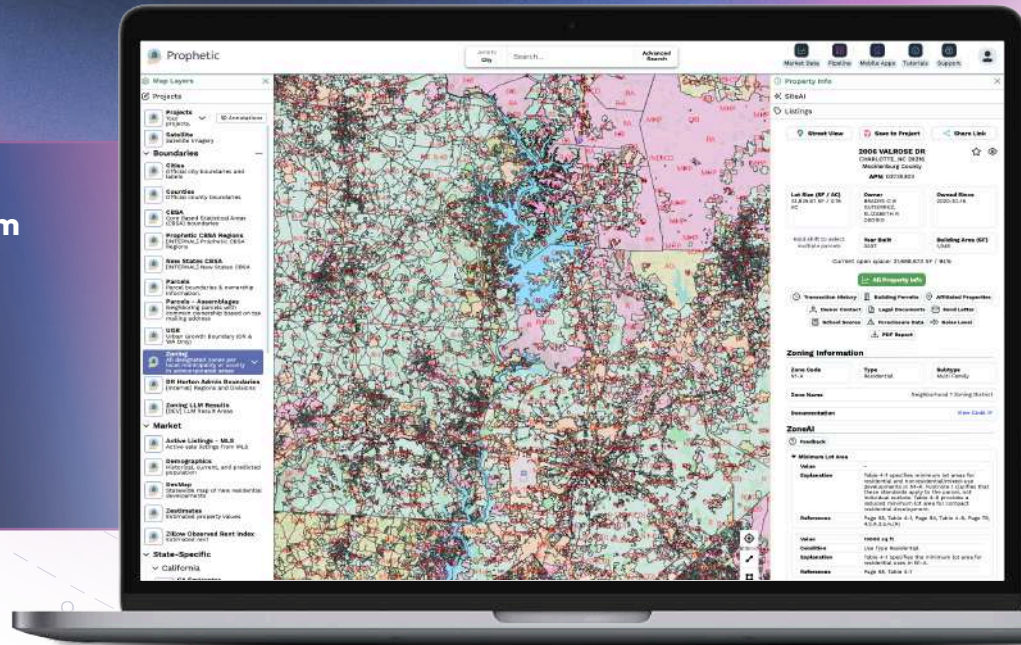


CUSTOMER STORY

One Platform, Complete Intelligence:
From Fragmented Data to Competitive Advantage

- 1 **PROBLEM**
Scattered systems kill momentum
- 2 **SOLUTION**
Complete Intelligence, Instantly
- 3 **RESULTS**
Transformed Workflow,
Accelerated Growth



A Land Acquisition Specialist at a Multi-state Homebuilder,
shares how Prophetic transformed their world

THE CHALLENGE

Scattered Systems, Missed Opportunities

As a Senior Land Acquisition Specialist, my role involves identifying potential land for future communities, collaborating with various teams, and ensuring that our acquisitions align with our business goals. However, the challenges I face daily can be daunting. Communication within the company can often be a hurdle, and determining whether a deal is right for us requires extensive coordination among multiple departments. Additionally, the financial aspects of each project can be intricate, making it essential to manage every detail meticulously.

When I first started using Prophetic, I was searching for a solution to streamline my workflow and enhance my efficiency. The tool has transformed the way I operate by keeping me organized and centralizing crucial information. I can easily track all my projects and leads within Prophetic, which has significantly reduced the time I spend searching for data across various platforms.

“
**Prophetic is like
having a nail gun
instead of a hammer;
it fundamentally
changes how I work
and what I can do.**

Debbie Connor

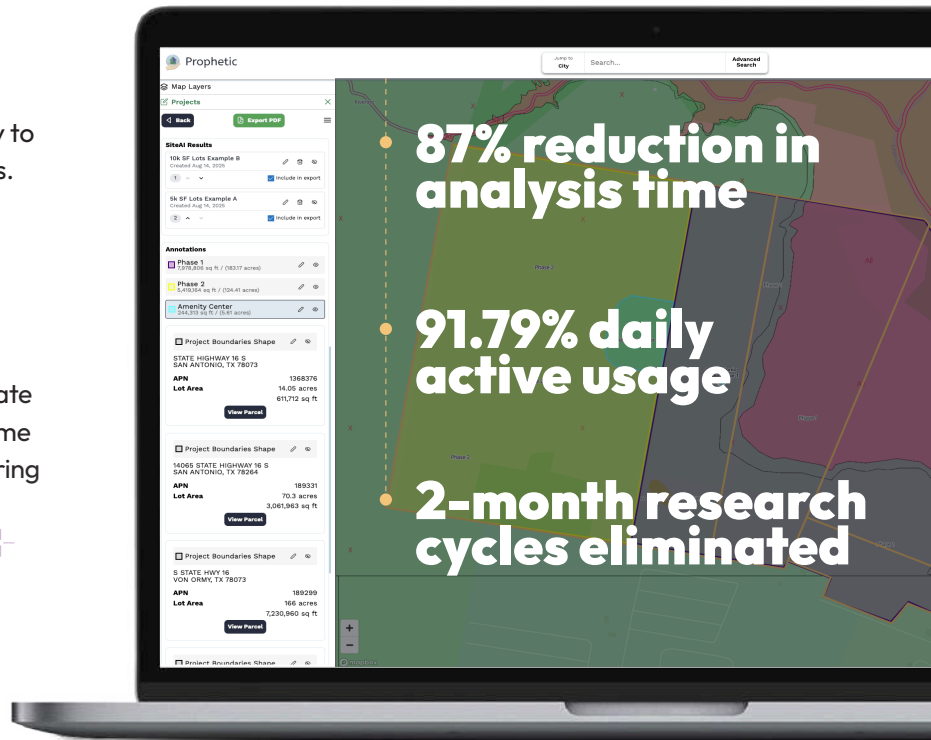
Land Acquisition Specialist at Holt Homes

THE SOLUTION

Everything in One Place

One of the standout features of Prophetic is its ability to provide a comprehensive view of potential properties. For instance, when evaluating a parcel in one of my markets, I can quickly assess its characteristics, such as wetlands or nearby schools, which are vital for our target market. This capability allows me to make informed decisions and prepare compelling presentations for our executive committee. I appreciate that I can visualize the data at a glance, which saves me countless hours that would otherwise be spent gathering information from multiple sources.

“Speed of getting information is key in our area. If you aren’t looking at a property and writing an offer before someone else, you lose.”



THE RESULTS

Speed, Intelligence, and Competitive Edge

Moreover, Prophetic has empowered me to respond swiftly to market changes. Recently, my COO tasked me with investigating land deals that our competitors were securing. Using Prophetic, I was able to compile a detailed report on nine communities, identifying the underlying ownership and purchase prices with remarkable speed. Prophetic has enabled me to present actionable insights quickly, which has proven invaluable in our competitive landscape.

Prophetic has not only helped me stay organized but has also enhanced my ability to evaluate land opportunities effectively and respond to market demands. By centralizing information and streamlining processes, it has given me the bandwidth to focus on what truly matters: acquiring the right land for our future communities. I am excited to continue leveraging Prophetic as we navigate the evolving landscape of land acquisition and development.

“It’s basically changed how we look at land and prospect. How we determine if a prospect is qualified or not. It’s the best tool I’ve ever seen.”

Debbie Connor

Land Acquisition Specialist at Holt Homes



Prophetic



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