CLOSER CONTROL | Business Case

How First Glance Homes Scaled to 3-5 Consistent Monthly Closings

From Manual Chaos to Automated Growth with Closer Control

"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

15+ Hours
SAVED WEEKLY
Time freed from manual follow-ups

3-5 Deals
MONTHLY CLOSINGS
Up from 1-2 inconsistent deals

$30K+
SINGLE DEAL ROI
Revived through automation

$189K
ANNUAL REVENUE
From Facebook ads alone

The Challenge

- Manual follow-ups caused motivated sellers to slip through cracks
- 15-20 hours/week lost to repetitive tasks and call reviews
- Pipeline at capacity with 40-50 active sellers
- Couldn't add new leads without scaling chaos
- Offers, photos, and details scattered across multiple tools

The Solution

- Seller Dispositions with automated triggers and stages
- AI Call Summaries with instant insights and transcriptions
- Structured Workflows using smart lists for focused work blocks
- Centralized Collaboration with property-specific notes
- Automated nurture campaigns for rejected offers

The $30,000 Revival Story

A rejected offer automatically nurtured for months reopened, reconnected, and closed for $30K+ profit

CLOSER CONTROL | A CRM Built by Real Estate Investors, For Real Estate Investors

Book Your Strategy Call

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