

# Challenge

Jackson Cross Partners needed to improve email deliverability in order for agents to maintain accurate information for their contact database.

### Solution

ACT! helps the firm's real estate agents connect available properties with the right buyers or tenants using their extensive networks of industry contacts.

#### Results

Up-to-date, comprehensive availability of customer data enhances clientcustomer relationships; the system simplifies data entry procedures; and streamlined procedures reduce overhead.

# simplifies data entry res; and streamlined Location

King of Prussia, PA

Customer

Industry

Real Estate

## Number of Locations

**Jackson Cross Partners** 

Three

# System ACT!

Note: Beginning with the 2011 version, ACT! by Sage is now called Sage ACT! and ACT! by Sage Premium is now called Sage ACT! Premium.
ACT! E-marketing is now called Sage E-marketing for ACT!.

# ACT! E-marketing Helps Jackson Cross Partners Connect with Real Estate Buyers

Jackson Cross Partners is a commercial real estate services firm specializing in industrial, office, and retail property. They assist property owners with marketing, management and planning. They also provide tenant and buyer services.

ACT! by Sage helps the firm's real estate agents connect available properties with the right buyers or tenants using their extensive networks of industry contacts. Jackson Cross uses ACT! E-marketing\* to promote services and client properties with email.

"We use email to send out property listings to prospects and to other real estate agents by territory," explains Christina Eckley, executive assistant for Jackson Cross. "We also send announcements about the company and our team, success stories, news flashes, and open house invitations."

#### Saves Two Days per Month

Lisa Bollinger, Marketing Coordinator, has set up email templates that feature a consistent look and feel with the Jackson Cross brand image. On behalf of agents, she sends one marketing email per day to about 1,000 contacts. ACT! E-marketing pulls lists directly from the ACT! database, so she can ensure that none of the clients receive multiple emails in the same day.

"We used to use another email system that did not talk to our ACT! database. Everything was manual. Between saving the time it used to take me to import and export lists, and eliminating the need to retype notes, ACT! E-marketing saves me about two full days each month," estimates Bollinger.

## Customer Success | Jackson Cross Partners

#### **Improves Email Deliverability**

With ACT! E-marketing, Eckley noticed an immediate improvement in email deliverability. "With our prior service, our emails would appear to be coming from nondescript domains, so a lot of people wouldn't open them," she acknowledges. "Now, emails come from our domain and we don't see them going into recipients' spam folders."

#### **Helps Agents Maintain Accurate Information**

Using ACT! E-marketing has made it much easier for agents to maintain accurate information for their contacts. "Agents really love that they can see if email addresses in their list bounce, and can follow up and call to keep their lists current," notes Eckley.

All of the information about e-marketing campaigns is stored in the ACT! notes for each contact that received the communication. So when agents get a call from a client or prospect, it's easy to find out exactly what emails that person recently received.

#### **Provides Easy, Accurate Reporting for Clients**

At the end of each month, agents take advantage of easily exportable Excel reports in ACT! E-marketing to prepare marketing reports for property owners.

"We report back to the client, letting them know how many emails we have sent and how many leads and responses we have gotten," explains Eckley. "Exporting the report from ACT! E-marketing means agents don't have to pull the numbers by hand or keep track manually—it's easy to get the data into a format for clients."

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Christina Eckley
 Executive Assistant
 Jackson Cross Partners

Important Note: Sage E-marketing for ACT! (formerly known as ACT! E-marketing) is powered by Swiftpage™.

Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.

#### About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you'll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

#### **About Sage North America**

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and midsized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.



<sup>\*</sup> Requires additional subscription.