

The BoomTown Effect:

# Building a Business of Certainty



**Kora Shear**

Realty One Group Las Vegas  
[PropertiesForSaleVegas.com](http://PropertiesForSaleVegas.com)



## Success Snapshot

- ✓ Grew from a single agent to a team of 7 in 1 year
- ✓ Completed 9 transactions in first 45 days working with BoomTown
- ✓ Recently had her best month yet at \$2.4M
- ✓ Closed 600+ transactions

“The assurance of knowing that I have a surplus of leads and a system to work them at the end of the day... that’s my BoomTown Effect.”

**BoomTown!**

# Finding a CRM that Works as Hard as You Do

“I’m a 97% closer.”

Kora Shear, Realty One Group Las Vegas, knows how to close the deal. To her, everyone is a “lead” and when she gets someone on the phone she knows that more often than not, she’s closing the deal. She was born to be in sales and born to be a real estate agent.

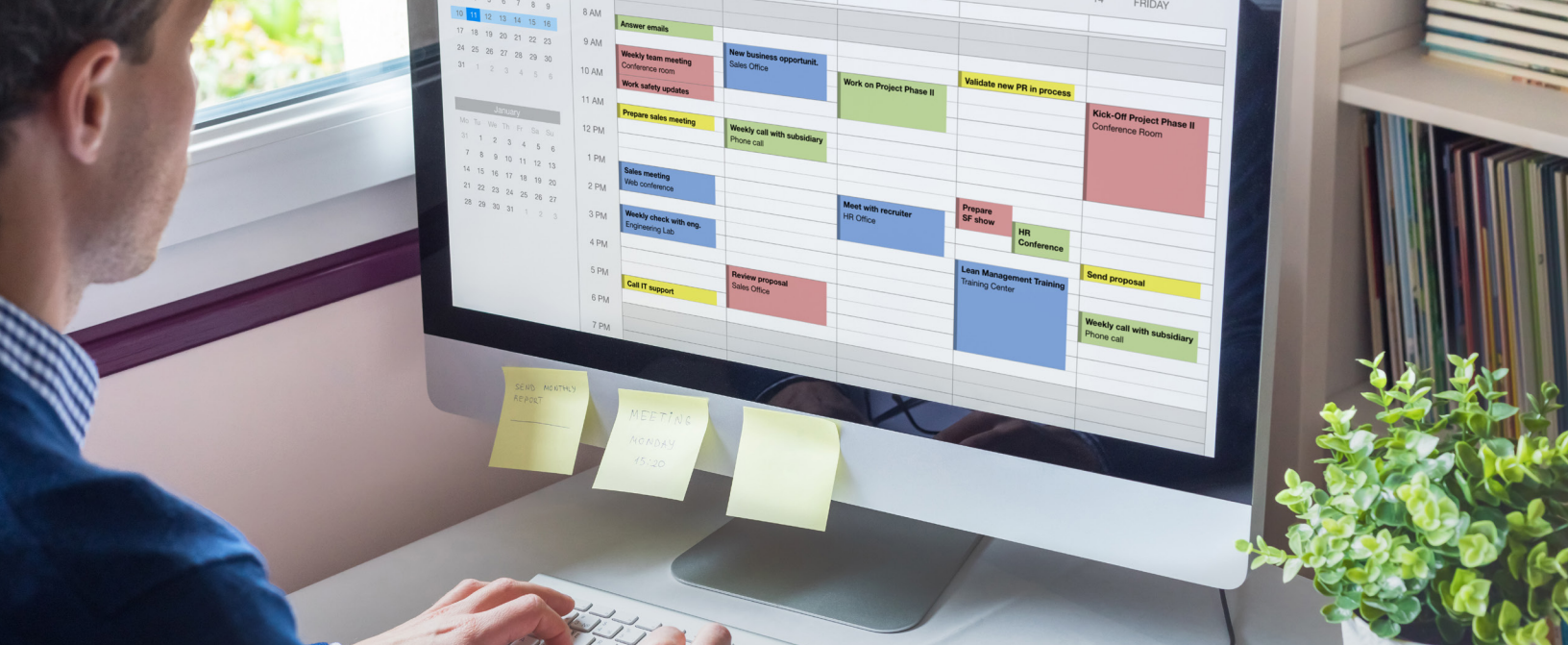
But being excellent at sales is only half the battle when you’re running a modern real estate business.

Often agents and brokers get bogged down in the day-to-day trenches of tedious tasks, trying to spin too many plates with marketing, lead generation, follow-up & nurture, administrative work...you name it.

Kora knew she needed the support from (A) a team and (B) a technology partner that would help her do what she does best -- sell real estate.

THE  
**BoomTown!**  
EFFECT





## Building a Business “Epicenter”

Kora partnered with [BoomTown](#) primarily to build a consistent pipeline of leads and to have an enjoyable-to-use central hub to run her business. Wanting something that would scale with her as she grew a team, BoomTown was a perfect fit, offering flexible packages for all team sizes.

There’s nothing more critical for a 97% closer than a healthy pipeline of leads.

It’s good practice to diversify your lead sources and Kora does just that. All of her lead generation streams pipe into her BoomTown CRM, creating a database of workable lists. And they truly are workable, with each lead being tagged and categorized (Hot, New, Qualified, etc.), by their search behaviors and other insights.

So, with a steady flow of leads, high conversion & close rates, what comes next?

“*BoomTown gives me that feeling that I’m not out there just flailing around trying to doorknock or cold call. We get a lot of leads.*”



## Growing a Team (and Fast)

It's not every day you hear that an agent has too many leads. But Kora Shear is a closer, and she saw an opportunity to capitalize on the "less hot" leads that she didn't have time to get to.

The problem? She was generating about 100 leads a month and working/closing the hottest leads at the top.

"I was working those immediate sales... so, what's going to happen to the other 80 leads?"

Expanding out of necessity was the natural next step. And she didn't waste any time, hiring 7 agents in 1 year!

We asked Kora how she ensured that the team she hired could keep up and she credits their success to 2 main things:

- 1. Systems Training:** Kora's agents know that with BoomTown, you get as much out of it as you put into it. Training & adoption of the platform are essential.
- 2. No Bad Leads:** Hiring more skilled agents that understand how to work leads at all stages of the funnel was critical for Kora.

“It's all about finding out what the person really wants. If no, why not? 'No' may just mean 'not right now.'”

# Doing More with Success Assurance

So, let's catch you up to speed. We've got...

- ✔ **A steady stream of leads**
- ✔ **A powerful technology system to manage those leads**
- ✔ **A leader on the top of her game**
- ✔ **A team of agents ready to work and hungry for more**



Next step - optimize.

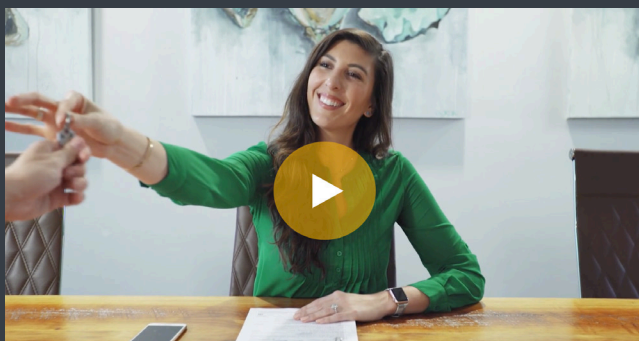
There are few things that are incredibly important when it comes to converting online leads. Reaching out to them as soon as they register, qualifying them, and (if they're not ready to talk) nurturing them long term.

“ *When I first started, I didn't use Success Assurance... I didn't think I needed someone else to work my leads for me. But in my first month I got 100 leads and I felt like I was a cat in a room with mice!*”

BoomTown's Success Assurance solution is a team of Lead Concierges qualifying and engaging leads on your behalf. When a new lead registers on your BoomTown site, real people (no bots), will reach out to qualify them, 24/7 in as little as 90 seconds.

With this added layer of security, Kora can run her business confidently, knowing that even if her agents are sound asleep at 2:00AM, someone is there to respond to her leads. That means more qualified leads, more conversations, and ultimately more closed deals.

Kora Shear runs a tight ship, and she navigates it all with BoomTown.



Curious what's possible for your business with BoomTown in your corner?

[REQUEST A DEMO](#)

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