

case study

Situation

- Lack of a consistent method for capturing and tracking leads from WestStone's locations in Arizona and BC.
- Inefficient CRM processes leading to missed sales.
- Sales representatives experiencing "spreadsheet mania" causing incorrect data entry and duplication of work.

Solution

- Lasso CRM Software for Real Estate.

Impact

- Lasso used by everyone across the organization from all locations— sales and administration to managers and external parties including independent realtors and bankers, allowing for single and consistent view of Projects at any given time.
- Lasso e-mail marketing functionality has completely eliminated costs of direct mail advertising & promotions.
- Achieved 60% sell out on grand opening day for one of WestStone's communities due to constant communication with prospects via Lasso CRM.

WestStone Properties Utilizes Lasso Customer Relationship Management to Create Consistency in Tracking the Sales Process

For WestStone, Lasso is more than just a sales and marketing tool—it's a one-stop resource across the organization for every step of the sales process.

SITUATION

With projects in the pacific northwest regions of Canada and the central regions of the United States, WestStone Properties focuses primarily on multifamily and single-family residential developments. Since 2001, WestStone Properties has earned accolades from the Canadian Homebuilders' Association for superb workmanship and a Sales and Marketing (SAM) award three years running for the quality craftsmanship of their projects.

The disparate locations of their various developments in Arizona and British Columbia meant that WestStone was an ideal candidate for a centralized database for their sales prospects and existing homeowners. Yet, in the past the company lacked a consistent method for capturing and tracking lead information, which created inefficiencies in the selling process and more importantly, missed sales.

"We had absolutely no database system in place when I first came on board," recalls Michelle Mackay, Vice President of Marketing for WestStone Properties. "The sales people were keeping individual spreadsheets on contacts as they came in. I had worked in the real estate industry for quite some time and had used Lasso on a previous project; I find that Lasso is the most user-friendly program available."

SOLUTION

Two years ago, WestStone Properties implemented Lasso as an enterprise-wide customer relationship management (CRM) solution across all its projects. While there was an early learning curve for the sales representatives, who were largely unfamiliar with working in a CRM environment, a sizeable database quickly built up over the two years Lasso has been in place.

However, beyond just using Lasso as a tool to track sales leads and improve responsiveness to prospects, WestStone has made Lasso available across the organization, for everyone from the company receptionist to the construction department, and even to both the internal finance department and external



WESTstone



case study

Customer Profile

Company

WestStone Properties

Headquarters

Vancouver, BC

Founded

2001

Focus

Builder & Developer

Website

www.weststongroup.com

“Lasso has transformed the way we do business—we have better access to accurate data across our organization, we have improved our sales and marketing efforts, and best of all, we have built stronger relationships with our most important commodity of all—our homebuyers.”

Dale Regher
President & CEO
WestStone Properties

banks involved in the lending process. “It’s online, so everybody has access to it at the scope they need based on their role and responsibility,” says Mackay. “Our policy is that all communication with customers has to go through Lasso. It’s really all inclusive. Every single person in this office has access to it, to a certain degree. It’s our single go-to communication center. We can have a long-term relationship with a client from the day we meet them to the day they move in, which is important.”

IMPACT

From a sales perspective, Lasso’s e-mail marketing capabilities have enabled WestStone to completely eliminate its budget for printed direct mail pieces, instead sending out project updates and promotions exclusively through e-mail.

“We’ve found that printed direct mail pieces hit the garbage can before they get to people’s homes,” explains Mackay. “E-mail is faster and easier, and it goes directly to them. Our success rate’s been quite high. We’ve been able to use databases for cross-marketing—with the slow market in Arizona, we drafted up a beautiful webmail for two of our Arizona projects, and sent it to our database of buyers in Canada. From the minute I sent it, I had forty responses within the hour asking for more information. We even offered a ‘fly and buy’ program, where if you flew down and purchased, we’d pay for your trip down. There’s been an ongoing response to it.”

Lasso’s extensive database tracking features have assisted WestStone in marketing their largest active project, Urban Village, a multi-acre master-planned community. “Lasso allows us to put every single building in the same community under Urban Village, so we can track the same database,” says Mackay. “We did such heavy Lasso-based web marketing for this project that we had 1,000 people show up at our grand opening for our first two phases and sold out within four months. We sold 60% of the third phase just on the grand opening.”

“Lasso is a terrific example of a technology solution that goes beyond providing just one narrow service and instead becomes an integral part of an organization’s sales and customer relations process,” says Dale Regher, WestStone Properties President & CEO. “Lasso has transformed the way we do business—we have better access to accurate data across our organization, we have improved our sales and marketing efforts, and best of all, we have built stronger relationships with our most important commodity of all—our homebuyers.”



WESTstone

