



Case Study: 55Places.com

Owners:

President, Bill Ness

Vice President,
Danny Goodman

Website

55places.com

Industry

Real Estate

Headquarters

Chicago, Illinois (USA)

Employees

9

Business Environment

55places.com started in 2007 in the Chicagoland market. At the time, President Bill Ness was working as a new home salesman in a 55+ community and saw the need for a resource for his target market to browse both resale homes as well as new construction homes. By founding 55places.com, which offers unbiased information and reviews of over 1,000 active adult communities, he filled that need. The site also connects visitors directly with a network of over 200 55Places Partner Agents who specialize in 55+ communities and can guide buyers through the process of transitioning to an active adult lifestyle as quickly and easily as possible.

Critical Issue

While the website offers a wealth of information, many visitors want more as they go through the process of making this big decision with such a large price tag. Before partnering with VirtualPBX, visitors could only request additional information using a web form.

55Places depends on a network of Partner Agents to respond to every inquiry and provide the requested information, and missing opportunities to help visitors who just have a quick question and do not want to fill out a web form is not an option. Having the chance to talk with these customers over the phone for their quick questions would allow 55Places agents to engage with them more positively.

Results

- We brought on receptionists to answer inbound calls.
- It became easier to screen those who are making inquiries but are not interested in purchasing homes
- It is easy to transfer eager visitors directly to our 55Places Partner Agent
- Callers are delighted to be able to talk to a real person, and especially to a real estate agent who can answer their questions right away
- 55Places Partner Agents in our referral network are happy to help more people and of course, sell more homes!

Solution

“VirtualPBX’s online system makes it very simple to add phone numbers, extensions, and softphones. With a growing network of over 200 Partner Agents, it’s crucial for us to be able to add a phone number for a new agent quickly and easily.” Ness said. “VirtualPBX delivers.”

Ness and his team perfected their process and scaling-up the 55Places Call Center in over 150 markets across the country. VirtualPBX Support and Account Services Supervisor Garrett Mayo were there to answer any and every question we had – big or small. Their service has empowered us to help even more visitors at 55places.com and to get them the information they need as they make one of the biggest decisions of their life: moving to a 55+ Active Adult Community and choosing an active, engaged lifestyle.

The VirtualPBX system we have in place is a win for everyone involved.

“The VirtualPBX system provides a ‘business name’ feature which announces the location and Partner Agent that visitors are calling about, so our receptionists are prepared for a conversation before they even pick up the phone.”