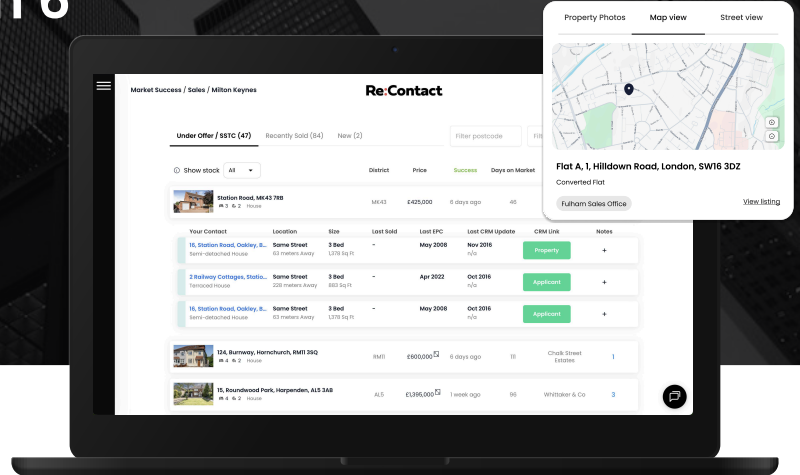


The hidden goldmine: 130+ instructions uncovered in 6 months.

## Case Study



## Challenge

Acorn wanted to maximise the return on their prospecting efforts by uncovering hidden opportunities within their CRM. Too many warm leads were being missed, giving competitors the upper hand.

## Solution

Acorn's team used ReContact to connect with prospects sooner, secure more opportunities, and streamline client service centre demand.

*"Calling up someone going 'I know you've been on the market for 72 days and you've just reduced your price' – they're like 'come around, how did you know that? It's brilliant."*

**Sales Manager**



£245.1 million won in new market appraisals/valuations.



£81.9 million secured in new instructions.



At 1%, that's £819,000 in potential fees.

## Results



**50%**

Improvement in client service centre efficiency!



**6,316% ROI**

That's £63.16 for every £1 spent!