

United  
Kingdom

**Sotheby's**  
INTERNATIONAL REALTY



How **CommVersion** helped 'Sotheby's International Realty - United Kingdom' **increase their web leads by 80%**

**GUY BRADSHAW**  
HEAD OF LONDON RESIDENTIAL



CommVersion's Managed Live Chat service has been a game-changer in terms of our engagement with web-visitors. We can now speak to our global audience at any time of the day or night, which effectively means our brokers are receiving qualified leads whilst they sleep.

The service has led to an increase in viewings, valuations, and sales offers. Our other global businesses have also benefitted as we have been able to refer international clients looking for other offices around the world. We are delighted with how simple, efficient, and effective the service is.





## THE CLIENT

Renowned for handling the sale of many of the world's most valuable and prestigious possessions, Sotheby's International Realty sells and lets luxury homes across London and the rest of the UK. Established in 1998, the company provides its experienced specialists and experts along with their services in residential sales, lettings, investments as well as international sales.

## CHALLENGE

Sotheby's International Realty - UK was looking for a solution that would help convert more website visitors into qualified web valuation and viewing leads that can be tracked through to sales. CommVersion was given the task to use its proactive method to engage and convert web visitors into qualified leads.

## SOLUTION

Sotheby's International Realty - UK partnered with CommVersion to initiate lead generation service on their website. The aim was to engage and develop interest among the website visitors by providing them with relevant information and guiding them to Sotheby's International Realty - UK's sales executives.

CommVersion used its proactive method to engage with visitors and convert them into qualified leads for Sotheby's International Realty. CommVersion's agents were substantially trained in the various functional and integral elements of the business, leading them to identify website visitors with intent and engage with them, hence generating leads for the company.

## RESULTS

In two months of proactive engagement and tracking analytics in real-time, CommVersion increased the number of web valuation and viewing leads generated via the traffic on Sotheby's International Realty - UK's website.

In three months, CommVersion doubled the number of web leads for Sotheby's International Realty - UK. At the end of August 2019, CommVersion's lead generation service resulted in an 80% increase in web-leads compared to the prior three month period.



**35%** Engagement to Lead Conversion



**83%** Increase in Web Valuation Leads



**46%** Increase in Web Viewing Leads



**93%** Customer Satisfaction



## WHAT A FEW WEBSITE VISITORS HAD TO SAY..

It was good,  
I received the  
help I was  
looking for

Very constructive.  
The representative  
was quite  
informative and  
helpful. 5/5

Sarah was very  
professional and  
helpful working  
on a Sunday  
afternoon