

A BOOST & CONNECT CASE STUDY

Parks Realty gains a competitive edge with a mobile app and ad automation

650

Listings shared from the app monthly

800+

Ad campaigns launched in the first 60 days

30,000+

Property page views in the company app per month



CUSTOMER
Parks Realty

WEBSITE PLATFORM
Delta Media Group

AGENT COUNT
780 agents

ANNUAL SALES
\$2.7 billion

ABOUT
Parks Realty has 13 office locations in mid-Tennessee. The brokerage is ranked #1 in the region for residential real estate, based on gross sales.



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THE CLIENT

Parks Realty

Parks Realty faced similar challenges as other brokerages during the 2008 housing and mortgage crisis in the United States. While brokerages like theirs sought ways to cut back in order to survive, Parks decided it was an opportunity to differentiate their brokerage and reinvest in their brand. so they looked to Boost and Connect as viable solutions.

THE PROBLEM

Having a superior technology platform was critical to Parks for recruiting agents to the brand. Having just completed a website redesign, they came to us to explore creating a mobile property search app for the company that they could offer to agents.

The Parks corporate office team also dealt with a clunky, manual process of helping agents who weren't comfortable managing digital campaigns themselves. Supporting and keeping up with the high volume of listings the company generated across all of those agents proved to be too unwieldy. Parks needed technology for agents that was powerful, yet efficient to use and easier to support.

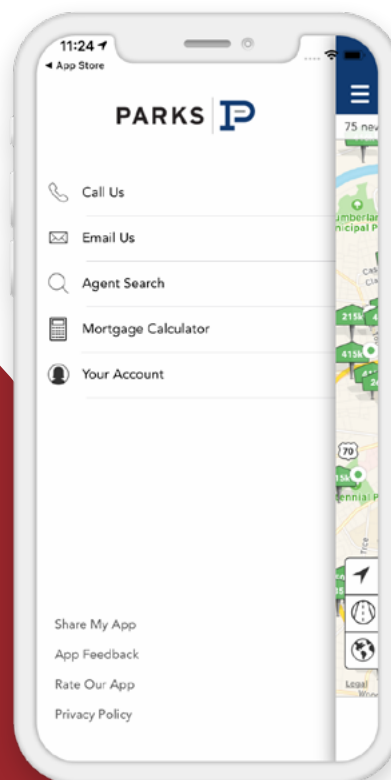
CLIENT GOALS

- Differentiate the Parks brand from competitors
- Offer a mobile app solution that helps agents and that consumers love
- Make creating digital ads for listings more efficient
- Provide tools that attract agents to join Parks
- Measure the impact of their technology investments



“The ability to have the agent-branded version of the app and the augmented reality feature have helped us differentiate from competitors.”

Jenni Barnett, CFO/COO at Parks



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THE SOLUTION

Partnering to address the problem

The Connect team helped Parks create a mobile search app that agents could use to collaborate with their clients and that could help build their business. Agents are now able to offer their clients and prospects an app with cutting-edge search tools, and that is personalized with their contact information and branding. Plus, the built-in reporting provides insight into what kinds of properties are of interest and who is most active in the app.

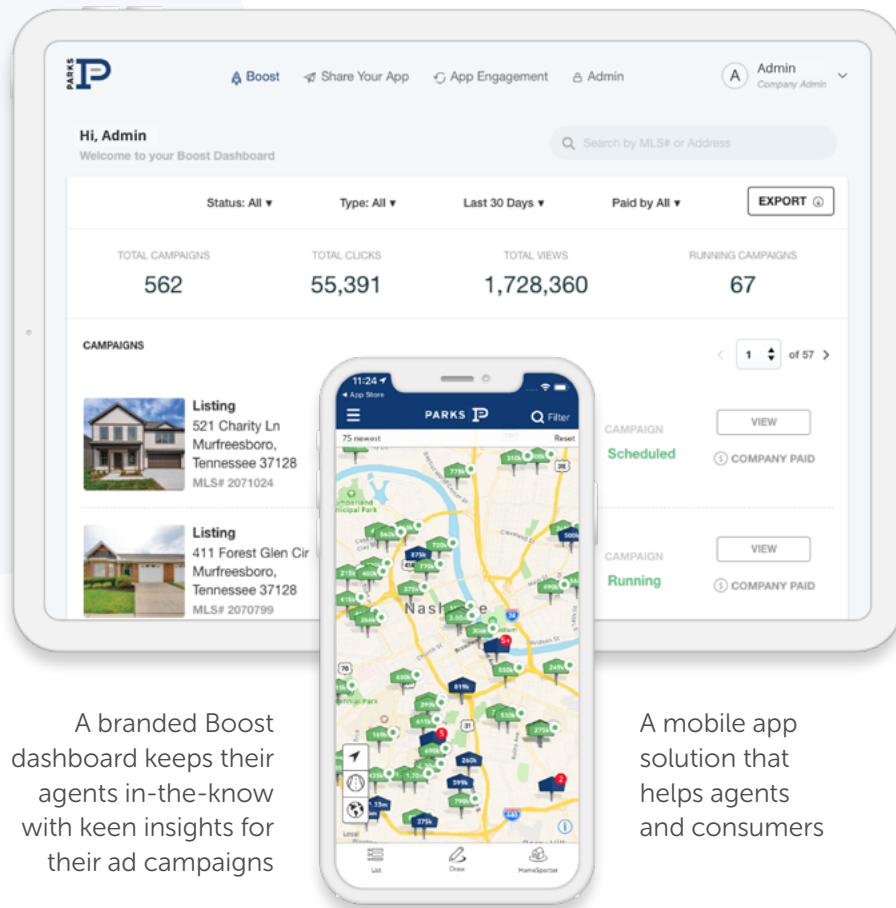
With Boost, the process to create digital ads for listings is automated, drastically reducing the work to execute campaigns while giving agents that access and control that they need.

Listing details are incorporated automatically and agents can make edits to their ads before their campaigns go live. Users are notified when consumers request information about their listings and agents can manage their settings and results from a Boost dashboard.

“We have real data from the consumer’s fingertips. A huge difference (from receiving agent feedback). It opened our eyes a little bit.”

Jenni Barnett, CFO/COO at Parks





A branded Boost dashboard keeps their agents in-the-know with keen insights for their ad campaigns

A mobile app solution that helps agents and consumers

Having a great tool for creating listing ads has helped agents win listings and has helped Parks win over agents. Agents who include examples of Boost ads in their listing presentation have reported it helps secure the listing, leading directly to closed deals. And the corporate office at Parks touts the capability in their recruiting and training materials to make sure agent know about the benefit of being with the brand.

“When we look at technology, we consider how it can help our clients, our agents, and how it can set us apart.

Jenni Barnett, CFO/COO Parks