

CASE STUDY SERIES



Agent Boost for Team Growth

Recruiting qualified and ready candidates

AT A GLANCE

380+ Agents who contacted Golden Heritage through Agent Boost were contracted.



788 Leads



457 Forms



272 Calls



59 Texts



"If you are serious about finding the right people for your business, I would recommend RGI."

**—GOLDEN HERITAGE
MARKETING DIRECTOR**

OPPORTUNITY

Golden Heritage wanted to expand their team and contract qualified agents.

CHALLENGE

Their current recruiting attempts resulted in unqualified and inconsistent new agent leads. Time and resources were wasted while the team needed new agents.

IMPLEMENTATION

RGI created a unique Agent Boost campaign to target agents that fit the Golden Heritage profile. In short order, the campaign brought in qualified candidates, ready for contacting.

RESULTS

The client received 788 leads from already qualified prospects. RGI kept Golden Heritage up-to-date on their campaign performance, providing frequent creative and audience updates.

The Agent Boost campaign drove 457 form fills, 272 calls, and 59 texts from interested candidates.