

A Buying Buddy IDX CRM Suite Success Story



Table of Contents

Overview.....	3
The Search for the Right Real Estate CRM Suite.....	4
Why The Buying Buddy Suite Won.....	4
How Pytha Group Uses and Benefits from the MBB Suite.....	5
The Conclusion.....	6
About MBB and Blue Fire Group.....	7
About Pytha Realty Group.....	7



Overview

Company: Pytha Realty Group

Industry: Real Estate and Rentals

Services: Residential/Commercial and Vacation/Long-term Rentals

Website: www.pytharealty.com

Company Size: 45 Employees

Solution: Buying Buddy CRM Suite (MBB)

Users: 15-20

Pytha Realty Group, a leading Real Estate Group serving West to East coast central Florida, has seen steady growth since their first days in business. Today, they continue to face challenges from growth as well as new challenges found in the continued proliferation of internet use during the Real Estate buying process.

With over 50 years of combined experience in the Real Estate and Mortgage Industry, Pytha Realty Group runs five locations across central Florida including the Orlando and Tampa/Merritt Island areas.

Pytha Realty Group is owned and operated by David Lemon, Richard Lemon and Tim Murray. Two Brokers oversee a group of highly experienced Agents and mentor new Agents looking to join a successful professional team.



Prior to implementing the Buying Buddy IDX CRM Suite (MBB), Pytha Realty Group was operating in a disconnected way with no CRM system or lead management tools. Owner, Tim Murray, knew there was a better way and spearheaded the effort to find it.

The Search for the Right Real Estate CRM Suite



Murray began the search by keeping an open mind with determination to find truly the best solution for their specific needs. The Group runs a tight ship with high expectations and accountability.

The search began by looking at the usual suspects including IDX Broker, Boomtown, Tigerlead, Commission Inc. as well as lesser known solutions.

Through Murray's due diligence he found positives and negatives for each solution. One would have a great front end but a mediocre CRM. One would be fully integrated but would require that they redesign or recreate their website. He also found issues around providers requiring control of the Pytha Pay Per Click (PPC) advertising.

The search was exhaustive. However, Tim knew that in order to perform at the level they required the right solution must meet their needs and be scalable for their future.

Why the Buying Buddy IDX CRM Suite Won

Pytha Realty Group was looking for a flexible solution that would fit the way they do business and give them the tools they need to become successful. There was a lot of competition, but as the race narrowed the MBB IDX CRM Suite began to pull ahead of the rest.

Why MBB Won

- ✓ The MBB is a fully integrated solution
- ✓ MBB has a comprehensive CRM component
- ✓ MBB works with any website (and with as many websites as required)
- ✓ MBB is flexible and scalable

“The real power is in the back end and how you choose to use it.”

-Tim Murray

How Pytha Group Uses and Benefits from the MBB Suite

The feature rich front end is really great for customers, but it is the functionality of the backend that really gets the job done for Pytha. At a cost of anywhere from \$20 to \$75 per lead, follow-up is key and accountability is crucial.

The average conversion for companies in the Real Estate industry is about 2%. Through the process Pytha has set up for their team with in the MBB Suite they now see a significantly higher lead capture/conversion rate.

Pytha and the Customer Experience



The system tells Pytha when someone is looking at their site and captures the parameters of what they are looking for even before they sign up. If they have visited in the last four months

Pytha knows what they are looking for and serves them the exact information they want.

The Brokers and Agents know how many time a listing has been clicked on, when a client logs on and when they save a listing. The system notifies them immediately. “This information and what we do with it is powerful,” said Murray. “The clients know we are paying a lot of attention to their needs and that there is a real person on the other end of their search who wants to help them.”

Continued...

Pytha and the Internal Process

The customized and branded drip campaigns help Pytha move the leads through the sales funnel, but it is the Leads and Contacts (LAC) CRM functionality that help drive daily activity and improve performance.

With the integrated CRM, Brokers are able to assign tasks to agents, and the system assigns new and follow-up tasks for the Agents including a daily to do list which schedules calls and emails. The systems also provides support for up to four people per user. This includes the Broker, the Agent and the Agent Assistant plus a fourth to be assigned as needed. The MBB suite gives the Brokers and Owners the tools to be an effective manager for the Agents.



It All Comes Together

Florida is a hot, hot, hot market. In many price ranges properties can have eight offers in one day and be off the market the next. The powerful tools with in the MBB Suite allow the users to set up their notification preferences and the backend tools give the Agents the ability to get clients in front of properties they want to see within hours, when required by the market.

The Conclusion

Pytha Realty Group finally feels like they have the right tools to build relationships and rapport with their clients. They have the systems in place that allow for adaptation and collaboration as well as help them convert leads at a rate that justifies their \$250K advertising budget.

Before the Buying Buddy IDX CRM Suite they had disconnected systems. Now, YTD they have closed 150-175 deals, conservatively, and expect to see performance continue to improve. The MBB solution has even affected the way they hire. With more than half of their agents new to the industry since October 2015, they have closed over \$30M in Real Estate.

The Group continues to invest beyond advertising and the MBB tool with over 16 training video created to date. They know their process works.



“If you do what we tell you, follow the training and use the system you will be successful” says Murray of the process they have created through the MBB Solution.

More Benefits...

The actual cost of the solution was very much in line with what the industry expectations were, and Pytha feels that the solution has actually saved them money through the introduction of new processes leading to increased productivity.

One of the most impressive things for Pytha was that the system is effective whether you are a single Agent or a Broker/Owner. They system does not require you to be a technical wiz, and the widgets are so flexible you can have new functionality and be up and running in minutes.

Powerful daily reporting gives everyone a transparent view of what is actually going on and keeps everyone on track as well as providing a picture of where they can improve.



“We expect to see our performance progress as we continue to drive improvement through MBB Solution”

- Pytha Realty Group

About the Buying Buddy IDX CRM Suite & Blue Fire Group

The My Buying Buddy IDX CRM suite has been continually developed and enhanced since its initial launch in 2004, and today is based on the most up-to-date technologies for Web applications design making it extremely flexible, fast to change and very scale able.

With 30 years of experience selling and marketing technology services, the founder's vision is to use the extraordinary power of the internet to help you achieve your marketing and relationship building goals.

Helping our clients achieve a return on investment is our primary goal.

The Blue Fire Group creates innovative Web-based Marketing Solutions for the Real Estate and other Service industries.

We have been helping Real Estate professionals since 2002.

We are a Denver, Colorado based company. With 25 years of experience selling and marketing high-value services, the founder's vision is to use the extraordinary power of the internet to help you achieve your marketing and relationship building goals.

Helping our clients achieve a return on investment is our primary goal.

About Pytha Realty Group

Pytha Realty Group is owned and operated by David Lemon, Richard Lemon and Tim Murray. With over 50 years in combined experience in the Real Estate and Mortgage Industry Pytha Realty Group is able to deliver a high level of expertise to all of their customers. With two Brokers overseeing a group of highly experienced agents we offer superior representation to our customers. Our number one concern is our customer's satisfaction! Building a lifelong relationship with all of our customers is our most important goal. Pytha Realty Group operates five offices from the West Coast to the East Coast of Central Florida including Orlando. We have some of the most advanced technologies in the industry to make sure our customers receive nothing but the best. Pytha Realty Group offers Sales, Service and Property Management for Residential and Commercial properties.