

Sunbelt Realty Group

Real Estate · Residential | Outbound Voice Agent + Lead-Gen Automation

\$80k/month in net-new bookings from previously dormant leads

THE CHALLENGE

6,000 dormant leads sitting in the CRM. Agents only had bandwidth to call the freshest 5% each week.

OUR APPROACH

- Audit surfaced \$2.1M in stalled pipeline no one was working
- Outbound voice agent re-engages dormant leads on a schedule
- Qualifies intent, then routes hot leads to human agents
- Weekly performance dashboard tied directly to closed volume

BEFORE

Leads contacted / mo	1,240
Booked showings / mo	18
New listings signed / mo	3
New bookings revenue / mo	\$14k

AFTER SCALIX

Leads contacted / mo	6,100
Booked showings / mo	112
New listings signed / mo	17
New bookings revenue / mo	\$80k

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Scalix turned our dead lead list into our best-performing channel. \$80k/month in new bookings from leads we'd written off.

— Managing Broker, Sunbelt Realty Group