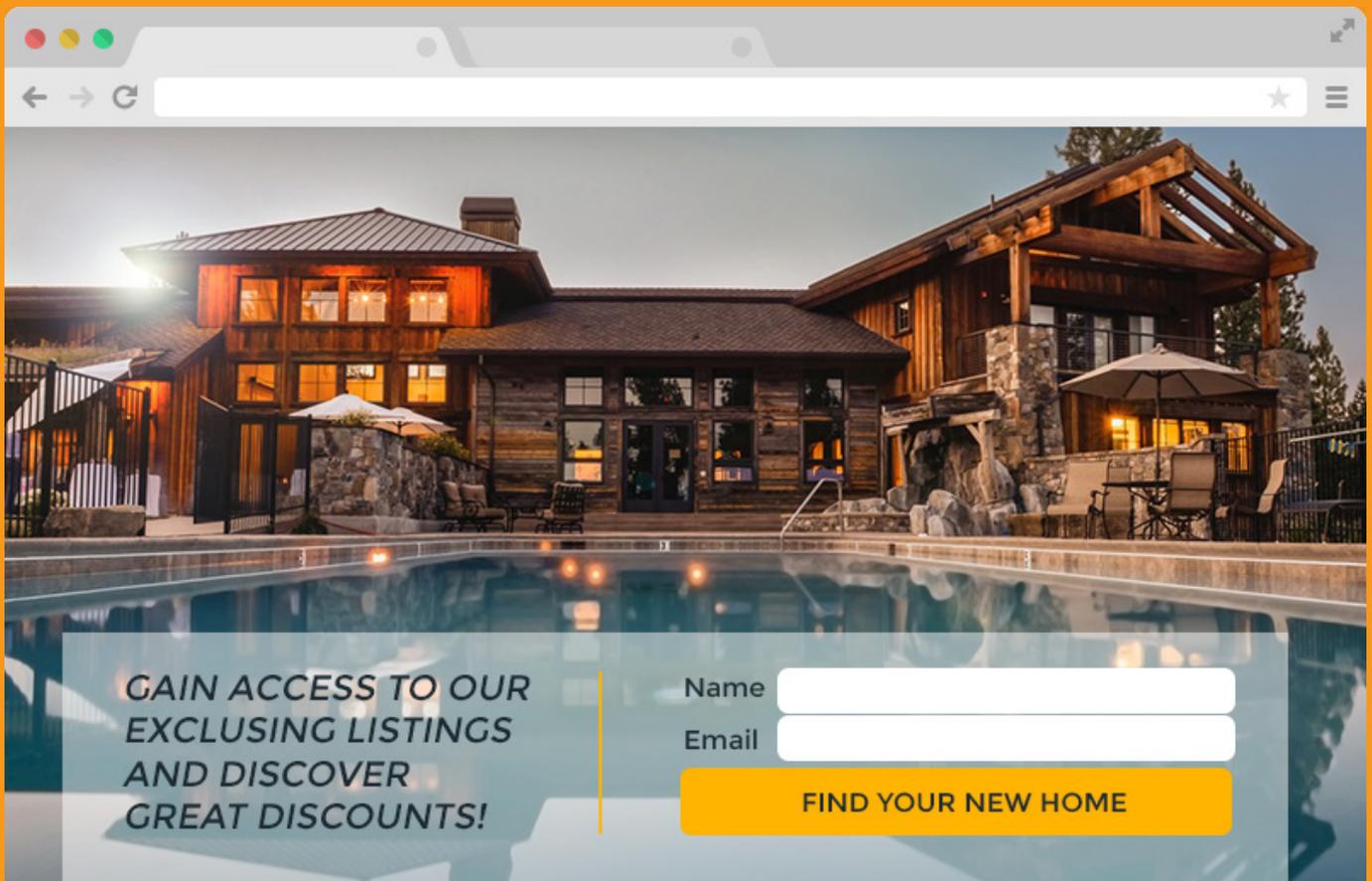
# 3x Real Estate Sales Case Study

How CEA Homes tripled  
the number of homes they sold

Personalization is starting to play a huge factor  
in helping brokerages sell homes.

For additional information contact us:  
[www.SmartVideos.org](http://www.SmartVideos.org) 317-PUBLISH

Agents in today's competitive market need a solution to help them stand out, and that is why many agents are switching to personalization campaigns. This enables them to attract more interest from consumers and consequently leads to better sales statistics.



# Personalization Campaign Summary

<b>Total Visits to site</b>	1,227	Consumer: 444 Total Visits / 279 Unique Visits Average Visit of 1.59 times per unique visitor Realtor: 783 Total Visits / 247 Unique Visits Average Visit of 3.17 times per unique visitor
<b>Unique Visitors</b>	526	<i>From Direct Mail or Consumer / Realtor E-blasts</i> Consumer: 279 Unique Visitors Realtor: 247 Unique Visitors
<b>Total Responses</b>	455	<i>People who submitted information</i> Consumer: 226 Responses Realtor: 229 Responses
<b>Conversion Rate</b>	86.5%	Consumer: 81% Conversion Rate Realtor: 92.7% Conversion Rate
<b>Homes Sold from Personalization</b>	6	<i>Directly attributed to Personalization Campaign</i>

**Total Homes Sold 26      Normal Sales Average : 8**

*The campaign lasted for approximately 2 weeks. CEA Homes sold 26 homes, 6 of which were directly attributed to the Personalization Campaign, being they had not been previously worked by a sales agent.*

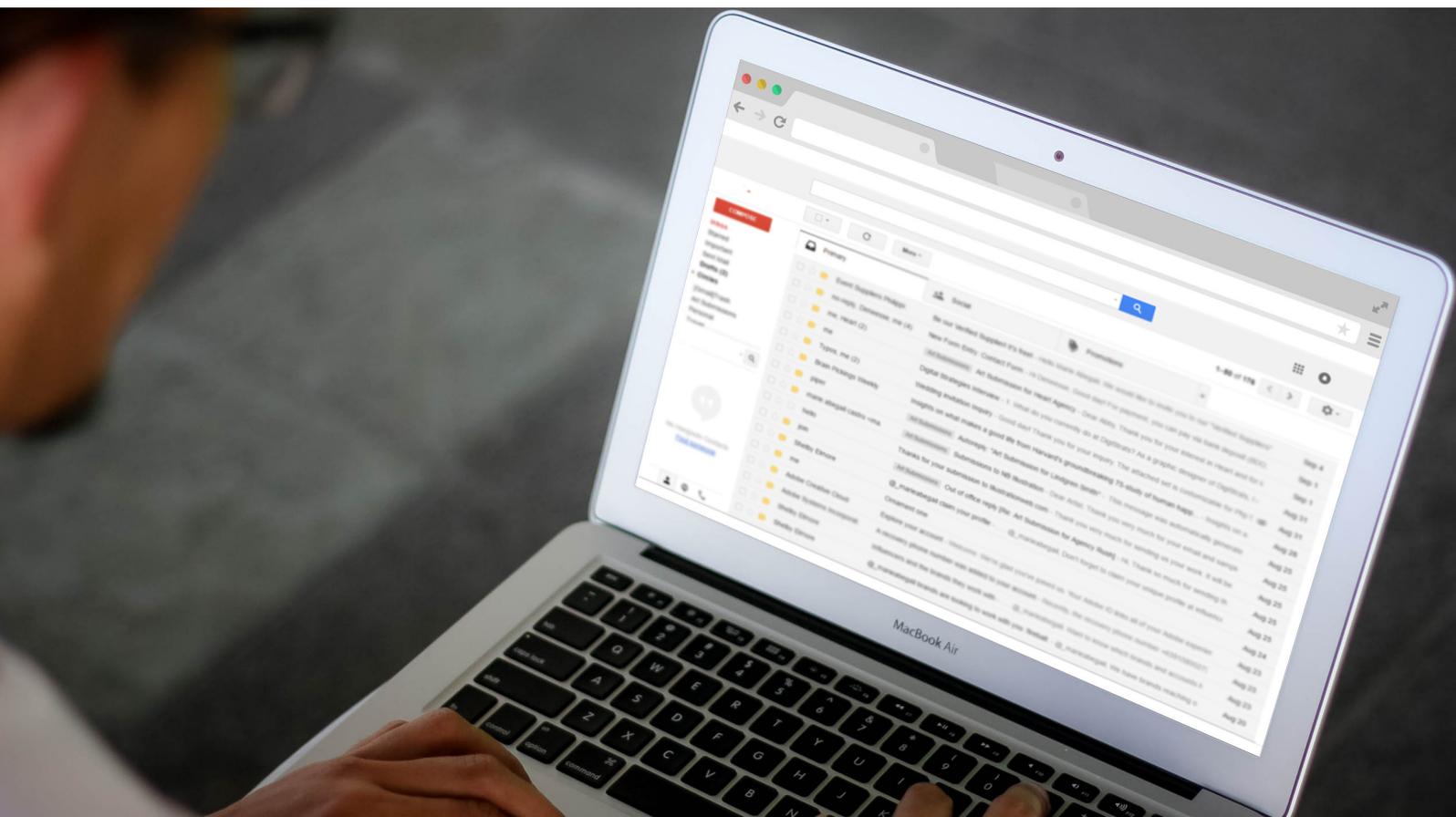
*Compared to a historical average of 8 homes sold, during the Personalization campaign, CEA Homes sold 3x more homes.*

# Step #1 - Mailing Campaign

CEA Homes ran three separate campaigns to attract leads to their site: Direct Mail, Consumer Email and Realtor Emails.

Each piece was personalized with the recipient's name to heighten their interest.

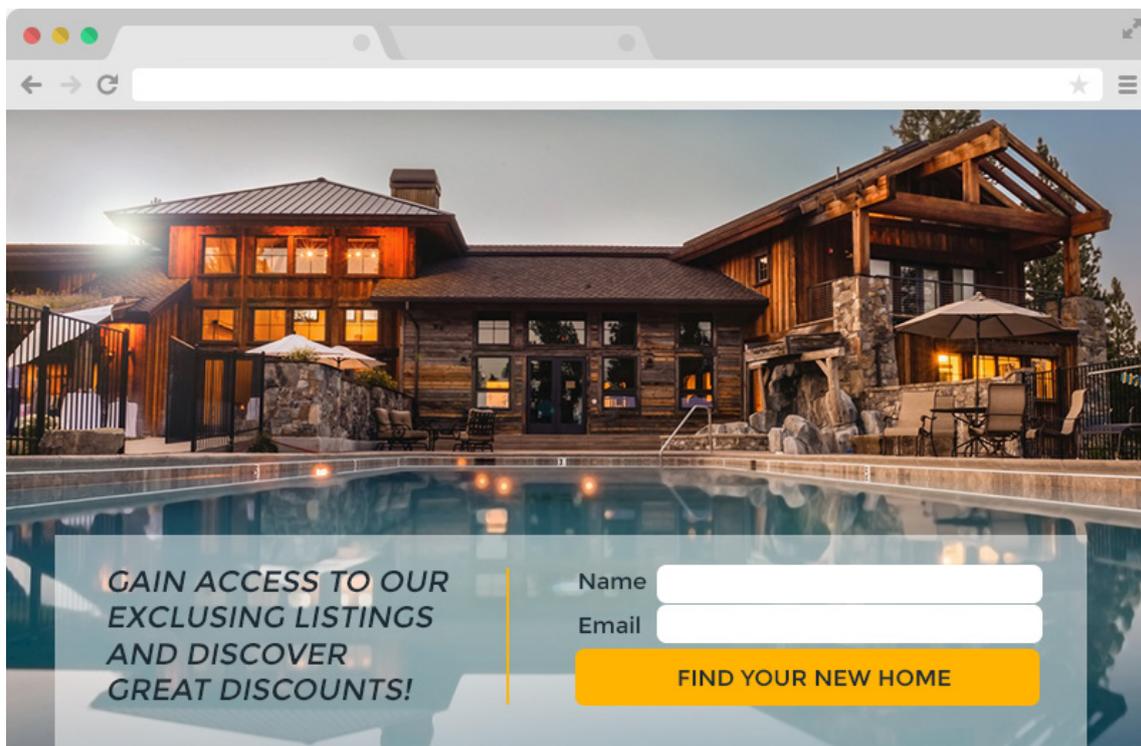
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## Step #2 - Landing Page

All leads were sent to a landing page, that offered an offer to give them a \$50 voucher.

This was a great idea for CEA Homes as it helped increase their response rates.

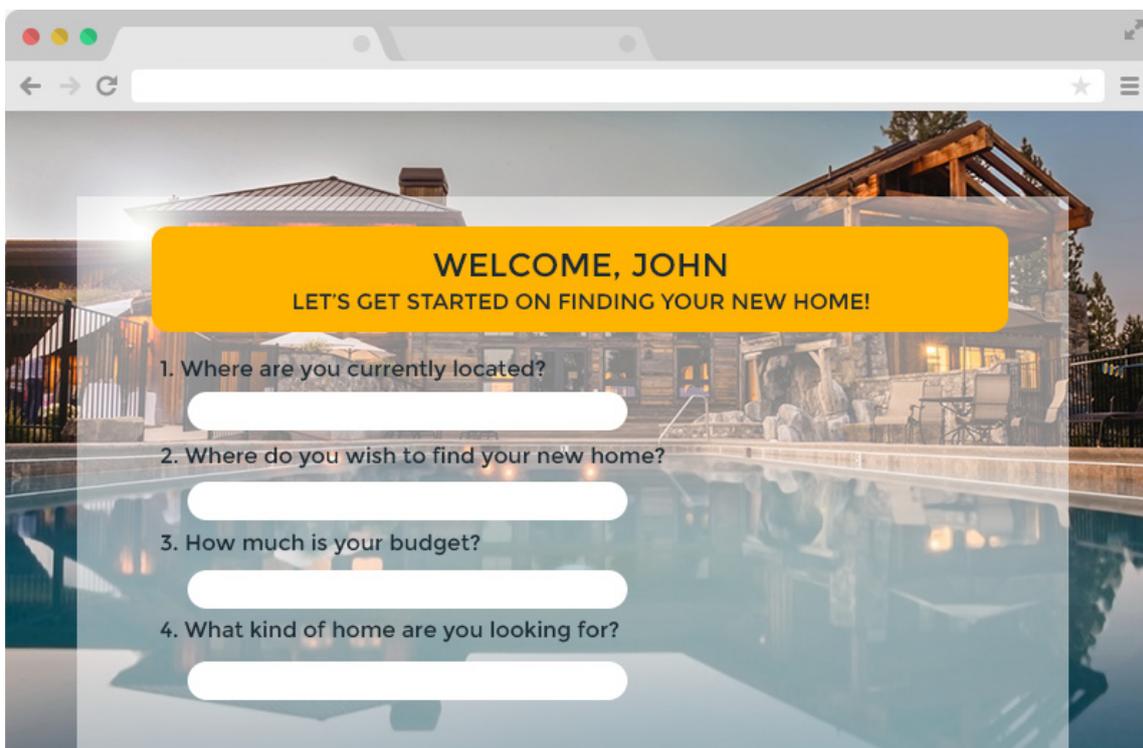


*Presenting a special offer will spark a customer's interest, and make the decision easier for them to give you their information.*

# Step #3 - Registration

Consumers were asked to fill out a quick form that would allow the brokerage to see where each consumer was in the home buying/selling process.

They also collected the consumer's information so they could add them into their email campaign, as well as follow up with hot leads.



The image shows a screenshot of a web browser displaying a registration form. The browser's address bar is empty, and the page features a background image of a modern house with a swimming pool. The form is overlaid on the image and consists of the following elements:

- A yellow banner with the text: **WELCOME, JOHN**  
**LET'S GET STARTED ON FINDING YOUR NEW HOME!**
- Four numbered questions, each followed by a white input field:
  1. Where are you currently located?
  2. Where do you wish to find your new home?
  3. How much is your budget?
  4. What kind of home are you looking for?

*Brokerages have found that up to 90% of their homes are sold within their own email list.<sup>1</sup>*

# Step #4 - Personalized Voucher

After they filled out the survey and submitted their information, they were presented with a Personalized Voucher that could save them money on their next home purchase/sale.



*In a study of 650 multi-channel marketing campaigns, personalized campaigns consistently and overwhelmingly beat out static campaigns in generating a high response rate from recipients.<sup>2</sup>*

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# If you're interested in learning more about Personalized Tours, have a closer look here.

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*Next steps you need to take:*

- *Create a Video Campaign Using A Personalized Video*
- *Start sending traffic to your video*

Sources:

1. <http://www.marketingsherpa.com/article/case-study/5-strategies2>
2. <http://MindfireInc.com>