

# See how Verse helped Sundae reduce costs by 50% by doubling lead conversion productivity

this is  
Rae



Rae is looking to sell her home

Leveraging 35+ years of local experience, **Sundae** is a real estate marketplace that specializes in getting off-market sellers the highest price - backed by transparency, compassion and simplicity.

## Challenge

Due to the high-volume of generated leads, Sundae's sales team struggled with efficient lead follow up & management. Too much time wasted on calling the wrong leads, without any coverage for those that came in overnight. Sundae needed a solution that could handle and optimize their engagement, 24/7/365.

## Solution

With Verse, Sundae gained access to 24/7, human+AI powered lead engagement. Coupled with omni-channel communication and long-term nurture, Verse ensured that Sundae captured every opportunity and their team focused on the **right** customers.

## Verse quickly connects Rae with Sundae to help sell her home

Hi Rae, it's Alex with Sundae. I see that you just requested an offer for 1328 Baywood Dr on our website. I just have a few questions to start. Would you prefer to discuss the property on a phone call or continue by text?

Is there a more convenient time to talk?

Follow Up  
15 minutes  
later

Text is fine

Excellent. To kick things off, what type of property is this? (Examples: Single Family, Condo, Duplex, Mobile, etc)

Single family. 2 units

Perfect. Have you made any significant renovations to the kitchen and bathrooms in the past 5 years?

Completely made over, look at the pictures on Zillow  
Call me when your ready to make an offer or have questions

Sounds like it is in really good shape. Congrats! We actually buy houses that need some love. Does your house need any significant renovations?

Just a loving family

Gotcha. Is there an urgent situation or any circumstances that are preventing you from listing the property with an agent?

We have it listed with an agent but the contract is expired with him We just want it sold fast, we are expecting our second child and have to move closer to family

Sounds good. Our regular business hours are 8:30AM-5:30PM. What's the best time for our Customer Advisor to give you a call back? or do you need a call more urgently?

Tomorrow morning 1000 Pacific would be best

Sounds great. I will get this info over to our team ASAP. Thank you for your time and we look forward to helping!

Qualified

Note: Lead came in during after hours

## Results

Within the span of a single week, Verse.io qualified over 38% of Sundae's leads, **doubling the efficiency and productivity of their team!** And with relentless follow up, Verse made sure no leads slipped through the cracks.



“

We had leads coming in at 3am that Verse was able to pre-qualify via SMS...








Verse allows our sales team to be focused on helping customers instead of attempting to contact them.

Zach Hubert  
- Sundae



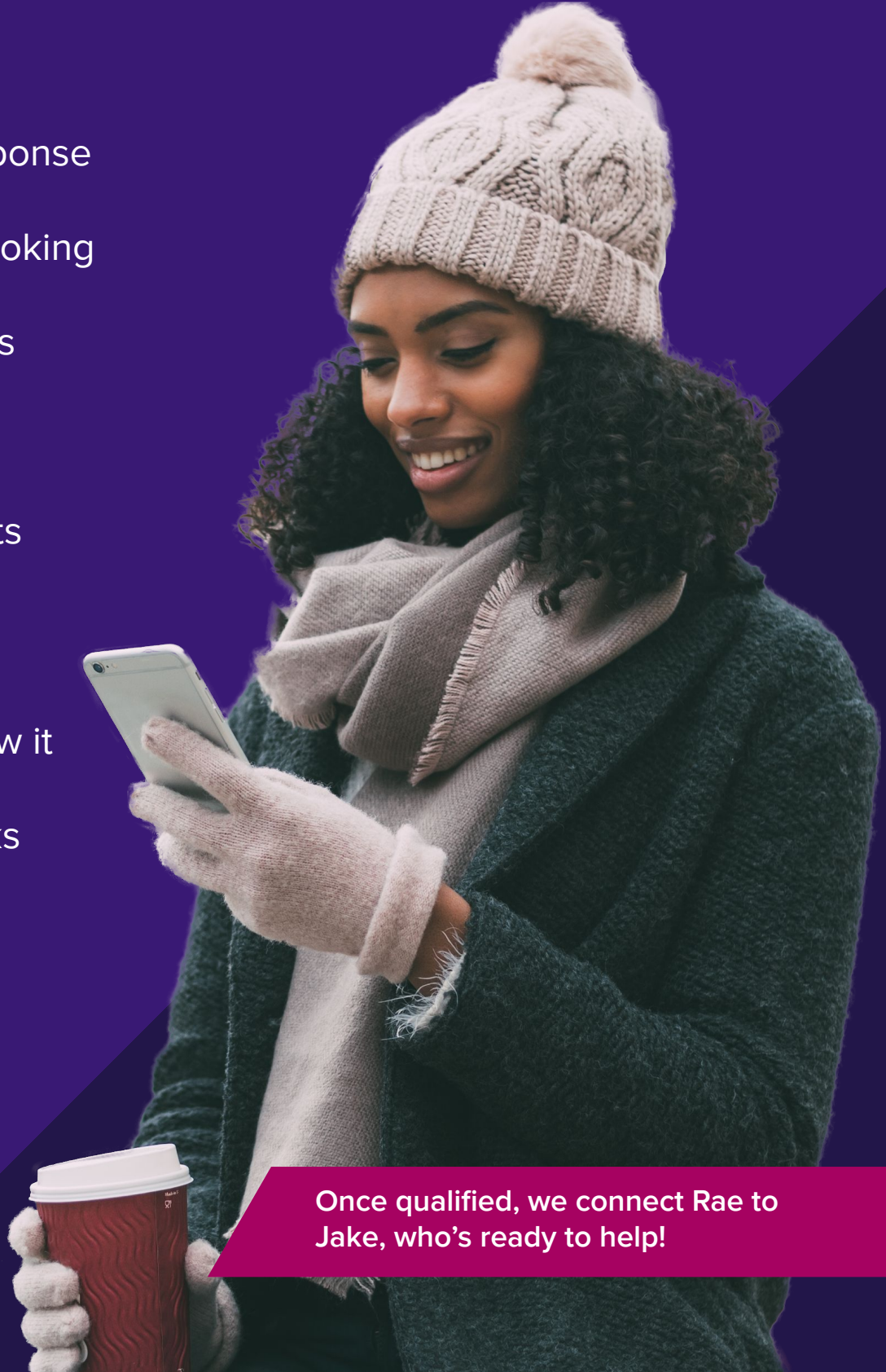
## CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  CRM integrations
-  Custom scripts
-  Real-time insights

For more info on how it works, visit [verse.io/how-it-works](https://verse.io/how-it-works)

550 West B Street  
San Diego, CA 92101



Once qualified, we connect Rae to Jake, who's ready to help!