



**RealGreen®**  
by WORKWAVE

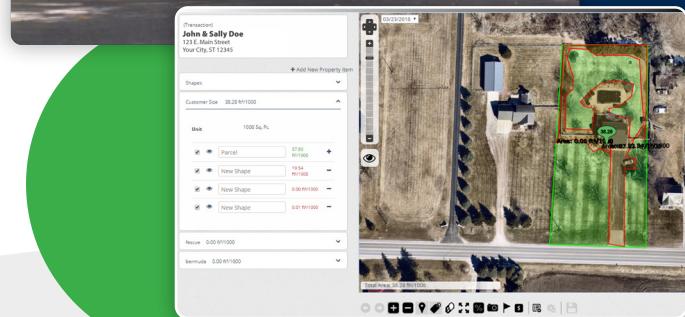
## SPEED-TO-LEAD SUCCESS: Virginia Green's Advantage with RealGreen's Integrated Measurement Assistant

When potential customers are ready to purchase, every second counts. Being able to create and deliver accurate estimates in seconds, from anywhere, at any time, in any weather, without having to visit a property: that's essential.

RealGreen's Measurement Assistant enables you to create and send estimates whenever and wherever you need them — and it's the only measurement solution that's totally integrated with RealGreen.

Virginia Green understands the importance of utilizing an integrated measurement and estimating tool, which is why they rely on Measurement Assistant. According to Brian Redden, VP of Sales and Marketing at Virginia Green, "There are other measuring tools out there, but Measurement Assistant is the only one integrated with RealGreen. That makes it easy to use, and that integration provides a great value."

Virginia Green's IT Director John Richardson agrees, adding, "They work so seamlessly together. Bringing on a third-party tool doesn't work nearly as smoothly. That tight integration is definitely crucial."



**“ Having a tool like Measurement Assistant is an  
EFFECTIVE THING TO DO. ”**

## INTEGRATION IS KEY

Because it's integrated with RealGreen, Measurement Assistant enables you to save all that valuable customer data in your system, even when they don't purchase the first time. You can then use those addresses, hi-res photos, measurements and previous estimates for use in future marketing. With Marketing Assistant, you send estimates faster and you can also expand your volume and drive down your customer acquisition cost.



## SIMPLE WORKFLOWS, QUICK ESTIMATING

Redden says that the workflow with Measurement Assistant is so easy that customer service reps can take measurements and prepare near-instantaneous estimates while talking to prospects on the phone. "We're usually measuring while asking our initial questions, doing both simultaneously. Once a rep is up to speed and understands our process — background information, whether the customer has used a lawn care service before, those sorts of things — they can easily handle the measuring in the background while having that customer conversation."

"Pricing always comes up in those conversations, but we need to know the square footage to price the service," Redden continues. "If a customer asks about cost right away, we'll say 'That's a great question, let me quickly measure your property and ask you a couple of questions' — which gives us enough time to complete the measurement and generate an estimate. It's really integral to what we do."



## SPEED-TO-LEAD MEANS SERIOUS ROI

Being able to accurately and virtually measure any property has shown benefits as well, notes Richardson "Before we had Measurement Assistant, we had to visit every property and measure everything by hand. This is so much more efficient; now we can capture measurements remotely and provide an instant quote to the customer over the phone."

"Often, people continue doing things a certain way in business because they've just always done it that way," Redden says. "I'd say Measurement Assistant is one of those things where, if you're hesitant to make a change, evaluate it and give it a shot. Just try it. It's easier than you probably think it is. And the ROI is obvious, especially when you consider the time and labor involved with sending someone, say, 30 minutes each way to physically do a measurement. Having a tool like Measurement Assistant is an effective thing to do."

