

Lasso CRM Helps MAC Marketing Solutions Close Out Projects in Tough Economy

MAC's innovative approach to selling standing inventory moves hundreds of units in a down market—and relies on Lasso CRM to help manage overwhelming interest.

Situation

- A really tough market.
- Developers with unsold standing inventory.

Solution

- Massive liquidation event.
- Creative people devise an innovative marketing campaign – MAC Bulk.
- Lasso CRM is the central technology touch point for lead capture.

Impact

- 8,000 new prospects during the first eight-week program.
- 110 units sold in first 5 days.
- 375 units sold in 8 weeks.
- MAC's sales represent 30% of total local market sales in first months of 2009.

SITUATION

MAC is one of Canada's largest and most sophisticated Project Marketing Companies specializing in large-scale residential and resort property developments. Working collaboratively with some of Canada's most experienced developers and home builders, MAC's focus has been to create exciting real estate projects and communities offering lasting value to their customers. MAC has built their reputation as a strategic and innovative leader and looks at every opportunity in a unique way. In this case, MAC created "MAC bulk" which was the single largest sales success story in Canada within the last 9 months. The story . . .

Market conditions during 2008 were causing even the most experienced, recognized, and quality-driven developers and home builders an uphill battle to sell homes and keep positive cash flows. Global and regional economic news further deteriorated late in the year and with remaining units on the market in projects across Vancouver's lower mainland, circumstances called for a sweeping gesture to trigger some quick sales and move many units quickly.

Leading BC home builders such as Onni, Amacon, Intergulf, and Embassy had standing inventory available in several projects throughout the lower mainland. "The concept in the first phase liquidation was to move 375-400 units in a down market; that was the challenge," said Cameron McNeill, MAC's President. "How do you generate solid interest in real estate and add to a developer's balance sheet when the market seems adrift at even determining the fair market price for a condo?"

SOLUTION

The answer was unprecedented in the region—a massive liquidation event covering several residential communities and putting upwards of 400 units on the market at significant savings. "We created the MAC Bulk program that set a market price, one where the consumer was prepared to get off the fence and engage in buying a home," said McNeill. "Interested buyers were directed to the MAC Bulk website; we used Lasso CRM as the central technology touch point for the events to manage all incoming registrations, calls, and to track prospects across the sales teams and throughout the buying process."



case study

Customer Profile

Company

MAC Marketing Solutions

Headquarters

Vancouver, BC

Founded

2001

Focus

Real Estate Sales & Marketing

Website

macmarketingsolutions.com
macbulk.com

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Cameron McNeill
Owner
MAC Marketing Solutions

“The Lasso system collects the leads and is used to send out all emails,” explains McNeill. “We had a single centralized call center and we used the calendaring tool to schedule appointments, so we can work from one master schedule. Being able to send out email messaging that is consistent to the same people that are registering, day in and day out, is critical, and Lasso made it very easy to do that. The marketing message needed to be personalized for each subsequent communication to our prospects to drive activity and sales results, and that’s where Lasso really pays its dividends.”

Given the scope of what was being attempted, it’s difficult to imagine this type of liquidation event without a centralized CRM lead database like Lasso, especially considering the overwhelming consumer response to the campaign, which was advertised via heavy saturation on radio, print, and web.

“For the first liquidation event, we used about eight radio spots a day, sixty spots a week, on seven different stations. You can imagine this message was getting out there on a daily basis,” McNeill recalls. “During the eight-week project over 8,000 new prospects were generated and we had a great team of people involved on a full-time basis to manage the volume.”

That high volume of interest required a system that was not just robust enough to handle the quantity, but also flexible enough to manage MAC’s unique needs for the liquidation event. “Another challenge was that we had multiple projects and they all need to be in one single source or campaign,” McNeill said. “It’s one campaign, but there were multiple residential developments with standing inventory. That was something that was different for all of us—most of us work on one project and we’re focused on that. With Lasso as a tool to integrate across multiple projects and maintain one database, we could really maximize our workflow.”

IMPACT

The combination of creative innovative people and aggressive marketing from MAC and the developer team supported by Lasso CRM has helped make the MAC Bulk program an unprecedented success. “Our typical marketing approach to projects is to bottle up the demand and release with an event, but in this scenario, there was so much demand that we went straight to market and started closing deals,” says McNeill. “110 units sold in the first five days. If you looked at all the business that was done in the region through the first two months of 2009, we represent about one third of the market. The success of MAC Bulk has been significant. McNeill added “It launched in the midst of a “frozen market” and is now recognized as a major catalyst for the much improved market activity we are currently experiencing.”

