

The logo for Artur features the word "Artur" in a bold, black, sans-serif font. To the right of the text is a blue speech bubble containing the white text "in". Surrounding the central text are several circular icons: a white "f" in a blue circle on the left, a white "in" in a blue circle on the right, and a white bird in a blue circle at the bottom right. The background consists of overlapping, wavy blue circles of varying shades, creating a dynamic, circular pattern.

Artur

Marketing Automation for Realtors

Case Studies

Cassidy reached 8,319 people on Facebook with Artur'In.

Beginning his real estate career in 2015, Cassidy has been a top realtor for Compass - Trent & Co in Washington DC. Almost doubling the equity that his clients have made comparative to his commissions, Cassidy's mission is to make sure all of his clients are buying more than just a house, but a place they can call their home.



“For every 37 social media interactions I have, I was able to sell a house.”

615 content readers

49 leads identified

820 social interactions

Challenge

Living the fast-paced life of a Realtor, Cassidy's biggest challenge in real estate is also his greatest point of safety -- having the time to implement successful marketing strategies.

“Real estate is a quarterly business, so making sure there are enough leads now is what will keep you secure in the future. If you are on a regular schedule with marketing and putting out content, the rest has benefits.”

Solution

Cassidy signed up with Artur'In to both educate and stay top of mind with his network. His mission as an experienced realtor is to help his clients fully prepare for the future through making smart real estate transactions. With Artur'In, Cassidy can now educate his network with qualified content, without doing any of the work manually.

Result

Since signing up with Artur'In, Cassidy has improved and has even grown his network. Most importantly, he was able to stretch a dollar and optimize his time.

“I now have clients coming up to me talking about how useful the content I am posting on my social networks is. It is a great way to keep in touch and start a meaningful and educational conversation with people who I am maybe not in touch with on a daily basis.”

