Act! enables custom builders to lay foundations for growth

Many people in Southwest Florida wake up each morning in their dream home thanks to one of the region's leading custom builders, who relies on Act! to make sure their clients get the property they want.

PAUL HOMES
SINCE 1985
2018 BUILDER OF THE YEAR
CCCIA

> " I can really tailor my marketing with Act! Marketing Automation. And once the campaigns are set up, they happen automatically, so I can put more time and energy into other things."

Jeffrey Gazlay
Broker Associate

Over the last 34 years, Paul Homes has grown to become one of Southwest Florida's leading custom builders, thanks to the quality of its construction and a genuine understanding of its clients' needs.

The company has also been impacted by the efforts of Broker Associate Jeffrey Gazlay and his personal commitment to making the most of technology. Somewhat of an old hand when it comes to using the software, he knows its potential and was therefore keen to take advantage of the new Act! Growth Suite.

"When I joined Paul Homes 18 years ago," says Jeffrey, "the company was already using Act!. But the sales team tended to think of it more as just a database where they could record interactions with customers, rather than a proper CRM. It was useful to know who was dealing with which clients and being able to see what was happening in the company generally, but that wasn't really contributing anything to sales."

Act! - the key to sales growth

"Because the internet was becoming more important and using software for marketing was on the rise, I thought I'd look around at how we could be using technology better to reach out to potential clients," says Jeffrey.

So, not only did he start using Act! more as a CRM, but he also set up Constant Contact so he could begin email marketing to his prospect list.

"That worked well," says Jeffrey, "but there was one big problem. I couldn't integrate it with Act!, which meant I was doing double the work re-entering information about clients — once into Act! and then again into Constant Contact. It was an extra step that was taking up a lot of my time."

Seamless integration with Act! Marketing Automation

So, when Act! Marketing Automation launched, Jeffrey got the seamless integration between CRM and email marketing solution that he was looking for. No more having to re-key in customer details or notes about transactions. Now, Jeffrey can do all that he'd been doing before with Constant Contact, and more, in less time.

"That's been a real time-saver," says Jeffrey, "and it also means I don't have to worry about the errors you can get keying in the wrong information the second time."

New drip campaign capability

Another advantage of Act! Marketing Automation is that Jeffrey can do something that wasn't previously possible with Constant Contact … he's able to run drip email campaigns.

"Now I can send out different responses based on how potential clients come to us. For instance, I can create an email series around different trigger points," says Jeffrey. "That lets me really tailor my marketing. And once the campaigns are structured and set up, everything just happens automatically in the background so I can forget about them. That means I can put more time and energy into other things."

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>
> **Jeffrey Gazlay**
> Broker Associate

Act! helps build impressive sales figures

Jeffrey has only been using AMA for a short time; however, he's already impressed and feels confident the software will help him continue his own great run of success. His sales figures are generally 40% higher than other sales team members, and he feels Act! has contributed to this remarkable number.

Though Jeffrey's willingness to bring technology into his working practices isn't the only reason for such impressive numbers, it's certainly played a major part.

Given his extensive experience with Act!, Jeffrey's more than comfortable changing fields and tweaking templates to get the system just the way he wants it. However, when it comes to new installations or upgrades, Act! Channel Partner, Paul Messino of Business Technology Insight, steps in to assist. Paul also does one-on-one Act! training with the sales team.

Going forward, Jeffrey is eager to pass on his experience with Act! to help others on the sales team generate sales, though "I often joke about how ironic it would be if I did that and then they started selling more than me," says Jeffrey.

Given Jeffrey's track record, chances are that he'll be top dog for some time to come.
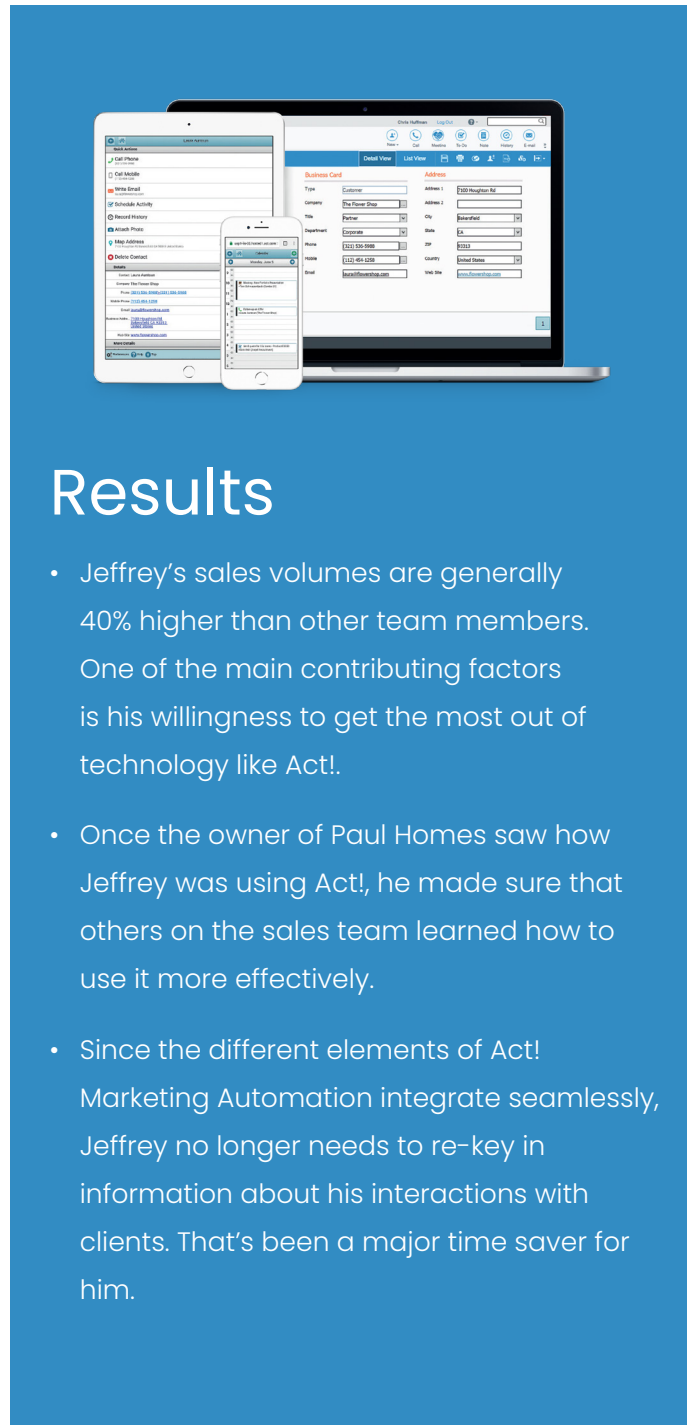
Results

- Jeffrey's sales volumes are generally 40% higher than other team members. One of the main contributing factors is his willingness to get the most out of technology like Act!.

- Once the owner of Paul Homes saw how Jeffrey was using Act!, he made sure that others on the sales team learned how to use it more effectively.

- Since the different elements of Act! Marketing Automation integrate seamlessly, Jeffrey no longer needs to re-key in information about his interactions with clients. That's been a major time saver for him.

Contact Act!

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