

Success Story

How True Homes sold **10 new properties** after 4 weeks with SmartChat.



About True Homes.



“We build homes exclusively for family members and friends”

Being one of Carolina's largest semi-custom homebuilders, True Homes is dedicated to building stunning homes in the state's most desirable neighborhoods. For over 15 years, they have been committed to providing North and South Carolina's residential communities with the best new home designs, new home styles, and new home values.

Challenges faced.

With mortgage hikes at the end of 2022 causing lengthened sales cycles, the True Homes team knew they needed to look for options to reverse the impact on their bottom line.

The hurdles they needed to overcome included:

1

Lost opportunities during after hours

2

High marketing spend (cost per lead)

3

Reduced monthly revenue = low roi

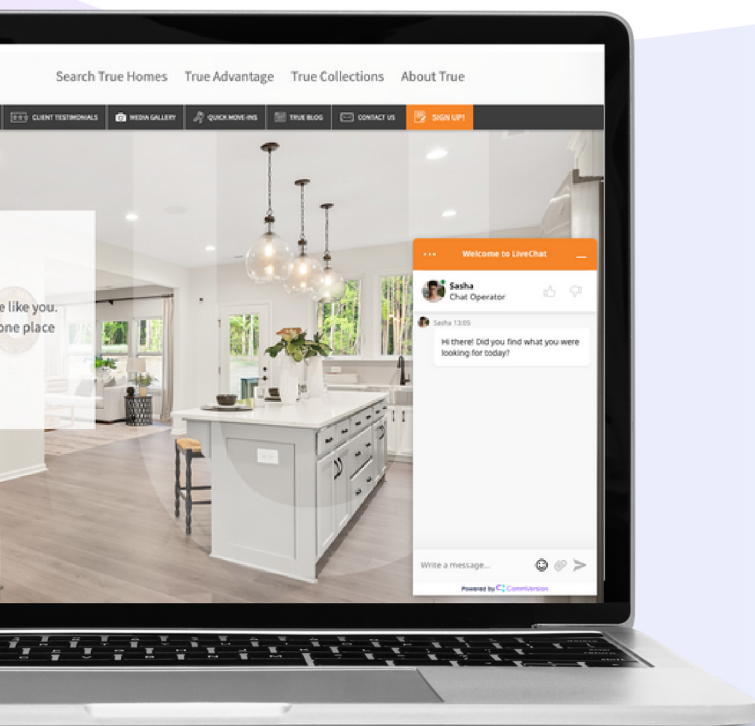


Since we started using CommVersion's SmartChat solution, our sales have skyrocketed. We went live with it right in the middle of a mortgage rate hike and our sales cycle was starting to lengthen. But it was through the 4-week period that we managed to sail through uncertainty and recorded a 632% increase in qualified leads, selling 10 additional homes.

And to top it off, Commversion's service was so fantastic that even the sales team loves our leads. SmartChat is not too good to be true, trust me, the results really do speak for themselves."



KEVIN HOLIFIELD
Digital Marketing
Specialist



Knowing the challenges they faced, True Homes needed to:

- ✔ Take advantage of traffic **24/7 without increasing overhead.**
- ✔ **Reduce Cost Per Lead** and enforce Net Cost Saving.
- ✔ **Boost monthly revenue** and increase return on investment.

A true solution for **True Homes**.

After an initial conversation with True Homes Digital Marketing Specialist, Kevin Holifield, there was interest to hear more about how SmartChat was driving value for other US Home Builders. And as expected, chat had been front of mind as a way to generate more leads, especially during after hours.

The SmartChat demonstration sold our deployment approach but there was hesitation with regard to chat driving leads away from their Online Sales Team.

A further demonstration helped to highlight how SmartChat has been built to add value to existing web forms, sales teams and process structure. With trial expectations clearly set, the green light was given to start the free 14-day trial.

SmartChat has been built to address many of the lead generation challenges faced by modern marketers, and True Homes' challenges are no different.

The result.



With SmartChat live and active on the True Homes website, not only did we address their challenges but we exceeded all expectations with regard to the results as previously outlined.

The result of True Homes' 14-day free trial saw an increase in their websites' conversion rate by 632%. This included maintaining the conversion rate of their online form.

After a very successful trial, True Homes went on to see 10 sales come in from SmartChat leads generated during the two free trial and the two weeks following.

632%

increase in lead generation

10

new sales in 4 weeks

Benefits Seen

- Increased lead generation
- Lead qualification
- Better customer experience
- Increased return-on investment
- Reduced cost per lead
- 24/7 availability

Time to transform your traffic into very real, **revenue-generating opportunities** and try SmartChat yourself.

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