

Don Harkins

Don Harkins Properties

BoomTown's Launch & Core
Packages a High-Value Investment
for Single Agents

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The Learning Curve: Finding the Right Home for Your Business

“Just make it through your first year.”

This is what Don Harkins kept telling himself when he first ventured into the real estate industry back in 2012. With such a high failure rate during that critical first year, he knew he was jumping into a high-stakes career path. But also one that offered endless opportunity. Fast-forward to today, Don is meeting and exceeding his transaction goals and has hired several agents to help handle a booming influx of leads.

Beginning in a boutique agency, Don learned a lot (and much of it he learned the hard way). Without a structured business model or any training, most of his first few years resulted in trial and error. He was navigating his business blindly, not sure where to invest his time and efforts. He invested too much time searching for that one “million-dollar listing,” or the perfect ready-to-buy lead, rather than focusing on having better conversations with as many people as possible.

Ultimately, a switch to Keller Williams was the spark Don needed for things to start falling into place and for his business to start gaining some real traction. The coaching, structure, and community that he experienced within the franchise made everything “click.” With a crystal clear game plan in place and a model for success, Don could finally stop focusing on survival and start focusing on growth.

Technology for a Growth-Driven Single Agent

Now that Don had found a home in a franchise that supported his goals, he could work on ironing out the kinks. Finding the right CRM was the next step to start really cooking with gas and reach his goals. Enter, BoomTown.

“I was focusing on growing my business. I didn’t want to do a bunch of trial and error – I wanted to find out what was the best system, put it in place, and start working with it.”

Before signing on with BoomTown, Don was no stranger to the CRM. He dabbled in more systems than he could count, trying to find one that was a perfect fit. Here’s what he noticed. Almost every system had some things it did really well, and a handful of other functions that were lacking or missing entirely. Some systems were great at importing and organizing leads but terrible at sending communication. Not to mention he couldn’t find a platform that had “smart” and personable communication plans that didn’t sound canned or out-of-a-box.

Don knew he needed a high-functioning system to totally streamline his business. And at Keller Williams he started noticing one pattern: the top-producing agents and brokerages were powered by BoomTown.

Bottom Line: Worth the Investment

BoomTown is a robust platform. It’s not just a CRM, it’s a technology partner. It’s a full-service ecosystem that streamlines your entire business. It’s also a big investment. And that can be scary for a single agent in a rapidly changing industry! But Don wanted big growth opportunity from a trusted partner, so he gave BoomTown a shot.

Don Harkin’s Cost Analysis: “Yeah. So when you’re not spending that kind of money on a system at all, it’s a big investment. I think I was being pulled into a lot of different, more affordable, but less effective solutions.

- So you get lead pages for \$99 a month and create your own landing pages.
- Then spend \$200 a month running Facebook ads to that landing page.

- Get a Google paid account for your team that you can auto-import landing page data into a spreadsheet.
- Use this other CRM for \$60 a month to import those people in.
- Then subscribe to this market update software on a monthly basis, so you can send that to those.

So by the time we were investing in a couple hundred bucks for Zillow, running Facebook ads, creating our own websites, building our own graphics out, LinkedIn Premium, all this little stuff, we're already spending hundreds and hundreds and hundreds of dollars on all these different, random marketing pieces. And none of them were playing together! There was no tracking at all. There was no accountability for the dollars spent. Our initial investment in BoomTown's Launch package really wasn't that much more than what we were already paying to sustain the business at the level it was at. As soon as BoomTown got up and running, I could drop off all those other expenses. And I had higher conversion rates, tracking and accountability, a way to communicate and follow up with these leads I was generating, and we could spend more time talking to people, have a conversation about real estate than plugging and playing all these different pieces."

The name of the game at the end of the day is streamlining your business. Real estate is a "time is money business," so you may think you're saving yourself \$X a month by avoiding a cost like expert digital advertising. But consider the time you're investing by doing it yourself. With a system like BoomTown, you can get back to doing what you do best – being a real estate agent.

Growing with BoomTown

In the beginning, Launch was the right package for Don. There is a lot to learn in order to use the system properly, and Don wanted to immerse himself in the proper amount of training. He worked with his BoomTown Success Manager to define his goals, figure out the right digital advertising plan, build out his drip campaigns, and get set up for success. Engagement was quick: leads registering within days, and the first deal closed within months.

“So we had our first client that closed \$11,000 in net commissions. They registered on our site within 30 days, and we’re looking at properties within 50 days. So that’s a lot faster than what our average has been. I mean, it’s totally legit. You will turn on leads and have buyers registering within 30 days, for sure. I think that first 30/45/60 days is some of the most valuable time with Launch because you have such a thin, clean platform to work with. So everybody coming through, you’re on top of. You’re making good notes. You’re coming fresh out of the training. You know what you’re supposed to do, when you’re supposed to do it, and it’s really easy to keep an eye on people.”

After about 90 days, Don was impressed with the ROI from Launch, comfortable with the system, and was curious about advancing to the next package. He had a good handle on the functionality, but he was curious about some of the additional features available with the Core package. He wanted the Seller Lead Suite. He wanted to start expanding and growing a team.

In the April of 2018, Don attended BoomTown’s annual conference, Unite. He was generating the same amount of leads as almost everyone that he spoke to, doing a similar level of business. The main difference? He was doing it alone, whereas all of these other agents were working with teams. This was the lightbulb moment for him, that he was ready to expand. He had the platform, he had the pipeline, and all that was left was to hire someone. So one month later, he hired his first Buyer’s Agent and a second not long after that.

Success with BoomTown’s Core Package Since advancing to the next package, Don has taken full advantage of the capabilities it provides.

- The Seller Lead Suite allows his team to drive more seller lead traffic, capture their information, and manage the conversations with ease
- The BoomTown Owner’s Community and Sharing Library offer a network of agents and brokers, working together and sharing knowledge.
- Don’s team takes advantage of the Mojo Dialer and other integrations that further save time and streamline your business
- Accountability and Reporting Dashboards provide valuable insights into agent performance and areas for improvement

- Best-Fit Leads expertly matches leads to their ideal properties
- Advanced lead filters eliminates the “scavenger hunt” for leads in your system. Know exactly who is who, who you need to talk to, so no opportunities fall through the cracks.
- Bulk texting is a favorite for sending personalized communication to a large pool of leads in seconds

We understand that there’s no one-size-fits-all package. This is why BoomTown’s packages are designed to fit the needs of individual agents as well as teams. Start with the basics: a strong foundation, a healthy pipeline, a foolproof system. Then grow at your own pace, with BoomTown in your corner.

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