

# AARE Increases Appointments by 500%

## How Rally Gets People on the Phone, Now.

### About Our Customer

AARE is a real estate company with offices throughout California, passionate about sharing their success and profitability by helping others. In addition to selling homes, they founded a non-profit that gives back 19%.

### Executive Summary

Before Rally John, a talent recruiter for AARE would spend his day working the phones in an attempt to connect with potential agents.

A typical day might look like this:

- 60-80 outbound calls a day
- 10-14 connections
- 8-10 appointments a week

Since working with Rally, John has increased his appointments by 500%, and books around 12-15 meetings a day.

### Customer Challenges

Getting people on the phone today is a real challenge. Often if someone does not recognize a calling number, they will send it to voicemail, resulting in low connection rates and missed opportunity.

To have meaningful conversations, John would have to source more numbers and make more calls. It was a real grind, for everyone.

### How Rally Helped

With Rally, John is able to submit a list of prospective candidates and craft personalized messages and custom responses with his account manager. The Rally team then queues the messages and sends highly personalized texts to each person ahead of John's call.

The Rally Platform leverages AI and a team of agents to assist with monitor replies, answering questions, and sharing availability to facilitate a warm handoff to John that best serves the candidate.

### The Results

John began using Rally with nearly immediate results. He now has a greater number of meaningful conversations every day, with much less time wasted dialing non-responsive numbers. As a result, more appointments are scheduled, and conversion rates have increased significantly.

Rather than a generic canned and chilly auto-dialed directive, John's clients receive a warm informative message he creates just for them. Some companies talk about values, but AARE puts theirs into action. By using Rally, AARE treats potential agents as real people. This personalization helps shape the relationship between John and his clients, positively shaping these relationships for years to come.

AARE is hiring new team members as the company expands into new territories.

"Rally has made an incredible impact in our communication techniques and our bottom line in a short period of time. Their technology and customer service is second to none."

- Andrew Arroyo, Owner AARE