



CASE STUDY

Mark Griffith

Compass

WHO IS MARK GRIFFITH?



Mark is a top-performing real estate salesperson with Compass and co-lead on the Griffith-Scholz Team. Mark's knowledge, combined with his vast network within the industry, makes him a valuable advisor to his clients.

Mark uses Contactually with MailChimp, Zapier, and a few others to leverage his time and manage an increasingly larger client base.

QUANTITATIVE IMPACT



66%
TIME SAVINGS



\$90k
RETURN ON INVESTMENT

"Before, I was spending 2-3 hours per week maintaining a database. With Contactually, I spend about an hour per week." Now, through time-savings and an additional 2-3 deals per year, Mark sees an ROI of roughly \$90k/year.

"I sold a property early in 2012 and had forgotten the name of the client. Through Contactually, I was able to reach out over the last couple months, and now they plan to sell the apartment through me and buy something new. This happens probably a few times a year."

PROCEDURAL IMPACT

1. Easily searchable network that makes what's normally a mess very manageable.
2. See potential earnings with clear numbers of leads, clients, and past clients.
3. Peace of mind knowing you'll remember to reach out to all leads and never let anything slip through the cracks.
4. Efficiently scale your business by keeping your new contacts organized alongside all existing ones.

FAVORITE FEATURE

"Ability to bucket, and the ease with which you're able to bring people in [have all conversations timestamped]." Mark knows where he stands with people who he hasn't spoken to in 2-3 years just as well as the people he's speaking with every day.

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