

# From Struggling to Scaling — How We Helped a Calgary Realtor Triple Their Listings Pipeline

An inside look at how hyper-local targeting and cost-efficient strategies transformed their business.

# The Challenges

01

## Inconsistent Lead Generation

The client, James Callahan, struggled with generating a consistent stream of qualified leads. Their pipeline relied heavily on word-of-mouth referrals, leading to unpredictable revenue and missed growth opportunities.

02

## High Cost Per Lead

Existing ad campaigns were inefficient, with a cost per lead exceeding \$1,500. This made it difficult for the client to scale their marketing efforts and achieve a sustainable ROI.

03

## Lack of Market Visibility

Despite their expertise, the client's brand was overshadowed by larger competitors in their target neighborhoods. Their ads failed to stand out, resulting in low engagement and minimal inquiries.

# The Solutions

## Hyper-Targeted Campaigns

We designed precise ad campaigns that focused on specific neighborhoods and property types, ensuring each lead was high-intent and relevant.

## Personalized Branding

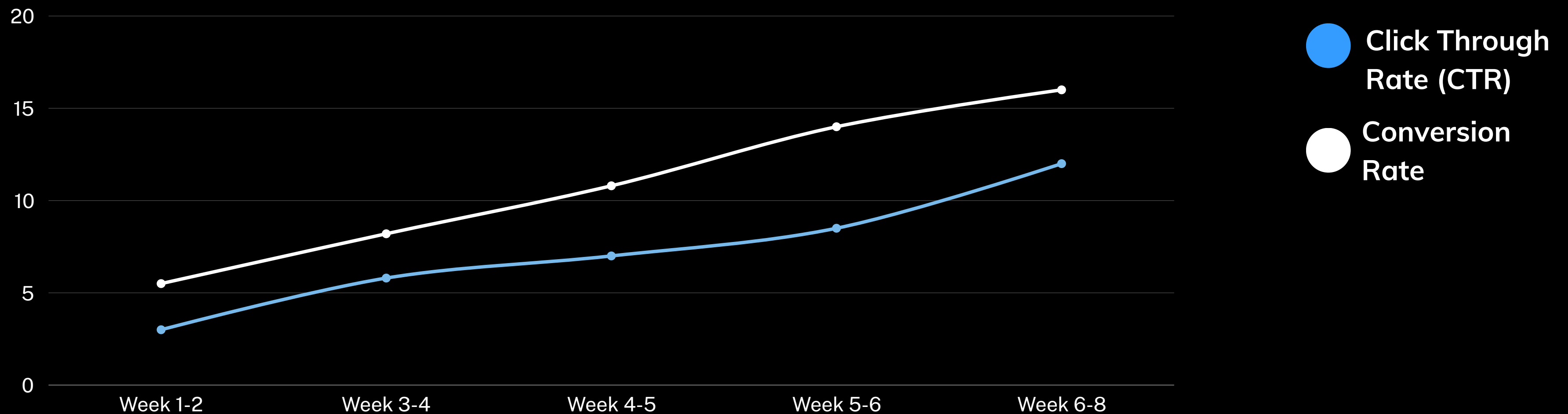
We redefined their online presence with a fresh logo, website revamp, and brand story tailored to resonate with local buyers and sellers.

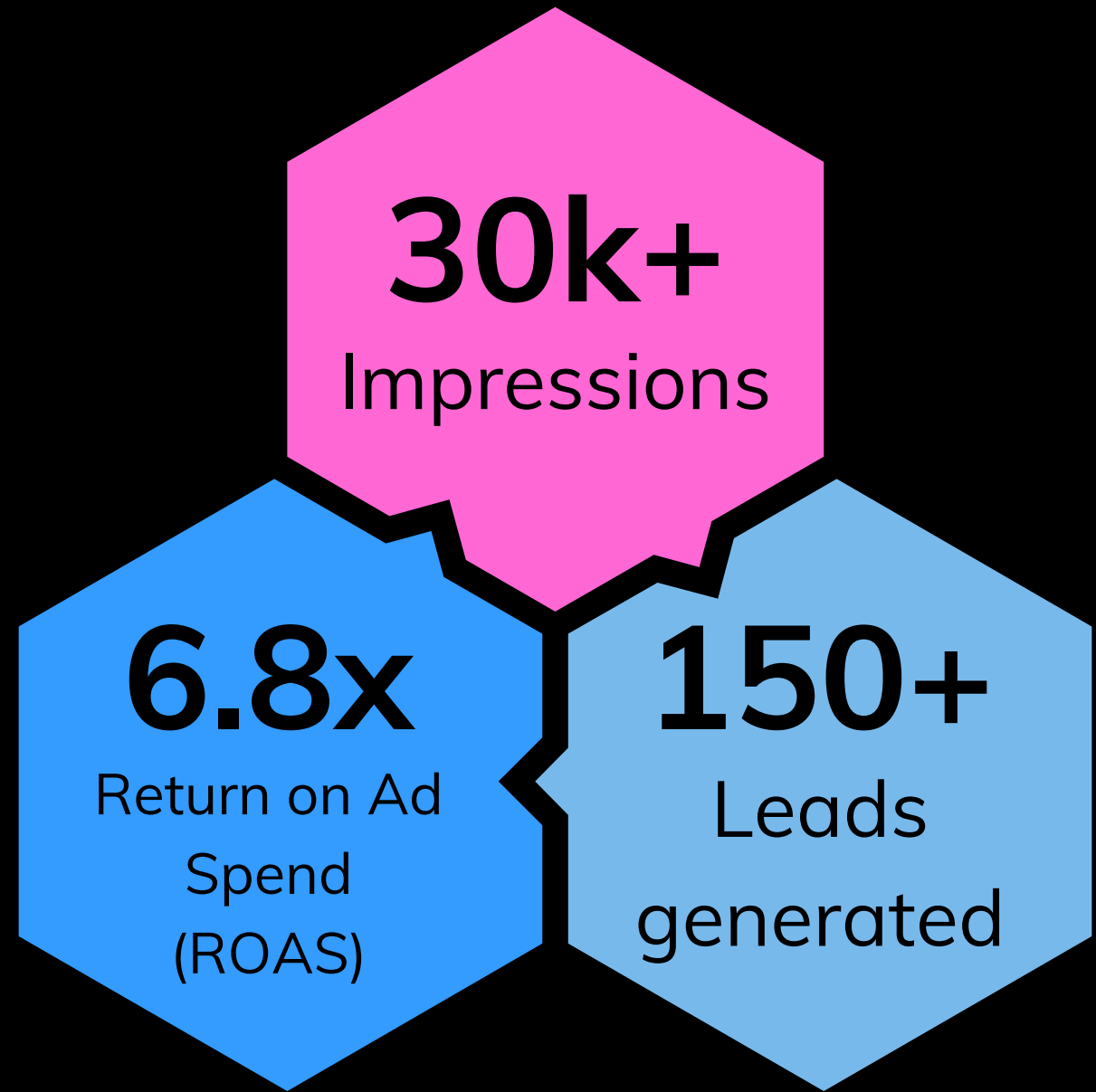
## Optimized Lead Funnels

From landing pages to automated email follow-ups, we built seamless funnels that turned interested visitors into serious prospects.

# Turning challenges into real results.

In just 3 months, over 120 qualified leads were delivered through our campaigns.



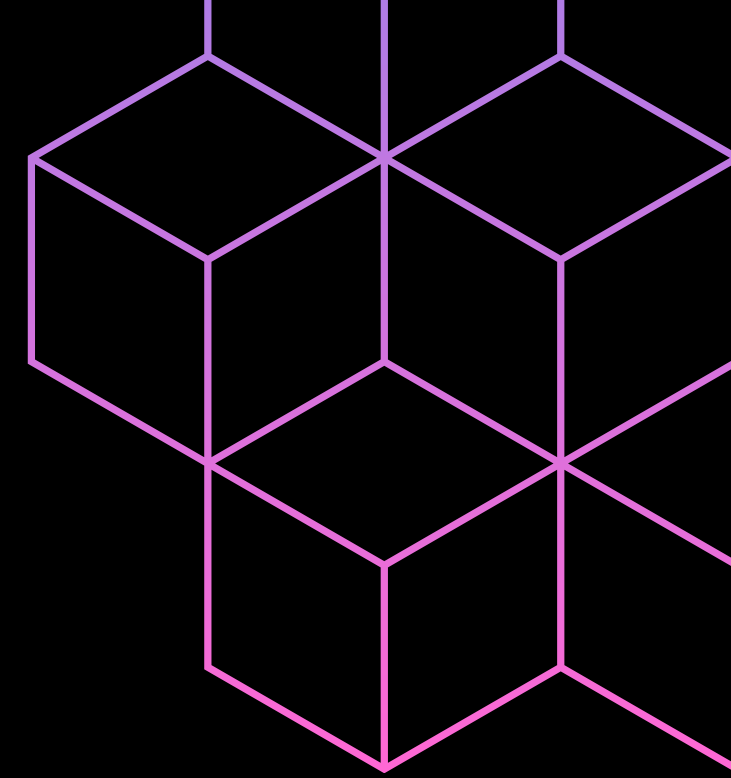


# The Results



Crestmark Studio  
— Transcend the Ordinary —

# In their own words — James Callahan's success story



“Before working with Crestmark Studio, I struggled with inconsistent leads and stagnant growth. Their team turned things around with a focused Google Ads strategy that brought me highly qualified clients.

In just three months, my revenue increased by 68%, and for every dollar I spent, I got nearly seven back. Beyond the incredible ROI, they gave me the tools and confidence to scale my business.

If you're a realtor looking to dominate your market, Crestmark Studio delivers results you can count on.”



**In just three months, my revenue increased by 68%.**



**James Callahan**

# Would you like to see such results for your business?



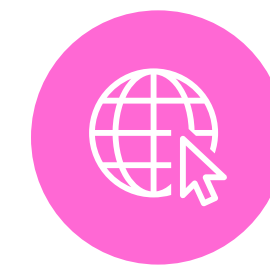
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