

Better Path Homes

Case Study

Transforming Real Estate Dispositions: How MassMailer Champions Salesforce

Discover how MassMailer helped Better Path Homes to overcome Salesforce email limits, improve deliverability, and save hours on making property deals.

THE CLIENT

Better Path Homes is a dynamic real estate solutions company in North Carolina. It specializes in house flipping, wholesaling, and new residential builds. The firm manages a high-volume dispositions department operating primarily in the greater Charlotte and Triad areas.

Better Path Homes' core business relies on matching property deals with a massive, growing list of six to nine thousand active investors and buyers.

THE CHALLENGES

Before adopting MassMailer, Better Path Homes relied on native Salesforce email features, which proved insufficient for their aggressive marketing requirements.



Restricted Sending Volumes

The main challenge that Better Path Homes faced was sending bulk emails at the required scale. As their primary buyers increased in size by three times, the director of dispositions struggled to send out multiple property deals in a single day. Some days required five or six separate campaigns – a volume that standard systems could not accommodate.

Poor Engagement Tracking

Basic mailing tools made it nearly impossible for Better Path Homes to identify high-intent buyers. The process of tracking who opened emails multiple times was exceedingly manual and gruelling, requiring hours of cross-referencing. The lack of automated reporting meant that potential sales opportunities were often buried inside outdated data.

Deliverability and Spam Obstacles

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THE MASSMAILER SOLUTION

MassMailer equipped Better Path Homes with a Salesforce-native, comprehensive email engagement platform that streamlined the entire dispositions workflow.

Advanced Analytics and Foolproof Templates

MassMailer introduced a foolproof template system that allowed the team to focus on sales rather than brand consistency or technical design. More importantly, it provided deep-dive analytics into open rates, clicks, bounces, spam reports, and more, inside the Salesforce interface. The transparency and ready availability of insights allowed the team to tweak the email content in real time to maintain a low spam rate and high engagement.

Precise Market Segmentation

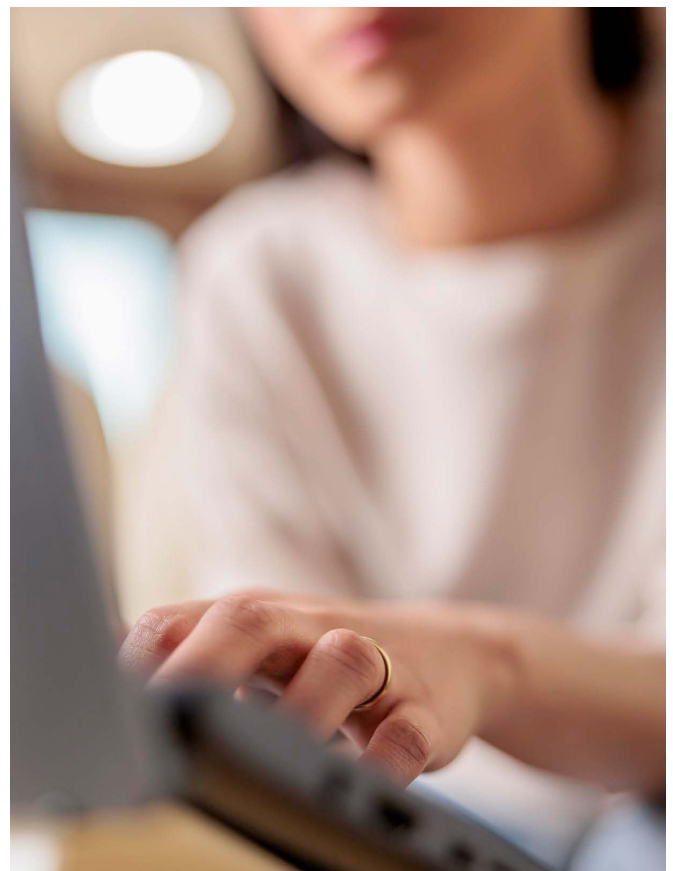
MassMailer has a subgroup feature that allows Better Path Homes to segment their list by specific markets (such as Charlotte). This ensured that the right deals reached the right buyers without overwhelming the entire list with irrelevant listings.

Unlimited High-Volume Campaigns

By adopting MassMailer, Better Path Homes was able to remove the daily email restrictions imposed by Salesforce on daily sends. The teams can now send as many campaigns as they require, whether one or ten in a single day, without the risk of running out of credits or hitting the system limit. In the high-speed real estate environment where deals arrive unexpectedly, this is a major functionality.

Automated Reporting for High-Intent Leads

MassMailer helped Better Path Homes set up custom click and view reports. This transformed a full day of manual data mining into a task completed within minutes. The team can now instantly pull a list of buyers who have opened a deal multiple times, allowing for a surgical, high-conversion follow-up strategy.



ENHANCE YOUR OUTREACH AT SCALE WITH MASSMAILER

MassMailer has risen to become an "Unfair advantage" for Better Path Homes, providing a one-stop shop for email marketing that reduces effort significantly. By integrating seamlessly with Salesforce, it offers superior deliverability and actionable metrics that showcase the company's actual performance.

For any organization struggling with the limitations of Salesforce CRM or email, or with complex third-party integrations, MassMailer offers an effective, efficient solution. Scale your emails reliably with automation, and turn a massive contact list into a consistent stream of closed deals.

Try MassMailer for **FREE** → www.massmailer.io



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