



## Business Case

# How First Glance Homes Reclaimed Hours, Streamlined Follow-Up, & Scaled to Consistent Monthly Closings

*"Closer Control bought me back so much time that I can finally scale. I used to avoid new leads because I couldn't keep up. Now I know every seller is followed up with, and I can focus on growing the business.."*

- Trayjen Rarden, Founder @First Glance Homes

### About Us

**Closer Control** is a CRM built by real estate investors for real estate investors and wholesalers. It streamlines your sales process, using AI to find top leads and automate your workflow so you can focus on closing more deals faster. *Powered by GHL.*



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# BUSINESS PROBLEM

**First Glance Homes**, a rapidly growing real estate investment firm founded by Trayjen Rarden in Akron, Ohio, had reached a critical turning point. The company's operational setup could no longer support its expansion across multiple states. Manual systems, inconsistent follow-ups, and scattered tools had become bottlenecks that were capping growth and creating daily inefficiencies.

- High-value sellers were slipping through the cracks due to inconsistent communication.
- 15–20 hours a week were lost to repetitive manual tasks like texting, reminders, and reviewing call notes.
- Lead volume was limited because managing existing conversations had already reached full capacity

## Closer Control became the solution.

By implementing Closer Control as its central operating system, First Glance Homes transitioned from a manual, task-driven workflow to a structured, scalable process. The platform's automation and built-in organization gave Trayjen complete visibility across his pipeline and eliminated the chaos of manual management. With seller dispositions, AI call summaries, and automated follow-up campaigns, the team could finally operate proactively instead of reactively.

This operational overhaul didn't just improve organization, it unlocked scalable growth. The Result:

- **Consistent closings of 3–5 deals per month.**
- **Improved revenue predictability and lead response times.**
- **Confidence to ramp up lead generation** without sacrificing control.

First Glance Homes now runs with clarity, structure, and confidence, **scaling across multiple markets** without the chaos that once held it back.

# RESULTS AT A GLANCE

Performance Tracked for the period May – August 2025

Key Performing Indicator (KPI)	Result	Strategic Business Impact
Operational Efficiency	<b>15+ Hours Saved Weekly</b>	Manual follow-up and call reviews eliminated, time repurposed for acquisitions and leadership.
Revenue Predictability	<b>3-5 Deals Monthly</b>	From inconsistent 1-2 closings to a stable monthly baseline.
Time-to-Close	<b>Accelerated</b>	Automated reminders (e.g., "Waiting on Photos") pushed deals forward without manual tracking
Return on Investment (ROI)	<b>\$30,000+</b>	Single deal revived and closed through automated offer rejection follow-up.
Scalability	<b>New Lead Sources Added</b>	Confidently scaled ad spend and courthouse leads without bottlenecks.

*"I used to spend half my day chasing details like who needed an offer, who sent photos, who I forgot to follow up with. Closer Control gave me clarity. Everything's organized, automated, and repeatable now. It feels like I finally have control of the business again.*

— Trayjen Rarden, Founder @First Glance Homes

## ABOUT OUR CLIENT:



**First Glance Homes**, founded by investor and entrepreneur Trayjen Rarden, is a rapidly growing real estate investment firm headquartered in Akron, Ohio, with operations across Ohio, North Carolina, Georgia, Florida, and Texas. The company specializes in purchasing properties *as-is*, *focusing on wholesaling, novations, and creative deal structures* that simplify the selling process for homeowners. By removing repair requirements, realtor fees, and closing costs, First Glance Homes delivers a faster, more flexible, and stress-free experience for sellers in any situation.

With a strong background in marketing and automation, Trayjen established First Glance Homes with efficiency and scale in mind. As deal volume expanded, he recognized the need for systems that could maintain consistency across multiple markets while keeping operations lean. This realization led to a broader vision, to transform First Glance Homes into a multi-market real estate powerhouse, driven by structured processes, steady deal flow, and an investor-first mindset.

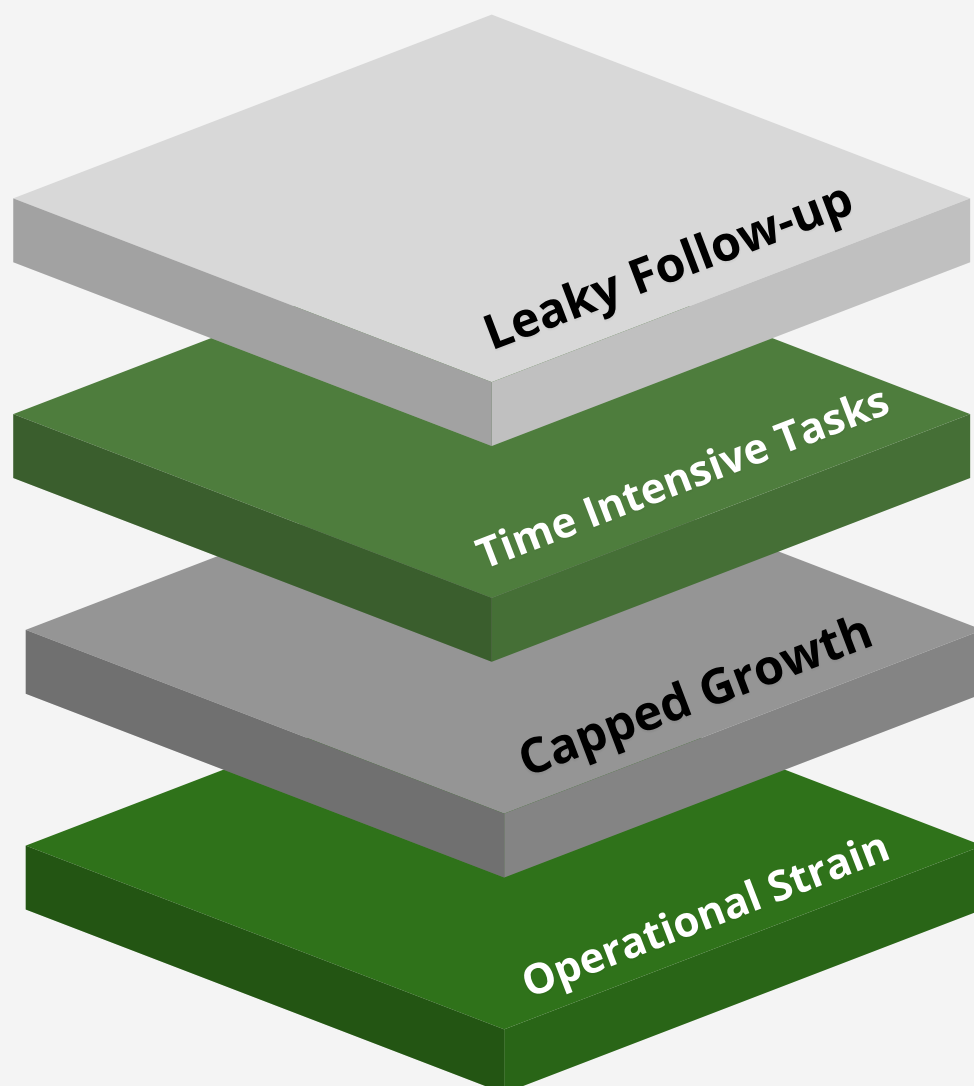
At its core, First Glance Homes operates on a simple principle: selling a home should be efficient, transparent, and stress-free. From homeowners facing foreclosure or relocation to those seeking convenience and speed, the company manages every step of the transaction to ensure a smooth, reliable close.

Today, First Glance Homes continues to scale its presence across new markets while staying true to its mission — **to build a modern, systems-driven investment firm built on clarity, consistency, and trust.**

# THE CHALLENGE: WHEN MANUAL WORK STALLED GROWTH

**First Glance Homes** was scaling quickly across multiple markets, but its systems couldn't keep pace. Processes that once worked for a smaller operation had turned into daily bottlenecks with endless follow-ups, scattered notes, and reminders spread across devices. The *lack of automation* slowed deals, drained focus, and made consistent scaling nearly impossible.

Manual workflows became a growing constraint that threatened to stall momentum by causing:



# THE CHALLENGE: WHEN MANUAL WORK STALLED GROWTH

## → Leaky Follow-Up:

Without structured campaigns or automated reminders, sellers frequently slipped through the cracks. Inconsistent communication meant motivated sellers went cold before deals could close. Over time, these **missed touchpoints compounded into lost revenue and slower growth**, eroding confidence in the company's ability to scale effectively.

## → Time Intensive Tasks:

A large portion of each day was consumed by drafting texts, sending reminders, and replaying calls. Without a unified system, the team juggled multiple tools and notes, wasting valuable time that could have gone toward negotiation or deal sourcing. This **lack of structure limited productivity and reduced overall deal velocity**.

## → Capped Growth:

With 40–50 active sellers in the pipeline, founder Trayjen Rarden couldn't add new leads without risking disorganization. Scaling lead volume **without scalable systems only multiplied inefficiencies**. The business reached a point where more leads meant more chaos, not more results.

## → Operational Strain:

Managing offers, photos, and renegotiations across different channels created constant context switching. Key details were often lost between texts and spreadsheets, slowing decisions and increasing the risk of errors. The **mental load of keeping everything organized took a toll on focus, efficiency, and performance**.

*"I didn't want more leads because I couldn't keep up with the ones I already had. Scaling just meant scaling the chaos."*

— Trayjen Rarden, Founder @First Glance Homes

# THE SOLUTION: A CRM BUILT TO SCALE REAL ESTATE OPERATIONS

First Glance Homes needed more than a CRM — they needed a true *operating system*. One that could organize every seller interaction, automate follow-ups, and make growth repeatable without adding complexity.

In **May 2025**, founder Trayjen Rarden implemented Closer Control as the foundation of his operations, transforming scattered processes into **one unified system**. The platform introduced structure, automation, and visibility through four key pillars:

**SELLER  
DISPOSITIONS**

**AI CALL  
SUMMARIES**

**STRUCTURED  
WORKFLOWS**

**COLLABORATION  
& NOTES**

# THE SOLUTION: A CRM BUILT TO SCALE REAL ESTATE OPERATIONS

## → Seller Dispositions:

Every seller, whether new or in the follow-up phase, was placed into **tailored stages** such as *Waiting on Photos*, *Offer Needed*, and *Offer Rejected*. This structure ensured that no opportunity slipped through the cracks. Automated triggers managed outreach and re-engagement, keeping deals warm over time and reviving opportunities that might have otherwise been lost.

## → AI Call Summaries:

**Each seller call was automatically transcribed and summarized with key insights** such as property details, seller motivation, and rapport notes. Trayjen no longer needed to replay recordings or rely on memory. With instant visibility into every conversation, he could move faster, make better decisions, and maintain context across dozens of deals simultaneously.

## → Structured Workflow:

Closer Control's **smart lists** allowed Trayjen to organize his day into focused work blocks. Instead of reacting to scattered reminders, he could now review offers, check on photo requests, and manage rejections systematically. This shift eliminated task-switching and improved efficiency, allowing more time for negotiation and revenue-generating activities.

## → Collaboration & Notes

Internal commenting tied directly to each property replaced the need for Slack or text threads. Every note, update, and discussion lived within the property record, creating a clear chain of communication and accountability. This visibility **strengthened team coordination and reduced the back-and-forth** that once slowed deal flow.

# FROM “NO” TO \$30,000+

One of the clearest examples of ROI came from a seller who had initially rejected an offer. What would have once been marked as a dead lead turned into a profitable deal through Closer Control’s automated follow-up system.

1

### Before Closer Control:

The lead was marked “dead” and forgotten after declining the initial offer.

2

### After Closer Control:

The seller was automatically enrolled in the **Offer Rejected** campaign, entering a long-term nurture sequence designed to re-engage cold leads.

3

### The Revival:

Months later, automated messaging reopened the conversation and prompted a response from the seller.

4

### The Result:

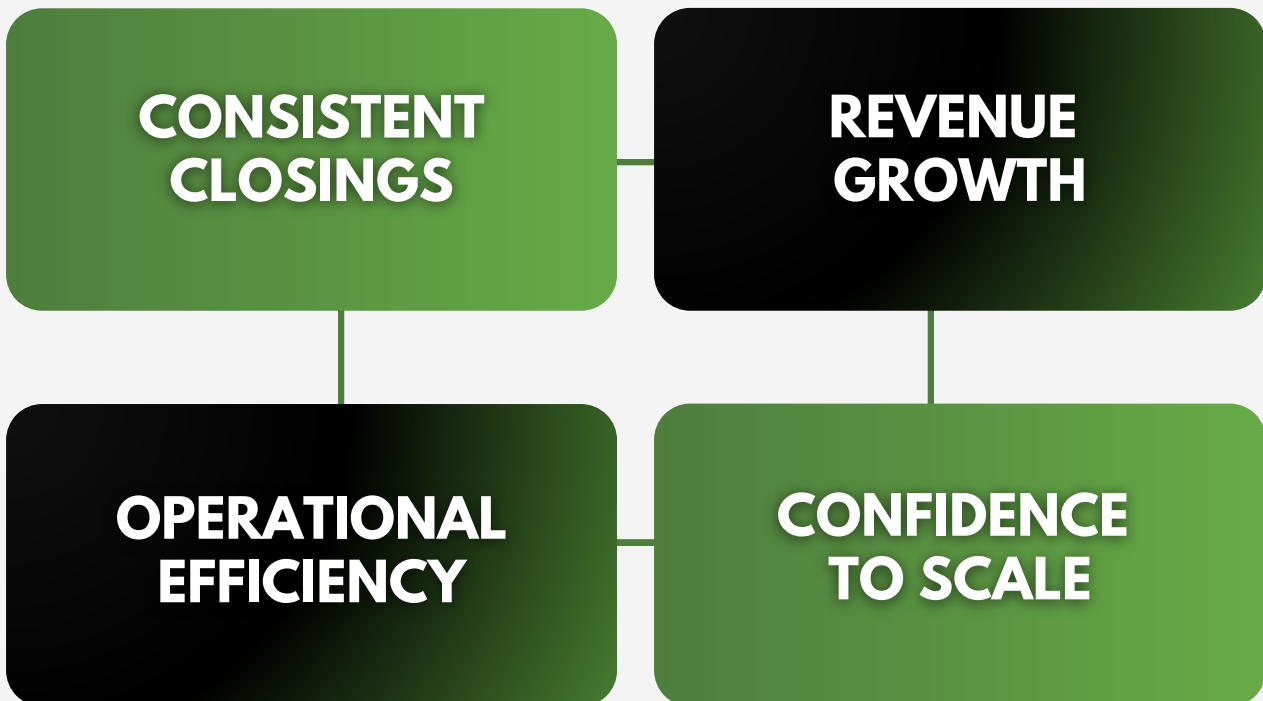
With renewed contact, Trayjen reconnected, reassigned the deal, and closed with a profit exceeding **\$30,000** revenue that would have otherwise been lost.

*“I used to spend half my day chasing details like who needed an offer, who sent photos, who I forgot to follow up with. Closer Control gave me clarity. Everything’s organized, automated, and repeatable now. It feels like I finally have control of the business again.”*

— Trayjen Rarden, Founder @First Glance Homes

# THE RESULTS: A BLUEPRINT FOR PREDICTABLE, SCALABLE SUCCESS

The integration of Closer Control **fundamentally transformed** First Glance Homes' operations, turning fragmented workflows into a streamlined, growth-ready system. The impact was clear across every part of the business:



# THE RESULTS: A BLUEPRINT FOR PREDICTABLE, SCALABLE SUCCESS

## → Consistent Closings:

First Glance Homes stabilized performance at **3-5 closings per month**, up from an inconsistent 1-2 deals previously. With *structured follow-up and automated seller engagement*, the company now maintains a steady, predictable deal flow month after month.

## → Revenue Growth:

Through *improved campaign management and automation*, First Glance Homes is on track to generate **\$189,000 in annual revenue** from Facebook ads alone, with creative deal structures adding additional upside.

## → Operational Efficiency:

Automation **eliminated more than 15 hours of manual work per week**, freeing Trayjen to *focus on high-value tasks* such as reviewing offers, managing acquisitions, and expanding into new markets, rather than chasing reminders and replaying calls.

## → Confidence to Scale:

With **every seller now nurtured through automated sequences**, the team has the confidence to scale ad spend and open new lead channels without losing control or consistency. *Growth is no longer a risk, it's repeatable.*

### THE TAKEAWAY:

Closer Control transformed First Glance Homes from a manually overloaded operation into a structured, scalable system for growth. With automated follow-ups, centralized workflows, and measurable efficiency gains, Trayjen now runs his business with greater clarity, consistency, and confidence, backed by a framework built for **predictable, long-term expansion**.

# THE FUTURE: SCALING FIRST GLANCE HOMES

With Closer Control as its foundation, First Glance Homes is now positioned for *sustainable, system-driven growth*. What began as a manual, high-effort operation has evolved into a business that scales with **clarity, consistency, and control**.

The shift is clear. Trayjen's team is no longer weighed down by manual follow-ups or scattered communication. Operations now run with rhythm and structure, supported by automation that ensures no seller slips through the cracks. Marketing campaigns are running stronger, data is centralized, and growth is intentional.

→ **More Leads:** The company is **confidently ramping up marketing initiatives** and courthouse **data sourcing**, knowing every lead will be tracked, nurtured, and converted through automated workflows.

→ **More Deals:** Automation ensures consistent follow-ups and data-driven visibility, turning conversations into closings and **maintaining a steady 3-5 deals per month**.

→ **More Time:** Freed from day-to-day bottlenecks, Trayjen **now operates as a strategic business builder**, focusing on acquisitions, partnerships, and scaling new markets with confidence.

This momentum marks a turning point. What was once a reactive operation is now a predictable, high-performing investment firm built for long-term expansion with Closer Control.

*"I've tried other CRMs and was looking for replacements within a month. With Closer Control, I'm months in, scaling faster, and not going anywhere."*

— Trayjen Rarden, Founder @First Glance Homes



Watch the full interview with Trayjen rarden here.



CLOSER CONTROL

## READY TO TRANSFORM **YOUR BUSINESS?**

If you're losing leads, drowning in busy work, or struggling to grow, the answer isn't more hustle. **It's better infrastructure.**

Closer Control isn't just a CRM.  
It's how real estate businesses start running like real businesses.



**Scan QR Code**  
to book your Strategy Call  
or visit

[closercontrol.com/demo](https://closercontrol.com/demo)



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