



## ABOUT US

Abstrakt Marketing Group was built on the belief that ideas alone are not enough to bring life to a company; putting ideas into action is what truly drives growth and success. Each day, our team uses their unique strengths and passions to improve our clients' businesses through our range of proven marketing processes including prospecting, lead generation, social media management, web development and creative services.

## ABOUT THE CLIENT

RE/MAX of Greensboro & Partners is an agent development and services company out of 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 acquisition in 2010. RE/MAX of Greensboro and Partners has a unique approach to training and coaching their agents, with programs designed to get them the greatest competitive advantage in the market.

### RE/MAX

*"Abstrakt is made up of professionals that 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."*



### PROBLEM

Ever-growing, the 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 and Partners knew they had differentiators that would make them stand out to recruits. What they did not have in place was a process to effectively get that message in front of qualified agents, to consistently add agents to their team.



### SOLUTION

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



### RESULTS

After seven months of partnership with Abstrakt, RE/MAX of Greensboro and Partners has hired on two new agents.

