



Business Case

How Howard Home Buyers Streamlined Chaos, Boosted Consistency, and Doubled Monthly Revenue

"Closer Control changed our business. What used to be chaos is now a clear, repeatable system that keeps everything running smoothly. And the best part? That system actually works."

- Carey Howard, Co-Founder @Howard Home Buyers

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

Howard Home Buyers, a rapidly growing real estate investment company based in York, Pennsylvania, and operating across Pennsylvania and Maryland, had reached a breaking point. Founded by the father and son team Carey and Brian Howard, the company was expanding quickly, but behind the growth was mounting disorganization. Manual follow-ups, scattered notes, and inconsistent systems were creating daily inefficiencies and costing the team valuable deals. Despite their drive, vision, and strong mission to serve families in their communities, Carey and his team of four, including Lindsay, Brian, Devin, and Carey himself, lacked the structure to sustain consistent closings.

- Manual follow-ups and reminders consumed 40–80 hours weekly.
- Missed calls and untracked leads caused lost opportunities.
- Deal flow was unpredictable, and the team was operating reactively instead of strategically.

Closer Control became the solution.

By implementing Closer Control as their central operating system, Howard Home Buyers transformed their confusing manual workflow into a structured, scalable operation. The platform's automation and built-in organization brought complete visibility across their pipeline and eliminated the chaos of manual deal management. With AI-integrated workflows, automated follow-up sequences, and structured seller dispositions, the team gained clarity, accountability, and full control of their process. The Result:

- **40–80 hours saved weekly by cutting manual tasks**
- **Monthly revenue doubled within months of adoption**
- **3–5 deals closed per month with stronger margins and happier clients**

This transformation did not just improve organization, **it unlocked measurable growth.**

RESULTS AT A GLANCE

Performance Tracked for the period XX- XX 2025

40-80

HOURS SAVED WEEKLY

2×

MONTHLY REVENUE

2-3

DEALS PER MONTH

\$30K

AVERAGE PROFIT PER DEAL

10+

REFERRALS GENERATED

RESULTS AT A GLANCE

Performance Tracked for the period XX- XX 2025

Key Performing Indicator (KPI)	Result	Strategic Business Impact
Operational Efficiency	40-80 Hours Saved Weekly	Manual nurturing replaced with automation, freeing up to two full-time roles.
Deal Flow	3-5 Monthly Closings	From scattered transactions to steady, system-driven consistency.
Average Profit Per Deal	~\$30,000	Higher-quality leads and follow-ups yielded stronger margins.
ROI & Referrals	10+ Referrals Generated	Carey became one of Closer Control's top referral partners.
Revenue Growth	2x Monthly Net Revenue	Structured follow-up and automation directly boosted revenue.

"We went from scattered and reactive to organized and consistent. Closer Control didn't just add automation, it brought clarity to our entire business."

— Carey Howard, Co-Founder @Howard Home Buyers

ABOUT OUR CLIENT:



Founded: Father & Son Partnership (Carey & Brian Howard)

Markets: Pennsylvania and Maryland

Mission: Making a lasting impact on the families we serve

Core Values: Embracing technology to enhance client experience while delivering first-class results

Howard Home Buyers, founded in 2024, specializes in purchasing properties as-is, creating win-win opportunities for homeowners while revitalizing communities. By removing unnecessary repair costs, agent fees, and long closing timelines, the team delivers a faster, more reliable, and stress-free experience for sellers in any situation.

With a strong belief in integrity over transactions, Carey and his team operate on a guiding principle: *"Leave people better than we found them."* Their model is built on genuine relationships, consistent communication, and a commitment to community impact. As the business continues to grow, Howard Home Buyers remains focused on scaling sustainably through structure, not hustle, leveraging automation to serve more families without losing the personal touch that defines their brand.

Today, Howard Home Buyers continues to expand its reach while staying true to its mission — **to build a modern, relationship-driven investment company built on integrity, consistency, and trust.**

THE CHALLENGE: WHEN CHAOS BLOCKED CONSISTENCY

Howard Home Buyers was scaling fast across Pennsylvania and Maryland, but the systems behind it couldn't keep up. A mix of outdated CRMs, scattered spreadsheets, and manual follow-ups had turned day-to-day operations into disarray.

What once worked for a small team quickly became unmanageable. Without automation, deals slowed, focus faded, and consistency broke down, making predictable growth nearly impossible.

The cracks began to show through:

- **Disorganized Follow-Up**
- **Time Lost to Manual Work**
- **Bottlenecked Growth**
- **Missed Revenue**

THE CHALLENGE: WHEN CHAOS BLOCKED CONSISTENCY

→ Disorganized Follow-Up:

Without structured communication or automated nurturing, **leads frequently slipped through the cracks**. Sellers went cold before offers were made, and valuable opportunities were lost. Over time, this inconsistency translated into missed deals and unpredictable revenue.

→ Time Lost to Manual Work:

Each day was consumed by repetitive tasks, drafting texts, logging calls, and updating spreadsheets. Managing follow-ups manually left little time for negotiation or new lead generation. This inefficiency **drained focus and reduced overall productivity**.

→ Bottlenecked Growth:

As lead volume increased, the lack of scalable systems became the biggest barrier. Adding more opportunities only added more chaos. The business reached a tipping point where growth meant burnout instead of results. **Expansion was capped by disorganization, not demand.**

→ Missed Revenue:

Slow response times and forgotten follow-ups meant deals that should have closed were slipping away. Every delay cost potential income and momentum. **The absence of automation directly impacted profit margins and overall deal velocity.**

"It was pure chaos. We were missing deals left and right. We had no system, no consistency, just reacting every day."

— Carey Howard, Co-Founder @Howard Home Buyers

THE SOLUTION: A SYSTEM BUILT FOR CLARITY, CONTROL, AND SCALE

Howard Home Buyers needed more than a CRM, they needed a system that could bring order to their operations, automate manual work, and make growth predictable without losing the personal touch.

In **2025**, founder Carey Howard was introduced to Closer Control by another investor, **Jarrett**, who encouraged him to take a closer look. After a walkthrough with the Closer Control team and founder Conner Rueca, Carey immediately saw the difference. Closer Control became the foundation of his operations, transforming scattered workflows into one unified system built for clarity, automation, and scale.

The platform introduced consistency and efficiency through four key pillars:

**CONTACT-CENTERED
WORKFLOW**

**SMART
AUTOMATIONS**

**SELLER
DISPOSITIONS**

**BUILT-IN
AI SUPPORT**

THE SOLUTION: A SYSTEM BUILT FOR CLARITY, CONTROL, AND SCALE

1

Contact-Centered Workflow

Unlike traditional CRMs, Closer Control's **contact-based design** gave the team a single, organized view of every seller relationship. Communication was no longer scattered across notes or spreadsheets. Every call, text, and update was tracked in one place, providing visibility and structure across the pipeline.

2

Smart Automations

Manual follow-ups were replaced with automated **campaigns that nurtured cold leads back into active opportunities**. One of Howard Home Buyers' biggest wins, i.e. a high-value "banger" deal, came directly from an automated follow-up that revived a lost lead.

3

Seller Dispositions

Structured seller pipelines and disposition campaigns ensured that no lead was forgotten. Every seller stayed engaged from first contact to close, and Carey credits **at least one closed deal per month** directly to Closer Control's disposition workflows.

4

Built-in Support

With CC Mafia Boss, the team could instantly access guidance, SOPs, and troubleshooting help, all without pausing work. The AI assistant acted like an **extra team member, improving training, reducing errors, and keeping operations moving seamlessly**.

"That deal wouldn't have happened without Closer Control. Automation brought it back, and it changed someone's life."

— Carey Howard, Co-Founder @Howard Home Buyers

AI Integration

You've even built ChatGPT right into the system. It's like having another team member available 24/7.

FROM MISSED FOLLOW-UPS TO LIFE-CHANGING DEALS

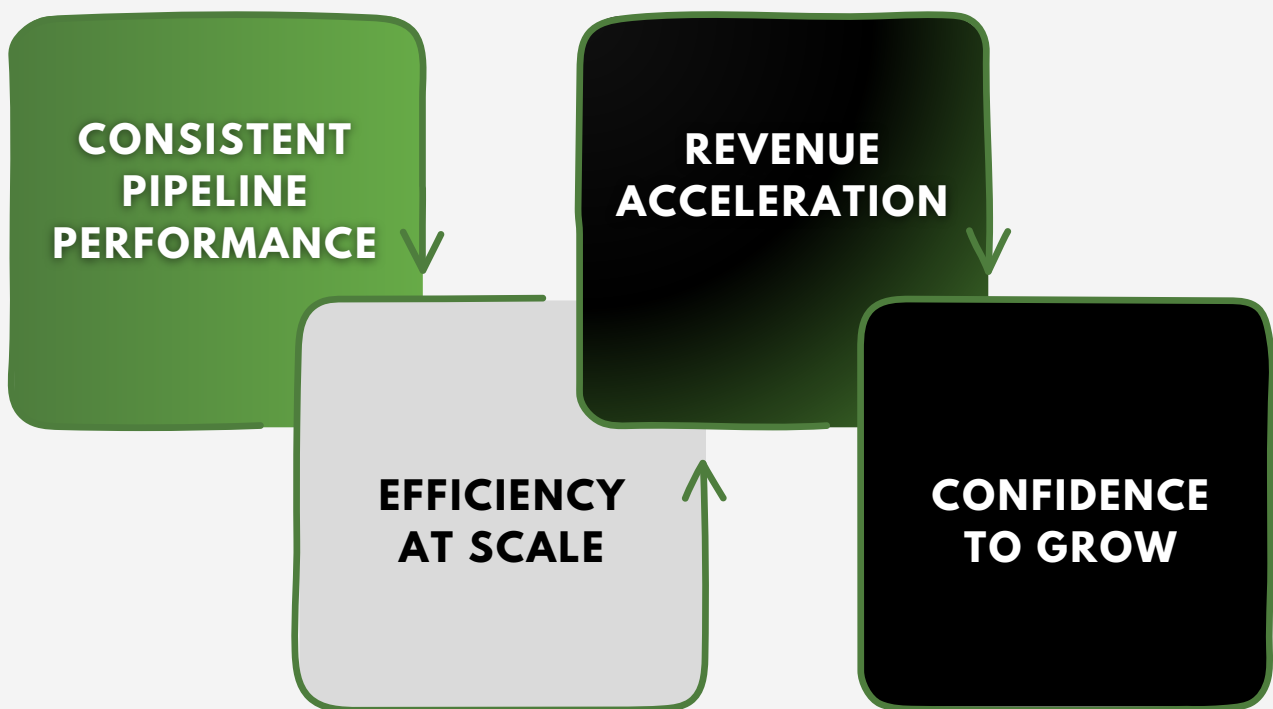
A seller in distress was stuck in Howard's "hit list" for weeks before automation kicked in. Closer Control's **cold follow-up campaign re-engaged them**, leading to a deal that not only closed but directly improved the seller's circumstances, and sparked another referral right at the closing table.

The Impact:

- ✓ Seller re-engaged through automated campaign
- ✓ Deal closed successfully
- ✓ Seller's circumstances directly improved
- ✓ Generated referral at closing table

THE RESULTS: SYSTEM-DRIVEN GROWTH AND PREDICTABLE PERFORMANCE

The implementation of Closer Control **fundamentally transformed** Howard Home Buyers' operations, turning fragmented workflows into a streamlined, system-driven process. Every part of the business became more consistent, efficient, and scalable without adding complexity. The impact was clear across all key areas:



"It's like having a full lead management team working behind the scenes. We may be smaller, but we are way more efficient."

— Carey Howard, Co-Founder @Howard Home Buyers

THE RESULTS: SYSTEM-DRIVEN GROWTH AND PREDICTABLE PERFORMANCE

→ Consistent Pipeline Performance:

Howard Home Buyers stabilized its deal flow at **3-5 closings per month**, up from inconsistent results before adopting Closer Control. With *structured seller follow-ups and clear pipeline visibility*, the team now maintains steady momentum month after month, confident that no opportunity is slipping through the cracks.

→ Efficiency at Scale:

By *automating lead nurturing, reminders, and communication*, the **team saved 40-80 hours weekly, the equivalent of one to two full-time roles**. This operational lift allowed Carey and his team to focus on high-impact work like negotiating offers, managing acquisitions, and expanding into new markets, instead of chasing manual updates.

→ Revenue Acceleration:

Cleaner operations led directly to stronger financial outcomes. **Within months, monthly revenue doubled**, driven by *faster response times and consistent seller engagement*. Every follow-up, call, and disposition is now tracked inside Closer Control, turning missed opportunities into measurable growth.

→ Confidence to Grow:

With every lead and workflow managed inside one platform, the **team operates proactively instead of reactively**. Closer Control's automation ensures sellers are nurtured through every stage, giving Carey the *confidence to scale marketing spend and take on new markets* without risking control or consistency.

The Takeaway

Closer Control helped Howard Home Buyers turn from a team running on chaos into a business built on structure and control. By automating follow-ups, centralizing workflows, and saving up to 80 hours a week, Carey Howard and his team scaled faster, closed more deals, and **built a foundation for sustainable, long-term growth**.

THE FUTURE: BUILDING FOR SCALE WITH AI

With Closer Control as its foundation, Howard Home Buyers is entering its next phase of growth with *clarity and confidence*. What began as a small, hands-on operation has evolved into a **system-driven company built to scale**.

Every process now runs on automation, structure, and measurable performance. The focus is on innovation, integrating AI, refining seller engagement, and setting bold new goals for growth. With strong systems in place, Howard Home Buyers is ready to move faster, communicate smarter, and expand its impact across new markets.

→ **New AI Features:** The company is preparing to implement Closer Control's **AI Transformation Package (ATP)** to automate call handling, appointment scheduling, and lead qualification, enabling faster response times and consistent seller experiences at scale.

→ **Revenue Targets:** Carey and his team are setting **2× growth goals** for next year, confident that automation and AI-driven workflows will continue to drive predictable performance and sustainable expansion.

→ **Sustainable Systems:** Howard Home Buyers **continues to customize and refine automations to stay ahead of the curve**, ensuring their workflows remain efficient, adaptable, and uniquely tailored even as Closer Control's user base grows.

Howard Home Buyers is proof that with the right systems in place, growth doesn't have to mean chaos — **it can mean clarity, control, and lasting impact**.

"The system works so well, we're just making it our own now because soon it's what every wholesaler and every real estate investor will be using."

— **Carey Howard, Co-Founder @Howard Home Buyers**



Watch the full interview with Carey Howard 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



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