Valueonshore Advisors
EXPERIENCE | CLARITY | FOCUS

CASE STUDY

Redefining the Sales Strategy for a Leading Real Estate Company

ABOUT THE CLIENT

Our client is a leading global property portal that delivers an end-to-end real estate ecosystem. The platform offers more than 15 integrated services across property buying, renting, financing, legal support, valuation, and relocation, supported by an active base of over 1.5 million property listings

BUSINESS OBJECTIVE

To drive sustainable and scalable growth, the client sought to implement a future-ready CRM platform supported by reliable data and advanced analytics, enhance customer segmentation and responsiveness through data-driven insights, and institutionalize targeted training programs to improve lead conversion and overall sales effectiveness.

BUSINESS CHALLENGES

The client faced fragmented go-to-market execution due to an underutilized broker ecosystem, limited sales performance visibility, ineffective territory alignment, and inadequate customer segmentation. These challenges were further exacerbated by a non-integrated CRM platform and a one-dimensional incentive structure, resulting in suboptimal market coverage, customer engagement, and revenue conversion

OUR SOLUTION

Defined goals by translating business challenges into measurable, owner-aligned objectives that drove accountability and tracked outcomes

Mapped the current-state processes through time and motion studies, gap analyses, validation of stakeholder perceptions using historical data, and assessment of data quality and process effectiveness

Presented current-state versus future-state processes to management, identified improvement opportunities, and aligned transformation priorities with process owners.

Designed a structured, goal-linked action plan outlining actionable initiatives for each improvement area, with clearly defined ownership, timelines, dependencies, and expected benefits

Recommended strategic and tactical initiatives to unlock market opportunities and drive business growth by detailed implementation roadmaps

BUSINESS IMPACT DELIVERED

Developed a comprehensive go-to-market strategy supported by optimized territory mapping, target-setting mechanisms, and business-aligned incentive structures to improve customer acquisition. Enhanced sales effectiveness and customer experience through process automation, CRM assessment and implementation planning, refined customer segmentation, product portfolio optimization, CPL-based pricing, ROI-driven campaign management, and a strengthened sales performance review framework.

ABOUT US

Valueonshore ("VOS") Advisors is a global business advisory firm of Big 4 alumni and industry leaders, supporting financial executives on complex, high-impact matters across accounting, M&A, risk, and managed services. Founded in 2009, the firm has grown to ~400 professionals across the **U.S.**, **India**, and the **UAE**, serving mid-cap and high-growth companies as a trusted partner in navigating complexity and driving value.

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