

See how Verse helped qualify **30% more leads** for Cash House Buyers, LLC

this is
Sammy



Sammy is looking to sell her home

Cash House Buyers, LLC is a real estate solutions company based out of York. A family owned business, their focus is on helping homeowners find solutions for everything ranging from foreclosures to selling property.

CHALLENGE

Cash House's breadth of services came with a diverse array of needs and timelines. To account for this, Cash House sought to improve limited lead coverage, and setup campaigns to go out on a reliable and specific time schedule. Given their assortment of leads, the programmability of these campaigns was also a critical component they didn't have access to.

SOLUTION

With Verse.io at their disposal, limited coverage gave way to 24/7, human-based lead engagement. Verse.io's Smart Cadence meant lead follow-up occurred on a timeline that's reliable, specific, and continually optimized based on data. Topped off with the ability to customize messaging and campaigns, Verse.io's programmability ensured Cash House catered to every type of lead.

Verse quickly connects Sammy with CashHouseBuyers to help sell her home

Hi Sammy, this is Alex with Cash House Buyers. We received your inquiry about your home. I just wanted to ask a couple of questions to see if we could make you an offer. Would you prefer to chat via text message or should I give you a quick call so that I can assist you?

Text.

Great! Before we get started, can you please let me know what email we should be sending the offer to?

sammyjane@yahoo.com

Thanks! Could you verify the number of bedrooms and bathrooms? How about the square feet and lot size? Is there a garage or a basement?

3 bed 1 1/2 bath with a basement and 1 car garage and a deck. I think the house is 1400 sqft?

Got it. In the last 6 months, have you invested more than \$50K into the property?

No. There is a renter in there on a month to month.

Sounds good. If we bought it on your timeline and I covered all the closing and transfer costs, and you didn't have to make updates, repairs, or renovations — would you offer a discount?

I owe around \$180k. I need to walk away with something or it's not worth selling. Especially while I have a renter in there paying my mortgage.

Gotcha. If we came to an agreement to buy the house, when would you want to sell it?

Anytime.

Great. Can you confirm the full address for me?

2343 Farm Drive, Bel Air Md 21014

Great. I'll get this to Adam, he'll do some research and send you an email laying out the terms of our offer. His email is Adam@cashhousebuyers.com. Could you do me a favor and respond back to him when you get it? Thank you and I hope you have a great rest of your night!

Oh, I almost forgot, how much were you looking to get for it?

As much as possible. Would love to make a deal

Great, I will pass this info along. Thanks again and have a great rest of your evening!

RESULTS

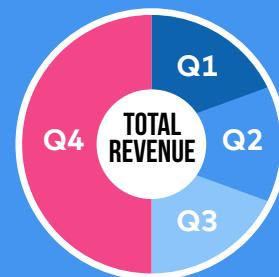
Cash House Buyers, LLC has experienced a 30.7% increase in lead qualification rate, bringing their total qualification rate up to 51%. This massive spike means Verse is connecting them with the right prospects, and preventing leads from slipping through the cracks. The best part? The choice to go with Verse.io was an undeniable success to not only their business, but also "means a world of difference to [their] customers."



... in the *last quarter* of 2019 (our first full quarter w/ Verse) we *matched* the business from *the first 3 quarters* of 2019.








Luke Swomley
Cash House Buyers LLC



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

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Once qualified, we connect her to Adam, who's ready to help!