

**See how Verse**  
**helped Kevin**  
**Markarian close**  
**80% more deals**

Founded in 2014, Marker Real Estate achieved rapid success as one of the nation's most innovative companies. Word is spreading in industry circles about Marker's unique approach to digital marketing communications via a transparent, inclusive client-focused strategy.

### **Challenge**

My main point was having an overwhelming amount of leads that were hard to manage and make sure they were getting enough touches. We wanted to increase conversion, client follow through (ie. We confirm the apps and client doesn't show up), and long term follow up.

### **Solution**

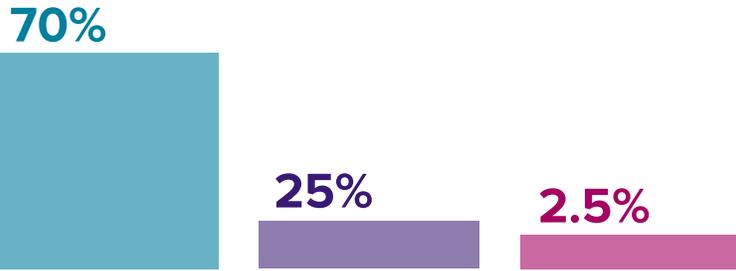
I chose Verse because I knew they would deliver. If my ISA team or myself wasn't available I knew that Verse would be on it no matter the day or time. In addition their professionalism and reliability really sold me.



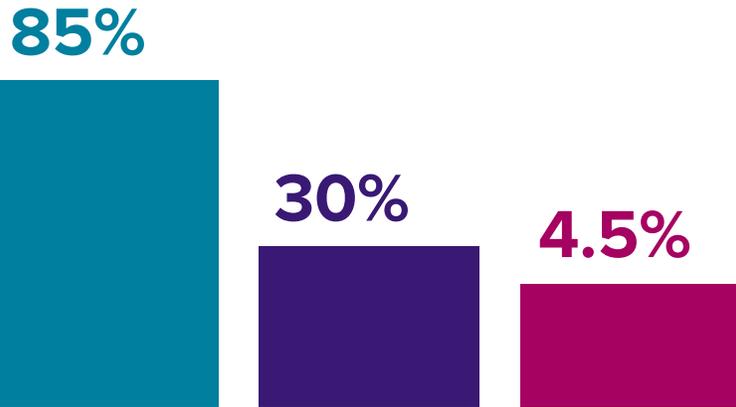
**Kevin Markarian - CEO**

# IMPACT OF CONVERSATIONS

## Lead engagement before Verse



## AFTER VERSE



TOTAL PROSPECTS HANDLED

**12,800 +**

**20%**

More leads

**ENGAGED**

**20%**

More leads

**QUALIFIED**

**80%**

More leads

**CLOSED**

## Results

Since using Verse, Kevin's conversion rates and ROI have increased significantly. Suddenly, **20% more of their leads were being engaged**. Furthermore, **20% more of their leads were being qualified** leading to **80% more closed deals**. All of this thanks to Verse's proprietary blend of AI technology and highly trained representatives.



Knowing that Verse will always have my back and follow-up with leads when I can't is important to me.



**Kevin Markarian**  
CMO  
Marker Real Estate

**80%**

**More  
Closed  
Deals**

## CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  Live call transfers
-  Custom scripts
-  Real-time insights
-  Up to 6 month lead nurture
-  CRM integrations

For more info on how it works, visit [verse.io/how-it-works](https://verse.io/how-it-works)