



PARTNER TESTIMONIAL

Abstrakt is made up of professionals who are committed to growing our business. They do an excellent job of sharing our story. By clearly communicating our differentiators to prospective new agents, we were able to expand our team by two agents over the course of a few months.

About Our Partner

RE/MAX of Greensboro & Partners is an agent development and services company in North Carolina. This company has been serving the area since 1975 as the first RE/MAX office established in the Carolinas. Current owners Lisa and Grant Bennett have managed this establishment since acquiring it in 2010. RE/MAX of Greensboro & Partners has a unique approach to training and coaching agents, with programs designed to get them the greatest competitive advantage in the market.



THE PROBLEM

This ever-growing company was looking to bring on more agents. Recruiting in this industry and market is extremely difficult, especially when it comes to recruiting top-producing agents. Offering a 95% commission split, noncompeting environment and extensive training opportunities, RE/MAX of Greensboro & Partners knew the company had differentiators that would make it stand out to recruits. What it did not have in place was an effective process to get that message in front of qualified agents, to consistently add agents to the team.



THE SOLUTION

Abstrakt's lead generation solution was the process the company needed. RE/MAX of Greensboro & Partners signed on with Abstrakt to help with recruiting prospects who could qualify for an appointment with RE/MAX of Greensboro & Partners. Agents who were recruited with Abstrakt's process had to gross a minimum of \$2 million in sales per year, with an average of at least eight transactions a year to qualify.



THE RESULTS

After 17 months of partnering with Abstrakt, RE/MAX of Greensboro & Partners has hired seven new agents.