



HOW ONE EMAIL GENERATED \$2MM IN NEW BUSINESS IN ONE DAY

CASE STUDY

BUY



SELL

happygrasshopper.

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www.happygrasshopper.com/chirp

Background

"Happy Grasshopper is my #1 business generator. It never fails."

Randall Martin, CB&A Realtors

Randall Martin leads his own real estate team, The Martin Group, with CB&A Realtors in Greater Houston. With over 13 years of experience, Randall prides himself on being digitally "progressive"—

Before implementing Chirp™—the newest addition to the Happy Grasshopper® family of products—he didn't have a follow-up system to keep in touch with his past clients and referral base.

Challenges

- What should I say?
- When should I say it?
- Who do I say it to?
- Is it easy to use?

Solution

Chirp™

Your annual communication plan with Chirp™ includes 41 amazing email, text, and ringless voicemail drops per contact per year!

It's fast, easy, affordable, and efficient.

happygrasshopper.com/chirp

Learn how Chirp™ can catapult your business, too!

Sign up for an annual plan and get
a FREE Reevaluate upgrade!

leveraging leading-edge technologies while striving to maintain "human relationships" with the people in his database.

That innovative edge wasn't always where Randall was comfortable.

Today, Randall relies on Chirp™ by Happy Grasshopper®—the ultimate in elegant, powerful, and easy automated follow-up communication system—to generate referrals and repeat business with nearly no effort on his part. The ROI has been phenomenal. The best part, Randall says, is it's a fantastic way to reconnect with his clients, staying top of mind, which he knows is imperative today.

Randall Martin

Keeping Real Estate...REAL!

Team Leader for The Martin Group

CB&A, Realtors

Houston, TX

www.agentrandall.com





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"Win more business and create awesome opportunities!"

This will help us stay in touch with past clients
& sphere in a way that will win more business
and create awesome opportunities.

I'm delighted to offer this to all my agents!"

CHANCE BROWN, Broker/Owner
CB&A Realtors

Solution



Happy Grasshopper® products enable Randall to immediately view the metrics of his messaging sends easily.

"With Chirp™, I can see when an email is opened. I know if [the recipient] clicked on the internal link. I can measure the metrics—see the data. It shows me how each person interacted with the message. The proof is in the pudding!"

Chirp™ enables Randall to keep in touch with his sphere through email, text messaging, and voicemail drops in a friendly, fun, and informative way. When Randall's contacts see the message is from him, they welcome the interaction rather than deleting it.

Randall admits he's selective about who he sends his messaging to, preferring to focus on past clients he enjoyed working with, as well as those who may refer business to him. Randall's average email send is to approximately 200 people. He likes that he can schedule his email sends around his calendar and scheduling restrictions.

"In the past, I've left for an appointment, forgetting that my HG was sending a message out at that same time, and have come home to a flood of responses."

Challenge



In his first five years in business, Randall says other than using Facebook for networking; he relied on whatever business was organically available. He acknowledges his production was sufficient but not where he wanted it to be. It was time for Randall to move to a more forward-thinking brokerage, he soon did. Randall discovered, at the new brokerage, they were encouraged to try new software and technology. Then Randall had an epiphany; he realized his follow-up was nonexistent. That was a huge problem.

Randall recalls several of the products he tried were either too robotic or too cumbersome –

not what he was looking for to build his business.

When first introduced to Happy Grasshopper® and the practice of keeping in touch with his past clients and sphere of influence, Randall felt uncomfortable with the concept.

"It was new. I'm someone who wants to see hard evidence. While the content sounded spot-on and the idea of someone else doing the work of staying in touch with my sphere seemed brilliant, I wasn't totally convinced. On the other hand, the process was easy – like being on autopilot. So, with the recommendation of my broker, I landed on the Happy Grasshopper® "Island". I was sold when I realized I could see the data inside!"

Conclusion



Happy Grasshopper® knows that in real estate if something doesn't work, it won't be around for long. Randall left other products because they failed to deliver results. Randall has used Happy Grasshopper® since 2012 for his keep in touch and follow-up email campaigns – that speaks volumes. He closes an average of 52 transactions per year—that's impressive. He appreciates how cost effective and efficient Chirp™ is, as well as the expertly written content it delivers. Of top value to him, Chirp™ requires little time, or effort on his part. He values the flexibility of being able to customize messages if he chooses. The power of Chirp™ enables that his messages are delivered, read, and—most importantly—responded to. His typical email open rate is between 30-to-40%. He often receives more than 20 responses to a single send.

**"Chirp™ makes sure clients
know they are appreciated for
more than the potential
commission they represent."**

DAN STEWART

CEO, Happy Grasshopper

His first send had a 53% open-rate with four replies and two new transaction opportunities, each of those replies sought to both list and sell with Randall. "I've always said that dollar for dollar, hands down Happy Grasshopper® is my #1 business generator. It never fails. My message goes out – boom – I get a response. Then, boom, I receive another response. My sphere is always opening my emails!" He says he'd recommend agents start using Chirp™ the day they get licensed: "Don't delay or you'll pay."

Top Benefits Achieved

- Expert, effortless messaging
- #1 ROI
- Automatic delivery

happygrasshopper.

MESSAGES THAT WORK

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Email Messages to Send

Audience: Sphere of Influence or Past Clients**Message Metrics:** Open Rate 73.2%**Subject:** Quick question <first-name>!**Message:**

I'm taking a quick poll about streaming services. Which are you subscribed to?

For reference, the "Big 5" are Netflix, Disney+, Hulu, AppleTV, and HBO Max.

Thanks in advance for your answer!

P.S. - Are you watching anything good? Tell me!

Audience: Sphere of Influence or Past Clients**Message Metrics:** Open Rate 62.17%**Included Link:** <http://content.happygrasshopper.com/links2/notokay>**Subject:** A dirtier job than most...**Message:**

There are people committed to their jobs, and there are people fully committed to their jobs.

I [saw this post](#) about a plumber, and I couldn't even begin to believe the lengths he went to. What's the craziest thing you've done in your line of work?

How to use these messages.



1. Select an email or text message to use.
2. Highlight and copy the text of the selected message.
3. Replace the placeholders with your information, change variables to match your CRM (if applicable). **Don't FORGET this!**
4. Send and look for replies. The value is in the conversations we start for you.
5. Share your results with us! Email ben@happygrasshopper.com to share your results.
6. Enjoy the results!

Text Messages

Audience: People Who Know You**Purpose:** Catching Up**Message:**

It's <Your Name>. I was out your way this week and was thinking about you. How've you been?

Audience: People Who Know You**Purpose:** Offer Help**Message:**

It's <Your Name>. How are you? It's been a little while since we've touched base. Is there anything I can help you with?