

CUSTOMER STORY · REAL ESTATE

U.S. Brokerage

80%

Reduction in lead entry time

A U.S. real estate brokerage specializing in hospitality business transactions was receiving inbound leads from multiple third-party broker marketplaces, all delivered as unstructured emails in inconsistent formats. Manual data entry was slow, error-prone, and unscalable. INSIDEA designed and...

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations


HubSpot
Onboarding

Platform
Enablement


CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

The brokerage operated across multiple listing channels simultaneously. While its primary website used embedded HubSpot forms, the majority of buyer inquiries came through third-party broker marketplaces that lacked direct CRM integrations. These platforms delivered lead notifications as email messages to a shared inbox, each in a different format depending on the source. As lead volume increased, the internal team...

WHAT INSIDEA BUILT HubSpot Services

✓ Custom Email Parsing Engine

INSIDEA developed a robust email parsing system using APIs, custom scripts, cron jobs, and webhook logic. The engine scanned the brokerage's Gmail inbox, extracted...

✓ Automated Lead Routing and Office ID Matching

Website forms were enhanced to capture an Office ID field from each submission. Custom workflows automatically associated the contact with the correct listing and deal...

✓ Custom Listings Object and CRM Architecture

A dedicated custom object called Listings was created inside HubSpot to centralize all property data. Each listing could be stored, tracked, and directly associated with...

✓ NDA-Gated Lead Engagement Sequence

When a prospect submitted an inquiry from any source, an automated email directed them to a HubSpot CMS landing page hosted under the client's subdomain. The page...

MEASURABLE RESULTS

80%

Reduction in lead entry time

+50%

Increase in auto-captured leads

+30%

Gain in listing association
accuracy

50%

Rise in qualified buyer
engagement

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

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