



Real Estate



United States

## Real Estate Leader Achieves 40% Efficiency Gains and 60% Faster Agent Onboarding with **Salesforce-powered Automation**

A leading single-family rental (SFR) operator, headquartered in the U.S., manages over 20,000 homes across 47+ markets. The company specializes in property management, Build-for-Rent (BTR) development, and agent-driven property disposition services. As part of a global investment corporation with \$1 trillion+ in assets under management, the firm stands at the forefront of scalable residential real estate solutions.

# Highlights

- Lengthy, manual realtor onboarding processes and fragmented disposition workflows slowed engagement and increased costs.
- iOPEX implemented an intelligent Salesforce-powered integration ecosystem with real-time data capture, automated workflows, and seamless agent onboarding.
- The solution helped the client achieve 60% faster agent onboarding, 40% efficiency boost in property disposition, and a 75% faster property turnover cycle across 20,000 homes.

## Business Challenges

The client faced several operational inefficiencies that hindered growth and agility:

### Realtor Onboarding Delays

Manual, time-intensive processes slowed realtor engagement, limiting scalability.

### Disconnected Disposition Workflows

Fragmented systems created bottlenecks in property evaluation, offer submissions, and decision-making.

### Turnover & Renovation Inefficiencies

Lack of automation caused delays, inconsistencies, and higher costs in managing property transitions.

# iOPEX Solution

iOPEX designed and deployed a 360° Property Insights and Unified Management framework leveraging Salesforce’s capabilities to optimize workflows:



## Agent Onboarding Automation

A streamlined Salesforce component with SSO (Single Sign-On) authentication reduced onboarding timelines drastically.



## Real-time Data Capture & Workflow Automation

SiteCapture integration enabled instant property inspection data collection and automated renovation workflows.



## Custom Evaluation Portal

A unified portal allowed agents to seamlessly submit property assessments and offers, removing manual delays.



## Optimized Build-for-Rent Workflows

Structured transitions from construction to leasing ensured faster and consistent turnover.

## The Impact

The transformation delivered measurable efficiency and cost benefits:

**40%**

### Efficiency Gains in Disposition Workflows

Through automation of evaluations and offers.

**75%**

### Faster Property Turnover

Reducing transition from 8 weeks to just 2 weeks across 20,000 homes.

**60%**

### Faster Realtor Onboarding

Enabling quicker agent engagement.

### Agentic AI Foundation

Establishing readiness for agentic AI enablement in upcoming phases.

## Client Testimonial

“They have supported us from day one of discovery. I feel confident we are now set up with a Salesforce org that can scale for our business needs and ultimately support the enablement of Agentic AI as we move forward.”

— VP of Product





## About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation solution provider headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver rapid results that enable businesses to enhance efficiency and accelerate revenue growth without endless timelines. Over 70 global brands trust iOPEX as a strategic partner to break down complex transformations into manageable steps, deliver practical AI-led solutions, and achieve results that scale. Contact us at [marketing@iopex.com](mailto:marketing@iopex.com).

