For nearly three decades, Mike Klemesrud has proudly served as a real estate agent, committed to delivering excellent service as clients navigate the tricky terrain of buying and/or selling a home.

OVERVIEW

Consistently ranked among the nations and Twin Cities top-producing real estate agents, Mike founded eHouse Realty out of Minneapolis, MN in the fall of 2018. As founder, Mike knew he needed to implement an enterprise-level technology infrastructure capable of growing with the new firm, supporting his savvy team of experienced realtors and delivering the unmatched service his clients had come to expect. Having relied on other sales acceleration and CRM platforms in the past, Mike found Chime was head and shoulders above its competitors, empowering agents to more effectively identify, manage and nurture leads.

WHY CHIME

From day one, Chime stood out among the rest as an intuitive, comprehensive and intelligent platform, purpose built for the real estate industry and powered by innovative artificial intelligence. Working closely with Chime's customer success team, Mike helped ensure the most important platform features were included to best meet eHouse Realty's needs. As a result, eHouse Realty agents' find the Chime dashboard easy to use and an effective productivity tool. With a simple and organized format, the Chime dashboard highlights new leads upfront, helping agents quickly review new data and take action, ensuring engaged, prospective buyers and sellers are contacted in a timely manner.

Unlike other CRM platforms, Chime leverages innovative artificial intelligence to effectively nurture leads over time. Based on a leads' behavior - whether its' the criteria used to conduct a property search, how many times an email is opened, or which homes are frequently viewed - Chime will generate an automatic email to engaged leads including relevant properties, helping eHouse Realty agents deliver direct value to the client from the start. Mike and his agents, appreciate Chimes' professional and polished delivery of emails and texts to clients, effectively and consistently representing the firms' unique look and feel.

> " I can't imagine an agent who is looking to conduct a substantial volume of business today operating without Chime."
>
> Mike Klemesrud, founder, eHouse Realty.
> *Broker Associate | Realtor® | Team Leader | CEO*

WHY CHOOSE
CHIME™

- Mobile First Technology

- 100+ Integrated Partners Open API

- Multi-Line Power Dialer & Text Packages

- Database Buyer Matching

- Innovator of Real Estate Facebook Dynamic Ads

Chime has eliminated all the headaches of the past by integrating critical CRM, IDX and lead generation tools into one, comprehensive sales acceleration platform, powered by innovative artificial intelligence.

CHIME DELIVERS RESULTS

According to the team at eHouse Realty, one of Chime's most compelling features is the ability to create innovative **Smart Plans**, built to ensure regular and relevant communication with leads. With Chime, agents can develop hyper customized plans for individual or groups of leads including the preferred cadence of outreach by the week, day or even hour, and incorporate specific details catered to the lead to make a personal and impactful connection.

While many CRM solutions offer this feature, Chime is the only one to include **text messaging**, a preferred method of contact for most consumers today and embed a YouTube video, attachment or image to an email, significantly adding value to the communication.

Chime also offers eHouse Realty countless opportunities to segment the database, offering endless outreach possibilities. By associating specific tags to each lead, customized to reflect eHouse Realty's actual workflow, Chime helps agents connect with buyers and sellers in a highly personal and meaningful way. Agents can also segment leads by group including buyer, seller, renter or investor helping to nurture relationships and maintain a regular cadence of communication. In doing so, eHouse Realty stays top of mind among these influencers.

Chime's **intelligent scoring** system also empowers agents to focus their time effectively on those leads with a higher score – based on engagement – leading to a close faster. The scoring system, powered by **artificial intelligence**, leverages unique user mapping technology to consistently review buyer or seller behavior so an agent is armed with up to date information as he or she considers which leads to approach on any given day.

> Less than a decade ago, we relied on homegrown, time consuming and error prone spreadsheets to manage our leads. Chime has eliminated all the headaches of the past by integrating critical CRM, IDX and lead generation tools into one, comprehensive sales acceleration platform, powered by innovative artificial intelligence," said Klemesrud. "Chime takes all the heavy lifting out of our day to day job, enabling my team to focus on building new connections, expanding our sphere of influence and helping buyers and sellers find success in their real estate journey."

CHIME™