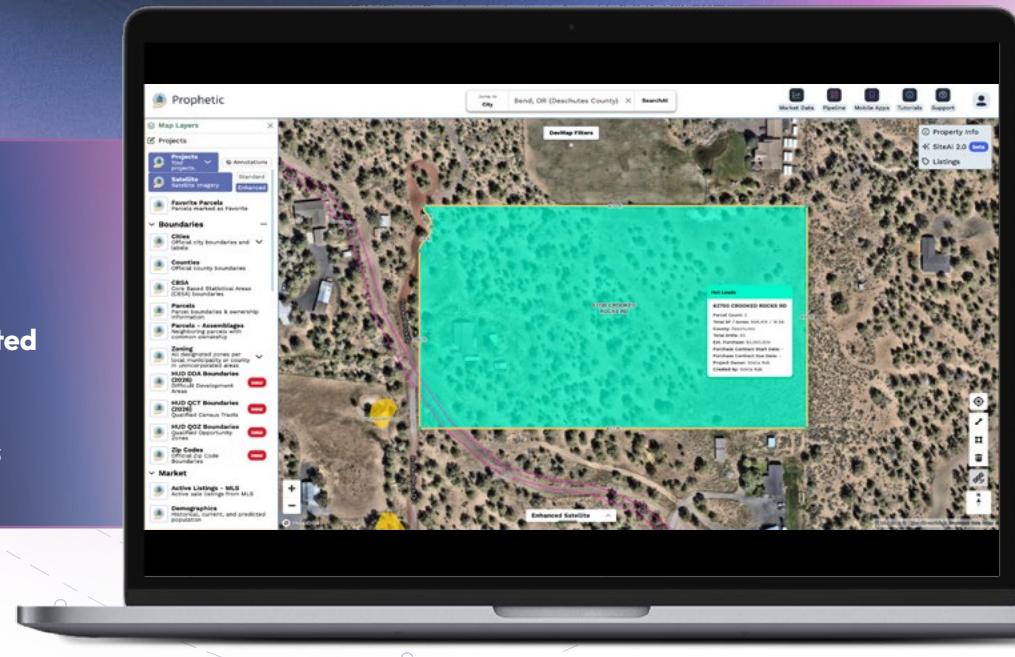


CUSTOMER STORY

“I Told My Boss This Won’t Work” How a Skeptic Became a Believer in 90 Days

- 1 **PROBLEM**
Fragmented Systems, Manual Skip Tracing, Inefficient Outreach
- 2 **SOLUTION**
Consolidated Intelligence & Automated Outreach in One Platform
- 3 **RESULTS**
10%+ Response Rates, Major Risks Avoided, Pipeline Building



New to land acquisition, Keith Caylor discovered how one platform caught a costly mistake before it was too late

THE CHALLENGE

Scattered Systems and Guesswork

When I joined Pahlisch Homes in July as a Land Acquisition Manager, the challenge was clear: our traditional land acquisition process couldn't scale.

The traditional process was painfully manual. We relied on multiple disparate databases that required constant cross-referencing. Skip tracing to find current owner contact information was time-consuming and often outdated. We had to dive into city zoning codes, building codes, and comp plans separately using Google Earth Pro and other standalone tools that didn't integrate. Everything involved guesswork.

For our master plan communities (typically 500 to 1,000+ homes), reaching out to that many homeowners was tedious and unsuccessful with minimal response rates.

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There's just a lot of guesswork. The skip tracing piece has been invaluable and made things very efficient.

Keith Caylor

Land Acquisition Specialist at Pahlisch Homes

THE SOLUTION

Consolidated Intelligence in One Platform

Mike introduced us to Prophetic, and I dove in to learn the system. The platform consolidated everything we'd been doing manually into one place: skip tracing, zoning research, environmental analysis, competitive intelligence.

When Mike suggested we also use Prophetic's off-market outreach feature, I was skeptical. I'd ignored countless mailers myself. Why would this be different? But we gave it a shot.

Here's how Prophetic transformed our process:

→ **Skip Tracing That Actually Works:** Accurate, up-to-date owner contact information without manual research. We can now reach the right person at the right address with verified information.

→ **Visual Market Intelligence:** Real-time maps showing county, city, and urban growth boundaries. Development maps reveal where competitors are operating. Critical environmental and regulatory data including floodplains, soil types, wetlands, and endangered species habitats, all in one view.

→ **Risk Mitigation Through Site AI:** Recently, I was evaluating three parcels in central Oregon using Site AI to determine lot count. The analysis revealed the Central Oregon Irrigation District's canal runs underneath some properties. I had no idea. Without Prophetic, we would have proposed 50 lots. The software showed us the constraint and recommended 40 lots instead, a reduction of 10 lots or 20% of our initial estimate. Beyond the lost units, we would have faced significant unforeseen development costs. For a community of that size, these costs combined with the reduced lot count would have likely resulted in a loss for the company. Having accurate information upfront allowed us to evaluate the deal with complete clarity.

→ **Revolutionary Outreach Results:** We began targeting homeowners in our master plan areas with automated outreach. I expected a 1% response rate. I was wrong. We've achieved over 10% response rates, and people respond more readily to letters than emails or phone calls. Since mid-September, I've been receiving responses weekly.

THE RESULTS

10X Response Rates, Major Risks Avoided, and Building Pipeline

10X Better Outreach Performance: Our response rate jumped to over 10%, compared to the 1% I expected. I've even received calls on Christmas Eve from interested parties.

Avoided a Costly Mistake: Site AI caught the irrigation canal constraint that would have cost us 10 lots plus significant development expenses. Discovering this upfront instead of deep into the process prevented what would have likely been an unprofitable deal.

Building Strong Pipeline: We have numerous meetings scheduled and strong momentum. Given our typical 6+ month sales cycle, we're right on track with weekly new conversations.

Critical Intelligence When It Matters: The real value isn't just efficiency. It's having complete, accurate information to evaluate deals properly from the start. That changes which opportunities you pursue and which you walk away from.

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It's very efficient and saves significant time. The organization is the best part. I don't have to go anywhere else.

Keith Caylor

Land Acquisition Specialist at Pahlisch Homes



Prophetic



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