

Case Study: Summit



Quick Facts:

Industry

Real Estate

of Users

1

Objective

"To effectively communicate with Real Estate professionals who need training in working with foreclosure."

"ClarifyOffice™ has all the features I need. More importantly, it's straightforward and very easy to use."

Melissa Hannebrink

CUSTOMER PROFILE

Melissa Hannebrink is a real estate professional specializing in help methodology for other realtors who are selling in this down market. She is particularly helpful in situations where the homeowner may be facing foreclosure. She conducts workshops on a regular basis and the workshops are usually sold-out.

CHALLENGES

Melissa needed an efficient system that would allow her to send emails to her entire customer base on a regular basis. Since she typically gets a huge response to her advertisements, she needed a system that would let her easily import contacts to an online database. Because she normally sends out over 10,000 emails every two weeks, Melissa needed a system that was reliable and would permit her to send high-quantities of CAN-SPAM compliant email without jumping through hoops.

OBJECTIVES

When researching systems, Melissa was looking for one that could:

- ✓ Easily import contacts
- ✓ Easily set-up contact groups
- ✓ Easily target email by group
- ✓ Send rich HTML email campaigns

SOLUTION

Melissa actually purchased a different system at the same time that she activated her ClarifyOffice account in order to compare them side-by-side. She found Clarify to be

significantly more user-friendly and easy to navigate in addition to delivering the capacity she needed. *"This system has an uncomplicated way to import contacts. I was able to create a spreadsheet and effortlessly import it into my Clarify account. The ability to manage a large amount of email to and from our prospects and customers has been simply wonderful."*

RESULTS

Using her ClarifyOffice account, Melissa has been able to keep in touch with a large number of clients and prospects who want to know what she knows about the foreclosure market. *"We provide a valuable service to a lot of realtors in our area and this system has really helped me manage my communications without being overwhelmed."*

She has been able to use ClarifyOffice to:

- ✓ Effectively communicate with people who want and need her services
- ✓ Spend more time with her customers and less time on her computer
- ✓ Provide all of her customers with valuable information with just a few easy steps

"ClarifyOffice is extremely user-friendly and I would highly recommend it to anyone."

WEBSITE

hannebrink.com/melissa