

Book more viewings

Boost appointment rate by optimizing the phone experience.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your real estate business to increase appointment bookings.

Real estate companies rely on phone calls to fill vacancies, and several of these companies rely on Marchex to better understand their inbound calls. For example, a specialty real estate company wanted to hone in on caller intent in order to improve call handling. Marchex technology delivered insights on caller intent and agent performance that the company used to optimize the caller experience.

Find more clients with the budget you already have

Optimizing inbound phone calls can help real estate companies get more calls from new clients within their existing marketing budget. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately, and potentially acquire more customers.

Understand the customer journey

It's important to know how potential clients are interacting with your brand. Marchex can help you connect the journey between online media and offline actions such as phone calls. Gain the insights you need to ensure callers receive a positive experience when they call your company.



Marchex delivers insights on caller intent and agent performance that companies in the real estate industry use to optimize call handling.

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Understand the entire sales conversation

With Marchex, it's easy to evaluate calls and how they are handled. Our solution records both sides of the conversation providing a breadth of insights. Marketers can discover key words and phrases that indicate high intent. Sales operations teams can gain insights into how well agents are adhering to sales scripts, why some opportunities are missed and why some agents perform especially well.

Increase revenue with better call handling

Marchex uses natural language processing to understand the intent of the caller, the skills of the sales associate, and ultimately the outcome of the interaction—whether that's a new inquiry, an appointment, or a missed opportunity. Use these insights to train your agents to ensure a positive caller outcome.

According to a recent [study by Forrester¹](#), phone customers spend more, are quicker to buy, and are more loyal. If your real estate business isn't leveraging the insights waiting in its call data, your business may have a blind spot that may be impacting your bottom line.

With Marchex, real estate companies are identifying meaningful opportunities to gain new clients and improve the caller experience. Learn why the largest brands in the industry use Marchex.



To learn how Marchex can help you find more clients, visit [Marchex.com](https://www.marchex.com).

¹ Forrester: Pick up the Phone: Your Best Customer is on the Line (www.marchex.com/blog/phone-customer-best-customer/)