

# Bros Buy Houses Generates 807% ROI From Digital Advertising

## the challenge

### Transitioning Traditional Marketing Efforts Online

Like many wholesale real estate investors, the team at Bros Buy Houses leveraged traditional marketing channels to try generating new home seller leads. This meant outbound cold calling and printing direct mailers to ship out to anyone and everyone in a market. While the Bros Buy Houses team had a great sales process and a lot of business credibility, they knew more could be done to grow revenue quicker.

Continuing with a traditional marketing strategy presented multiple challenges for Bros Buy Houses. The most frustrating of these challenges, and one many of our real estate investors witness, was having to make endless cold calls during all hours of the day in order to reach potential home sellers. This effort constantly distracted the business owners from focusing on what they were best at: selling and closing. Despite the Bros Buy Houses team having a great formula for success, cold calling was still only producing below average leads and a marginal return on investment.

The second issue Bros Buy Houses faced was the ongoing cost of designing, printing, and shipping direct mailers weekly. Between cold calling and mailers, they were investing over \$2,000 a month in marketing efforts without realizing much of a return from their efforts. Maintaining a traditional marketing approach became increasingly concerning to the Bros Buy Houses team, as there was very little opportunity or incentive to grow their outbound efforts and expand their reach.

## the solution

### Partnering with OppGenetix

Knowing that the time had come to try something different, Bros Buy Houses owners Anthony and Andrew Sarrouf began their search for a marketing partner. The brothers found OppGenetix online and were immediately drawn to our successful track record with similar businesses. With OppGenetix's 10+ years of digital lead generation experience and Inc. 5000 company nomination, the Bros Buy Houses team knew they were in good hands and were confident in a smooth and successful digital transition.

### Subscription-Based Wholesale Real Estate Program

After conducting a discovery call with both teams, OppGenetix began personalizing a wholesale real estate subscription program for Bros Buy Houses.

## 15+ leads

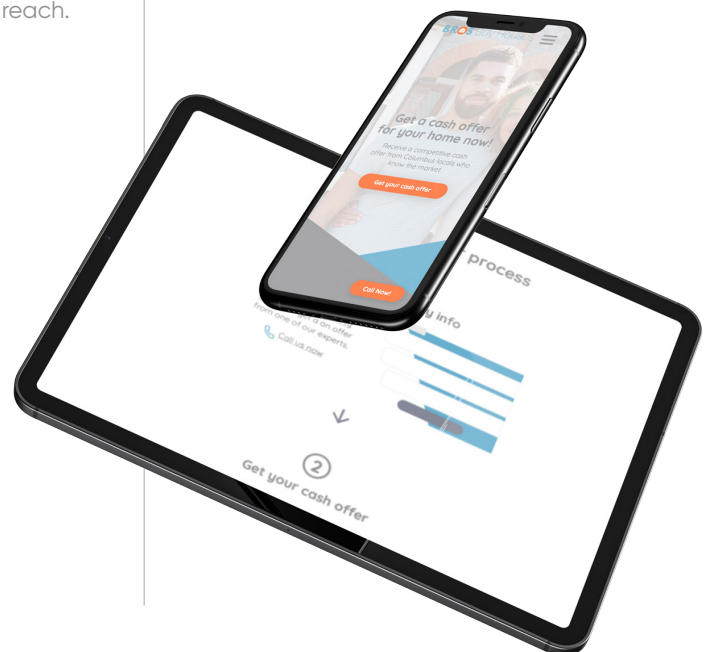
per month from digital channels

## 807% ROI

revenue from digital channels

## 90% increase

compared to cold calls & mailers



Two major advantages OppGenetix presented the Bros team:

- 1.) Flexible subscription-based program built specifically for wholesale real estate investors.
- 2.) A dedicated inhouse real estate investment resource dedicated to their account.

The OppGenetix wholesale lead generation program features a dedicated microsite experience built to be mobile-first on the latest technology in order to produce a lightning-fast page speed for consumers. Our program also includes Google search, Facebook, and retargeting components. Each channel leverages our unique targeting methodologies developed solely for reaching high-intent home sellers with larger profit margins. Bros Buy Houses could now fully transition their marketing online and reach more qualified home sellers at a price close to what they had been investing in previously.

## the results

### Generating New Contracts & Closing Deals

Within 2 hours of launching OppGenetix's wholesale real estate program, Bros Buy Houses had a proposal out projected to net them \$15,000 in profit. This single lead was more valuable than all efforts utilizing traditional marketing channels. Compared to receiving a low volume of poor leads previously, Bros Buy Houses is now averaging 12-15+ quality leads per month.

The Bros Buy Houses team is projecting a return on their investment of 800+% – a phenomenal ROI compared to other activities. What's even more exciting for OppGenetix and Bros Buy Houses is this is just the beginning. As our marketing programs run, our experts continuously analyze performance data, market conditions, and sales feedback to incrementally improve campaigns. This ensures our programs remain effective over time.

**“ I am really happy that we took this step of starting our advertising program with OppGenetix...we were able to put a home under contract and sell it within 72 hours after the lead came. We're projected to make \$15,000 from that deal.**

– **Andrew Sarrouf**, Owner  
Bros Buy Houses

### About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experience.

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