



## SPF REALTY STREAMLINES LEAD GENERATION WITH LIVEADMINS LIVE CHAT

SPF Realty believes in one simple thing: the success of the company and the industry as a whole is dependent on client satisfaction. From the very beginning, this is what they have set out to do by strenuously focusing on enhancing the experience and simplifying the complicated real estate process as much as possible for their clients. This mindset coupled with experienced and knowledgeable staff has resulted in tremendous growth over the last decade.

SPF Realty has been in the real estate industry since 2006 when it was founded in Dubai, UAE. Adhering to their tagline 'Simplifying Realty', they wanted to break down the complexity of real estate for their clients. For this, they required a channel through which they could communicate in clarity with prospects, visitors and clients. Their clientele constitutes UAE residents as well as international buyers and sellers. Prequalifying leads from their heavy online traffic was another challenge faced by SPF Realty.

Using live chat by LiveAdmins, SPF Realty has been able to proactively offer required information to online visitors. LiveAdmins prequalifies business leads into hot and warm categories via live chat for SPF Realty. This is beneficial in efficiently managing and handling the diverse influx of website visitors.

LiveAdmins, established in Chicago in 2002, has improved the business-visitor interaction, streamlined lead generation process and enhanced customer satisfaction for SPF Realty with its flagship live chat technology.

### AT A GLANCE

- 10 Years in business, Est. 2006
- Multiple accolades & recognitions from Arabian Property Awards
- Featured in Dubai SME one hundred
- AED 8 billion in project sales in record timelines

### ISSUES

- Offering advice to international prospects
- Providing online visitors with basic information
- Categorizing business leads
- Query-handling based on client requirements

### RESULTS

- Real-time feedback and advice by chat agents
- Proactive visitor engagement
- Prequalification of leads into hot and warm categories
- Answering and sorting queries from clients

*"The interaction with LiveAdmins has been fantastic. It's been extremely good. I would definitely recommend it to friends and associates. Not only from the real estate industry but even in other businesses."*

Ranjeet Chavan, Chief Executive Officer, SPF Realty

**Find out more**

Call +971 4 423 2624 or visit us online at [liveadmins.com](http://liveadmins.com)