

MAC Marketing Solutions takes Command of Lead Tracking with Lasso

One of Lasso Data Systems' original customers continues to maximize sales with the power of Lasso's customer relationship management software.

SITUATION

Founded in 2001, MAC Marketing Solutions is an innovative marketing and sales firm specializing in large-scale residential and resort property developments. MAC operates throughout Canada, including the Greater Vancouver regions, BC interior, and Alberta, and assists developers with highest and best use guidance, strict cost controls and superior sales results. A leader in presale and launch strategy, the MAC team has always recognized the value in building and sustaining "customers for life," and has always incorporated the latest technologies into their selling process and customer retention strategy.

Even as MAC made major investments in branding, collateral materials, sales centers, and project websites for their clients, they lacked a single central depository for capturing leads, assigning sales agents, tracking sales activities and reporting on prospect traffic. This resulted in lost leads, inconsistent follow-up, a lack of information on sales activities, and inadequate notice to prospects for project launches and sales events.

At any given time, MAC is in the sales process on 25 to 30 active new home projects. With this level of growth and sales, it became imperative to determine an efficient, comprehensive, and cost-conscious way to track and retain sales leads, not just for each individual project but across the various projects MAC undertakes for different builders and developers throughout Canada.

SOLUTION

In 2002, MAC President & CEO Cameron McNeill became one of the original clients of Lasso Data Systems, a leading provider of customer relationship management (CRM) software to the real estate industry. Lasso's guiding principle has always been to create a CRM solution that works the way the real estate sales process works and helps sell more real estate faster and easier. Toward that end, McNeill and his team offered their unique insights on real estate sales "workflow" as an aid to the initial Lasso software development process.

Situation

- Lack of a single central repository for capturing leads.
- Tracking sales activities, traffic and results.
- Inconsistent sales follow-up, a lack of information on activities and inadequate notice to prospects for project launches and sales events.

Solution

- Lasso CRM Software for Real Estate.

Impact

- Central database for valuable information, contact histories and sales activity about prospects and MAC's customers.
- Higher close ratios and homeowner referrals.
- Reduced cost of sales operations.
- Easy access to information from anywhere, anytime.



case study

Customer Profile

Company

MAC Marketing Solutions

Headquarters

Vancouver, BC

Founded

2001

Focus

Real Estate Sales & Marketing

Website

www.condosbymac.com

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Cameron McNeill, President & CEO
MAC Marketing Solutions

“We worked collaboratively with Lasso to articulate our needs for capturing and tracking prospect information from websites and sales center visits in order to serve our homebuyers and our developers more effectively,” says McNeill. “Over the past six years we have continued to voice our suggestions for software innovation and Lasso has always been receptive to our recommendations and requests. Throughout our relationship, Lasso has built their reputation on providing responsive personalized client service, which is another major reason we value our partnership with Lasso.”

For more than six years, MAC has been a client of Lasso Data Systems and has utilized their real estate specific CRM solution to manage each customer relationship from the initial capturing of each lead, through the buying process, and to occupancy and beyond. “Beyond lead management we use Lasso’s integrated e-mail marketing for targeted communication, to inform prospective homebuyers of the latest developments and promotions at each community and build stronger connections with potential buyers,” explains McNeill. “We also use Lasso’s inventory management to track details of unit sales and to manage pricing, upgrades and price changes from one central system that is accessible anytime, anywhere.”

IMPACT

Today, Lasso is a trusted partner on each project undertaken by MAC, providing a central repository for valuable information, contact histories and activity about sales prospects and existing customers of MAC’s many projects and clients. Integrating CRM into the sales process has helped improve close ratios and homeowner referrals and reduced the costs of sales operations. The fact that Lasso is web-based allows agents and administrators easy access from anywhere and the company only pays for the software as they use it for each development project.

“We are extremely proud of our long term partnership with MAC, a true leader and innovator in marketing and sales of multi-family real estate in Canada,” says Dave Clements, CEO of Lasso Data Systems. “Ongoing input into our product roadmap from leading companies like MAC has been instrumental in helping Lasso to develop what we believe is the best CRM software available for selling real estate today.”

