

# How SmartChat increased Barrett Sotheby's International Realty lead generation by 83% - without the need to up their marketing spend.

With the average US real estate website converting just 1.5% of their web traffic, real estate brokers need best-in-class digital marketing solutions to improve their lead conversion rates. Real estate brokers look to us to assist them when looking to improve the ROI on their websites, so there was no more straightforward partnership for us than to team up with CommVersion, the data-led, human-powered live chat specialist. Together, we bring an unparalleled level of service and understanding of what real estate brokers need when looking to convert more of their web traffic into highly profitable leads for their brokerage teams.

The average conversion rate in the US real estate industry is just 1.5%, leaving 98.5% of web traffic arriving and remaining anonymous on any website.

The real estate industry is never easy. Current global conditions will drive the desire for more agility and marketing investments to have a noticeable impact on ROI to ensure that the time and money required is a sage use of marketing budgets at this crucial period for businesses.

1.5%

AVG Conversion Rate

98.5%

Anonymous Web Traffic

# Introducing one of our leading clients to CommVersion

With the addition of CommVersion to the Union Street Media catalog of products, it was a no-brainer to introduce the tool to the team at Barrett Sotheby's International Realty, a longstanding, Boston-based client with nearly 50 years of experience in their field. Their proud approach to customer service meant they would have bespoke requirements for their website and users.

We were confident that with the installation of CommVersion's solution, we would see an improvement in leads generated from their existing traffic. We also knew that the quality of those leads would offer genuine support and potential for the Barrett Sotheby's International Realty brokerage team.

Our confidence stemmed from the CommVersion promise to increase qualified web leads by between 20-50%, and having seen the product in action, we knew that this would create a tangible impact on the Barrett Sotheby's International Realty site. We couldn't wait to show our customers that we partner with solutions that guarantee an impact on their bottom line, in this instance, generating more qualified leads.

For Barrett Sotheby's International Realty, providing sublime guidance and expertise to every client is always the goal. For every sized business - from SME to enterprise - Barrett Sotheby's International Realty remains focused on results and showing the value that working with them provides. Leads arriving had to have quality. If the leads didn't positively impact the brokers, then the marketing team would quickly know about it - keeping their brokerage team fed was vital.

With the combined use of the services from Union Street Media and CommVersion, Barrett Sotheby's International Realty was quickly impressed with the standard of service and results generated by the addition of chat to their site.

23.12% Average monthly lead increase with the addition of CommVersion to the Barrett Sotheby's International Realty site.

1 in 5 chats resulted in a qualified lead and a continued increase in quality leads every month since launch.



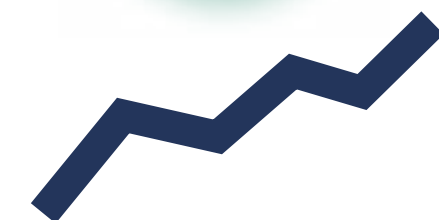
**23.12%**

Average Monthly  
Lead Increase



**1 in 5**

Chats Resulted In  
Qualified Leads



Continued Monthly  
Increase In Quality Leads



# Quality leads delivered to the Barrett Sotheby's International Realty sales team surged with the addition of SmartChat.

With the launch of SmartChat confirmed in 2022, it was the perfect time to re-engage with the Barrett Sotheby's International Realty team and deliver the exciting news of game-changing developments to the CommVersion product. With SmartChat, the strong website lead generation was soon accelerated as a new data-driven solution arrived for use on our client's site.

SmartChat now enables the use of Google Analytics data to provide bespoke suggestions for firing chats and engaging web visitors with the right message at the right time, using the voice expected from visitors to the site. With pertinent questions that drive visitors towards conversion, CommVersion and Union Street were now able to deliver more leads to sales teams with all the concise information requirements they need to close down a deal - arranging viewings or valuations.

Furthermore, the team was starting to see revenue unlocking from the same web traffic they had constantly been receiving, generated through paid and social marketing campaigns. To the delight of the marketing team through to the sales brokerages, it was clear that a significant revenue channel had evolved - and the impact on the monthly sales figures was outstanding.

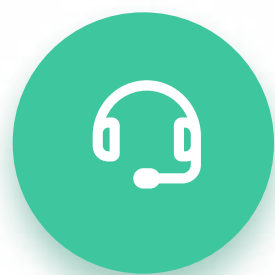
83% Increase in qualified leads delivered to the Barrett Sotheby's International Realty sales brokers  
125% Engaged chats happened on the Barrett Sotheby's International Realty site using SmartChat  
114% Increase in engaged conversations had on Barrett Sotheby's International Realty site

\*numbers correct as of July 2022



**83%**

Increase In  
Qualified Leads



**125%**

Engaged Chats on  
Website Using Smartchat



**114%**

Increase In enageded  
Conversations on Website

## A Delighted Client

Laurie Cadigan, Owner and CEO of Barrett Sotheby's International Realty, explains the impact of the addition of CommVersion's solution:



We have immense confidence in our relationship with Union Street Media, so having the chance to work with them and CommVersion on a new lead generation strategy was an exciting prospect. The results immediately showed us why we knew we could trust them to deliver.

**Laurie Cadigan**

Owner and CEO of Barrett Sotheby's International Realty



**"An instant increase in the volume of leads delivered to our sales team was coupled with fantastic feedback from brokers that the lead information delivered was helping them accelerate their sales process and close more deals. It was a no-brainer for us to continue."**

With one in five chats on the Barrett Sotheby's International Realty website delivering a qualified lead to the relevant brokerage team, this delight will grow further as SmartChat continues to improve its understanding of when to engage a visiting customer. The bigger the data source, the more machine learning that occurs, meaning its growth potential is only just being unleashed on the Barrett Sotheby's International Realty site.

### About Union Street Media

Union Street Media is the top real estate digital marketing company, providing award-winning websites and custom digital marketing solutions that drive more business for brokerages, agents, and teams. Union Street Media's digital strategies focus on helping their clients achieve lead independence. Founded in 1999, Union Street Media's innovative solutions are backed by personalized guidance and white glove service, with customer satisfaction among the highest of any tech firm. Learn more at <https://unionstreetmedia.com/>

### About CommVersion

CommVersion is here to shake up the industry of live chat. With the creation of SmartChat, they have created a data-led, human-powered solution to using chat on your website that is set to revolutionize how web visitors feel about using live chat services and amplify lead generation with chat as a sales-enablement tool. Learn more at <https://commversion.com/>

