

# Capturing and converting online leads is easy with RPR Mobile's™ Mini Property Report



*I'm providing some value, and some data that really matters around the property that they are inquiring about, and then I can follow-up with them later on to generate further conversation. "*

– DALE CHUMBLEY

## SNAPSHOT



- Second-generation REALTOR®
- 2014 President for the Clark County Association of REALTORS®
- 2014 REALTOR® of the Year, Clark County Association of REALTORS®
- Recognized nationally for his mix of traditional and cutting edge real estate and technologically cutting edge marketing.

## OVERVIEW

Dale Chumbley, REALTOR® for 21 years in Vancouver, Washington finds balance with RPR Mobile™. Dale is constantly on the go, and with RPR Mobile™ he has been able to make RPR® part of his day-to-day as opposed to just a tool that he uses once in a while. So much so, that RPR Mobile™ has become a central element in his lead generation business and has allowed him to keep balance in his life.

## THE CHALLENGE

Windows of opportunity can open and close in a matter of minutes and no where is that more critical than in real estate. Dale, who had been using paid lead services over the years, struggled with converting those leads into customers since he wasn't able to follow-up with the prospect right away. By not having a systematic flow for his lead generation business, Dale was not able to provide the immediate service and quality information that consumers have come to expect today. In the end, Dale was unable to maximize the benefits of his paid lead service.

## ABOUT RPR



NAR Member Benefit for REALTORS® only

- Access to thousands of datasets on over 166 million properties nationwide
- Tax, mortgage, school, neighborhood information and more
- Exclusive Realtors Valuation Model®
- Library of dynamic, customizable reports

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## THE OUTCOME

With RPR™ Mobile, Dale is able to respond to prospects within seconds of receiving a text notification from his lead generation service, right from the palm of his hand, from anywhere, at anytime. Now a seasoned RPR Mobile™ user, Dale immediately generates a Mini Property Report and sends it to the prospective client via email. With the report he's able to reply, "Thanks for your inquiry. Here is a quick overview of the home and area. I'd be happy to meet with you for a tour and to talk about how I can help you find the home of your dreams. I'll follow-up with you shortly."

RPR Mobile™ has given Dale the flexibility to achieve a life and career balance. "By working RPR Mobile™ into the equation, I'm able to reply instantly to the lead from the side of the road, in a parking lot, or at any office—capitalizing on the opportunity to elevate awareness of my brand, earn clients and close more deals," he said.

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