



## Business Case

# How Revite Used AI to Triple Pipeline and Close Six-Figure Deals Monthly

*"Closer Control gave us the organization to be strategic, not just busy. My stress is lower, our pipeline is bigger, and for the first time, growth feels predictable."*

- Austin Pertl, Founder @Revite

### 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.*



[www.closercontrol.com](http://www.closercontrol.com)



1401 21st St Suite R, Sacramento, CA 95811



+1(650) 844-1497



[support@closercontrol.com](mailto:support@closercontrol.com)

# BUSINESS PROBLEM

**Revite**, a rapidly growing real estate investment firm led by Austin Pertl, had reached a critical inflection point. The company's operational infrastructure was no longer able to support its ambitious growth targets. Its outdated CRM had become a serious bottleneck that was creating operational chaos and limiting scalability.

- High-value deals were slipping through the cracks because of inconsistent follow-ups.
- 15–20 hours a week were being lost to low-value administrative tasks.
- Marketing dollars were wasted, and revenue was volatile, with frequent “zero-dollar months.”

## Closer Control became the solution.

By implementing Closer Control as its central operating system, Revite shifted from a reactive, task-driven operation to a structured and growth-ready enterprise. The platform's intelligent automation, data-driven workflows, and built-in systems allowed the company to:

- **Save 15–20 hours of manual work each week**, freeing up time for high-value activities like deal-making and team leadership.
- Revive previously “dead” leads into profitable deals, significantly **increasing ROI on marketing spend**.
- **Build a predictable pipeline** capable of delivering consistent six-figure revenue months, removing the unpredictability that had hindered long-term planning.

This operational overhaul didn't just improve productivity. **It unlocked scalability.**

Revite now has the infrastructure to confidently onboard new team members, expand into new markets, and pursue its vision of becoming a national, eight-figure real estate enterprise.

# KPIs AT A GLANCE

Performance Tracked for the period May – July 2025

Key Performing Indicator (KPI)	Result	Strategic Business Impact
Operational Efficiency	15–20 Hours	Time saved per week, redirected to high-value activities such as negotiation and team leadership.
Return on Investment (ROI)	\$30,000	Net profit generated from a single "dead" lead that was revived through Closer Control's automation.
Revenue Predictability	\$100,000+	Contracted pipeline for the upcoming month, eliminating the "zero-dollar months" common in wholesaling.
Team Scalability	2 Contracts	Number of deals signed by each new hire within their first week, demonstrating seamless onboarding.
Pipeline Growth	3x	Projected increase in deal volume and revenue due to enhanced efficiency and improved lead management.

*"Your CRM affects your stress and quality of life. I was grinding unproductively in a sea of disorganized tasks. Closer Control gave us structure, lowered stress, grew our pipeline, and made growth predictable."*

— Austin Pertl, Founder @Revite

## ABOUT OUR CLIENT:



**Revite**, short for Revitalization, was founded in 2021 by Jamie Danielson as a small fix-and-flip company in Watertown, New York. In 2023, Jamie's son, Austin Pertl, joined the company, and together they began building Revite into a rapidly growing real estate investment firm.

By the end of 2024, Revite had successfully expanded into the Kentucky real estate market, closing 15 properties in that market alone while mastering the ins and outs of off-market real estate in smaller regions. Building on that success, Revite now acquires *single-family homes, multi-family properties, land, and commercial real estate* across multiple markets.

With roots in Blaine, Minnesota, Jamie and Austin have returned to the Twin Cities to focus on growing their off-market acquisitions locally while continuing to scale nationally. The company specializes in a range of strategies including wholesaling, creative financing, and novations. Operating with a lean core team supported by virtual assistants, Revite generates a high volume of leads through targeted cold-calling campaigns and prides itself on delivering sellers the best-fitting cash offer for their property.

This combination of ambitious growth goals and a customer-first approach has made Revite one of the most dynamic real estate investment companies in its markets, with a **clear vision of becoming a national, multi-million-dollar enterprise.**

# THE CHALLENGE: WHEN HUSTLE HITS A HARD CEILING

Revite was a textbook example of a company whose rapid growth was outpacing its systems. Processes that once worked for a smaller team had become roadblocks, slowing the business, creating operational chaos, and leaving revenue on the table.

Their previous CRM, *Podio*, no longer met the company's needs at scale and had become a bottleneck that threatened to stall momentum by causing:

**A LEAKY LEAD FUNNEL**

**UNPRODUCTIVE GRINDING**

**INABILITY TO SCALE**

**BREAKING POINT**

# THE CHALLENGE: WHEN HUSTLE HITS A HARD CEILING

- **A Leaky Lead Funnel:**

- Revite was generating over 20 new leads every day, but the volume was overwhelming the team. *Podio* did not provide the level of structure and automation needed to manage leads at that scale. As a result, many leads sat untouched for days, follow-ups were inconsistent, and deals slipped through the cracks. **Promising opportunities often went to competitors** simply because Revite did not follow up in time. Beyond lost revenue, this eroded confidence in the company's ability to grow.

- **Unproductive "Grinding":**

- For founder Austin Pertl, the lack of structure was especially punishing. His days were consumed by a chaotic list of more than 100 tasks inside *Podio*. At any hour, he might be qualifying a lead, underwriting another deal, and drafting an offer for a third while answering questions from his team. This constant context-switching **drained productivity** and **left little time for high-value work** like strategic planning, leadership, or partnerships.

- **Inability to Scale:**

- Hiring staff only amplified the problem. The **complexity of the old system made onboarding slow and painful**. New hires needed a full week of intensive training to be partially productive. Without standardized workflows, they were left to "figure it out," leading to mistakes and inconsistencies. Scaling under these conditions felt like multiplying chaos rather than growth.

- **The Breaking Point:**

- Revite had reached a stage where **working harder was no longer enough**. The team was stuck in reactive mode, scrambling just to keep up. Leadership knew the current approach would soon cap their growth potential and that a major shift was needed to hit their ambitious goals.

# THE SOLUTION: CRM TAILORED FOR REAL ESTATE INVESTORS

Revite needed more than just a CRM. They required a true operating system - one that could eliminate inefficiencies, bring structure to their workflows, and support growth without adding complexity. The answer was Closer Control, which was implemented as the *central nervous system for the entire business*.

**The impact was immediate.** Closer Control delivered the structure Revite needed and unlocked the ability to scale effectively through four key pillars:

**THE LEAD REVITALIZATION ENGINE**

**STRUCTURED WORKFLOW AND  
"DAY-PARTING"**

**FRICTIONLESS SCALABILITY**

**AI-POWERED PERFORMANCE  
COACHING**

# THE SOLUTION: CRM TAILORED FOR REAL ESTATE INVESTORS

- **The Lead Revitalization Engine:**
  - Every lead, whether new or previously written off, was **automatically placed into a tailored long-term follow-up sequence**. This eliminated the leaks in Revite's sales funnel and ensured no opportunities slipped through the cracks. Leads that would have once been forgotten were consistently nurtured over time, unlocking value from the company's existing database and reviving deals that had once seemed lost.
- **Structured Workflow and "Day-Parting":**
  - Closer Control's **smart lists** (e.g., *Hit List*, *Offer Needed*, *Offer Rejected*) allowed Austin and his team to break free from reactive task-switching. Their days could now be structured into focused blocks of work: qualifying leads in the morning, underwriting in the early afternoon, and making offers later in the day. This level of organization drastically improved productivity, allowing the team to accomplish more in less time while staying focused on revenue-generating activities.
- **Frictionless Scalability:**
  - Onboarding new hires was no longer a burden. With **pre-built standard operating procedures (SOPs) and an intuitive user interface**, Closer Control removed the training bottleneck entirely. New team members could log in and start contributing immediately, instead of waiting a full week to understand the system. The results spoke for themselves: two acquisitions managers each secured two signed contracts in their very first week on the job.
- **AI-Powered Performance Coaching:**
  - Closer Control's **integrated call transcription and analytics** provided immediate, actionable insights after every call. Austin no longer had to spend hours reviewing recordings to understand what went wrong or right. Instead, he could coach his team with precision, accelerating their learning curve and improving performance across the board.

# SPOTLIGHT: THE \$30,000 “DEAD” LEAD

One overlooked lead. One automated follow-up. One \$30,000 profit.

## 1 Year Ago

Austin initially spoke to a seller in Denver, Colorado, who declined his offer. The lead was marked “dead” in *Podio* and forgotten.

No follow-up, no second chance.

LEAD MARKED DEAD

LEAD REVIVED BY  
CLOSER CONTROL

After switching to Closer Control, the lead was automatically enrolled in a long-term follow-up sequence through the Lead Revitalization Engine.

No manual effort.

## Months Later

Out of the blue, a text comes in. The seller had just fallen out of contract with another buyer and was ready to reopen the conversation.

Lead revitalization engine at work.

SELLER ENGAGES  
CLOSER CONTROL TEXTS

REVITE ENGAGES  
SELLER

## Deal Closes

Because Closer Control had kept the relationship warm with consistent, low-pressure follow-up, Austin was able to jump on the call, secure the deal at \$750,000, and renegotiate to \$690,000 after discovering foundation issues.

Return On Investment (ROI) realized.

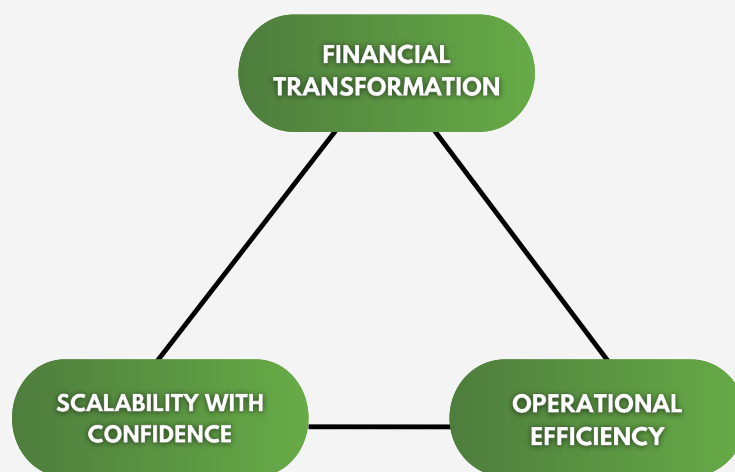
## The Outcome

Revite assigned the property to a buyer for \$720,000, netting a **\$30,000 profit** from a lead that would have otherwise been lost forever.

ASSIGNED AT  
\$720,000

# THE RESULTS: A BLUEPRINT FOR PREDICTABLE, SCALABLE GROWTH

The integration of Closer Control **fundamentally shifted** Revite's business trajectory, producing tangible results across every area of the operation, including:



- Financial Transformation:** Revite transitioned from an unpredictable income model marked by zero-dollar months to a *steady, reliable revenue engine*. With over \$100,000 already contracted in the pipeline for the upcoming month, the company is on pace to triple its previous revenue baseline and sustain consistent six-figure months.
- Operational Efficiency:** By saving 15 to 20 hours of low-value, manual work each week, Austin has been able to step back from the day-to-day chaos and take on the role of a true CEO. *His time is now spent leading the team, closing deals, and focusing on long-term growth strategies.*
- Scalability with Confidence:** *Hiring no longer feels like a risk.* With built-in systems that guide new team members from day one, Revite has proven that it can onboard talent quickly and effectively. Two new acquisitions managers each signed two contracts within their first week, reinforcing the confidence to grow the team and enter new markets.

# THE FUTURE: FROM SIX-FIGURE TO AN EIGHT-FIGURE BUSINESS

With Closer Control powering its operations, **Revite has moved beyond survival mode**. It now operates with structure, focus, and systems that enable growth rather than slow it down. The platform serves as the foundation for faster onboarding, cleaner execution, and a team that can handle more volume without breaking under pressure.

The change is visible. What was once a business constantly chasing the next task is now working with rhythm and control. Tasks are streamlined. Workflows are clear. New hires are contributing in week one. The entire operation is leaner, more consistent, and built to grow without burning out the team.

This momentum is already paying off. Revite has expanded its acquisitions team, entered new markets, and doubled down on proven strategies. The guesswork is gone. Key decisions are backed by data, and the operational drag that once limited growth has been removed. With that, Austin Pertl's vision of building a national, eight-figure real estate investment business is no longer just an idea, **it's a strategic roadmap with Closer Control**.

*"Closer Control gave us back control. Now we're not just operating - we're expanding, intentionally."*

- Austin Pertl, Founder @Revite

**WATCH THE FULL INTERVIEW WITH REVITE'S AUSTIN PERTL [HERE](#).**



CLOSER CONTROL

**NOW, ARE YOU READY TO SCALE 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 a Strategy Call***  
***or visit***  
***closercontrol.com/demo***



[www.closercontrol.com](http://www.closercontrol.com)



1401 21st St Suite R, Sacramento, CA 95811



+1(650) 844-1497



[support@closercontrol.com](mailto:support@closercontrol.com)