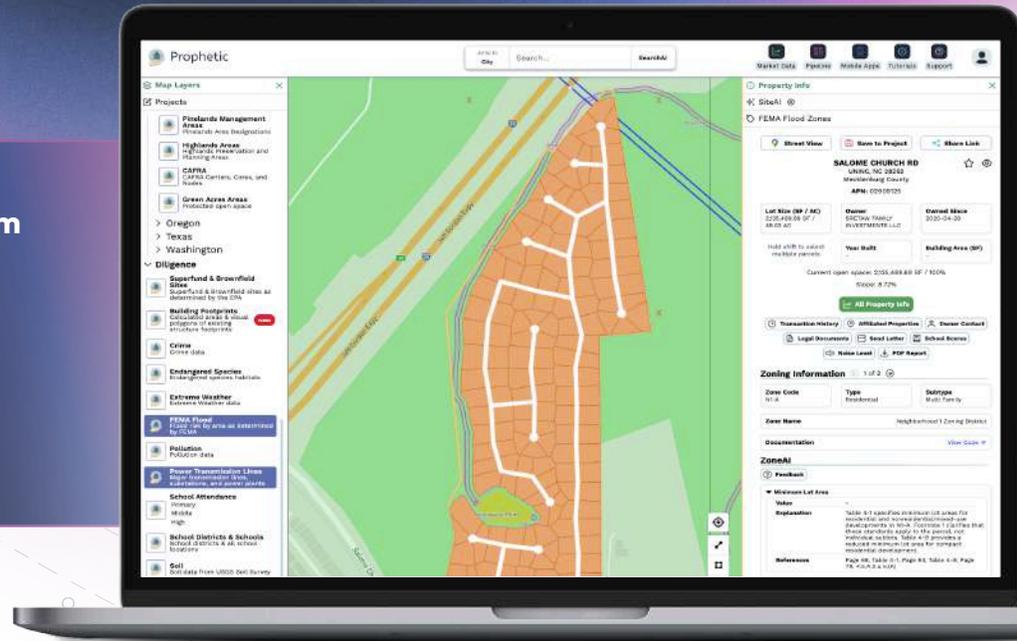# Prophetic

CUSTOMER STORY

Transforming Land Acquisition:
From Scattered Excel Sheets to Unified Intelligence

1 **PROBLEM**
Scattered systems kill momentum

2 **SOLUTION**
Complete Intelligence, Instantly

3 **RESULTS**
Transformed Workflow, Accelerated Growth

A Land Acquisition Manager at a National Homebuilder, shares how they use Prophetic

THE CHALLENGE

Fragmented Systems and Wasted Time

As a Land Acquisition Manager at a national homebuilder, my role revolves around identifying and securing land deals that will ultimately lead to successful home deliveries. The real estate landscape has been tumultuous in recent years, especially with the impacts of pricing and fluctuating interest rates. Navigating these challenges requires not only strategic foresight but also efficient tools to streamline our processes. This is where Prophetic has made a significant difference for us.

Before we adopted Prophetic, our workflow was cumbersome and often relied on outdated methods, primarily using Excel spreadsheets to track deals. This approach was not only inefficient but also prone to errors, making it difficult to maintain a clear overview of our pipeline. Transitioning to Prophetic has been transformative. The platform allows us to track all our deals in one place, utilizing tags and a pipeline tool that organizes our transactions from initial contact through to closing.

> **Efficiency is key in our industry, and Prophetic has become our cornerstone for achieving that.**
>
> Land Acquisition Manager at a National Homebuilder

Advanced Search and Unified Intelligence

ne of the standout features of Prophetic for us is the advanced search capability. We can draw polygons on maps to identify potential land parcels based on zoning codes and lot sizes. This has drastically reduced the time we spend searching for suitable properties. Additionally, the ownership contact information provided by Prophetic has been reliable and well-vetted, eliminating the frustration of reaching out to dead ends. I appreciate how Prophetic consolidates various layers of data, like flood zones and topography, into one cohesive platform, allowing us to conduct thorough upfront analyses without juggling multiple sources.

The integration of Prophetic with our CRM has also been a game changer. We no longer have to rely on disparate systems. Instead, we can manage our pipeline seamlessly. This has not only saved us time but has also enhanced our ability to collaborate effectively as a team.

"Time is invaluable in our line of work. Prophetic helps us reclaim that time, allowing us to focus on what truly matters—closing deals."

Efficiency Unlocked

End-to-End Deal Pipeline

Proactive Lead Generation
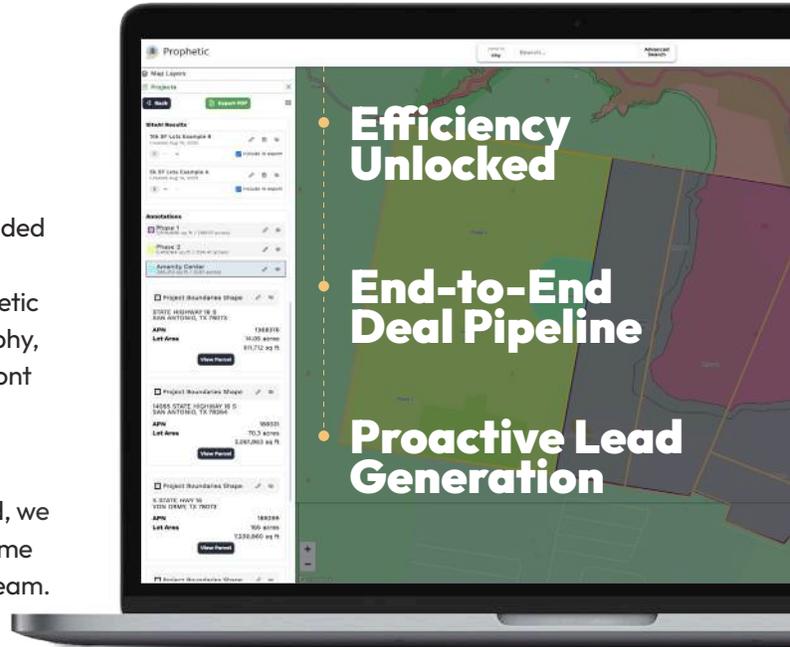
Efficiency Gains and Pipeline Transformation

Thanks to Prophetic, we're seeing significant improvements in our efficiency and productivity. The ability to track deals through their entire lifecycle has provided us with a clearer understanding of our progress and where we need to focus our efforts. As we continue to explore new ways of using Prophetic, we're uncovering even more ways to leverage the platform for our success.

Adopting Prophetic has been a pivotal step for our team. It has transformed our approach to land acquisition, allowing us to work smarter and add new capabilities. The platform's efficiency and comprehensive data integration have empowered us to navigate a challenging market with renewed confidence.

> **As we continue to leverage the full potential of the platform, I expect the value will only grow.**

Land Acquisition Manager at a National Homebuilder

Prophetic

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