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MONARCHREI GROUP CASE STUDY



3110
Prospects



228
Conversations



70
Appointments

- **Client**
Dalton Alfortish
- **Niche**
CRE Analyst/Brokers
- **Year**
2021
- **Website**
www.monarchleads.com

Customer Story

MonarchREI Group is a driven team of passionate, ambitious, and forward-thinking marketing professionals dedicated to building lasting connections with companies primed for growth. They believe in fostering long-term partnerships through innovative strategies and consistent effort. Their goal was clear: enhance lead generation and establish meaningful relationships with commercial real estate (CRE) analysts and brokers across the United States.

To tackle this challenge, MonarchREI Group partnered with Exotto. This collaboration proved to be a game-changer, delivering outstanding results. With Exotto's expertise, they not only expanded their real estate portfolio but also achieved higher profitability and strengthened investor confidence.

Exotto's targeted strategies enabled MonarchREI Group to focus on engaging the right audience. The partnership resulted in 70 high-value appointments and connections with over 250 prospects. These engagements opened doors to direct conversations with decision-makers, creating opportunities for growth and helping MonarchREI Group thrive in a competitive market.

More than just a service provider, Exotto became a vital partner in MonarchREI Group's success. Exotto's approach to lead generation provided the tools and insights needed to meet goals effectively. Together, they created a pathway for sustained growth, demonstrating the value of strategic collaboration.

MonarchREI Group and Exotto combined their strengths to deliver exceptional results, redefine possibilities, and achieve new milestones in the real estate investment sector.

Challenge

MonarchREI Group sought to address two core challenges:

1. Generating high-quality leads through effective email outreach to CRE analysts.
2. Reaching brokers across various U.S. regions to establish impactful connections.

The Solution

Exotto devised a tailored strategy to help MonarchREI Group overcome these challenges and achieve its goals:

- **Email Prospecting Campaigns:** Executed targeted email campaigns to capture the attention of CRE professionals and pique their interest.
- **A/B Testing:** Performed extensive testing of subject lines, email content, and design to refine the approach for optimal engagement.
- **Enhanced Strategies:** Established procedures and best practices for CTR and conversion rate optimization.

The intended audience consisted of CRE investors and acquisitions associates with particular interests in value-add, discounted RV parks, manufactured home parks (MHP), self-storage units, and multifamily property investments.

The Results

- **70** Appointments
- **228** Warm Leads
- Outreached **3110** Prospects

“*Discover how Exotto's innovative solutions empowered MonarchREI Group to thrive in the competitive real estate sector. Together, they achieved exceptional results, unlocked untapped potential, and set a new benchmark for success in real estate investments.*”