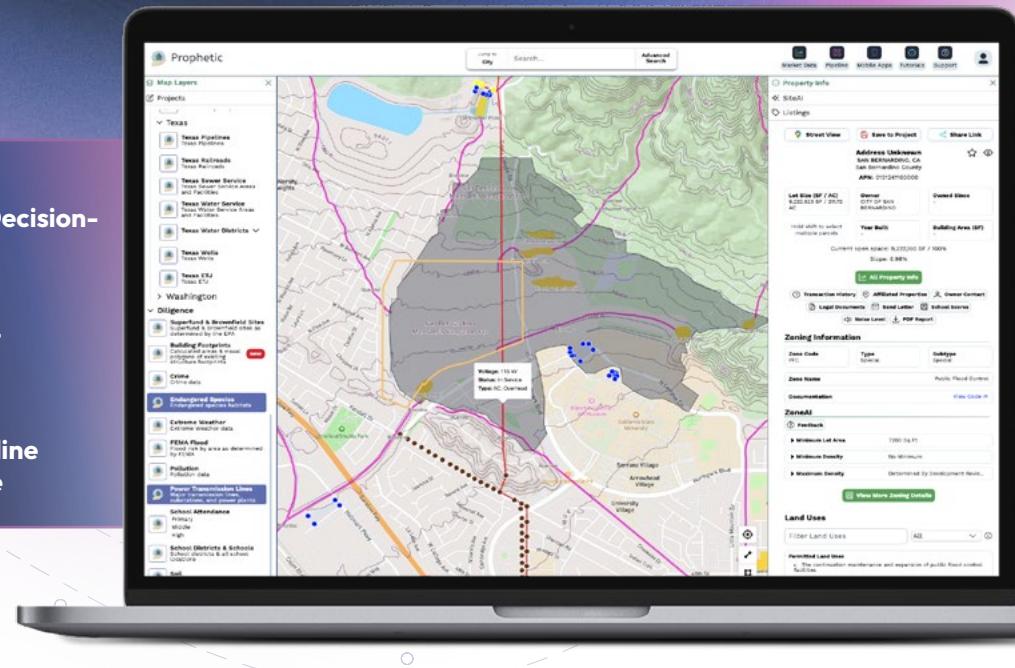


CUSTOMER STORY

How Removing the Evaluation Bottleneck Created New Pipeline in Days

- 1 **PROBLEM**
Slow Feasibility Analysis, Can't Reach Decision-Makers, No Context for Negotiation
- 2 **SOLUTION**
5-Minute Yield Studies, Reverse Contact Search, Owner Intelligence
- 3 **RESULTS**
Weeks Saved Per Decision, New Pipeline in 7 Days, Strategic Negotiation Edge



I had more opportunities than I could evaluate. By the time I analyzed them, competitors had already moved. My evaluation process was the bottleneck.

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THE CHALLENGE

Evaluation Capacity Was the Constraint

As General Manager of Land for one of the nation's largest homebuilders, I had three problems that were costing us deals:

Feasibility analysis was too slow. Evaluating five prospects meant hours of manual work just to figure out which ones deserved deeper investigation. By the time we had answers, competitors had already moved. When corporate asked us to prove our pricing assumptions, we had to manually compile data from multiple sources. This wasn't just inefficient. It meant we couldn't evaluate enough opportunities to stay competitive.

I couldn't reach the right people. Even when I identified perfect parcels, I'd hit walls on contact information. Sometimes I'd find a name but no working number. Other times I'd get an LLC with no clear path to the decision-maker. Opportunities sat there because I couldn't get to the conversation.

The development feasibility report saves us so much time. When we've got five prospects and we want to make a quick decision about which ones we're going after, it cuts our decision-making time down by weeks.”

General Manager of Land
Top 5 National Homebuilder

I had no negotiation context. When I did reach owners, I went in blind. No idea if I was talking to a land flipper who'd respond to dollars and cents or a family who'd owned the property for generations and needed a completely different approach.

"I had this parcel identified and it was great, but I could never get a hold of anybody."

THE SOLUTION

Speed and Intelligence at Every Step

The feasibility report solved our speed problem. Five minutes to get a yield estimate that's typically within 10% of what an engineer would give us. When we've got five prospects, it cuts our decision-making time from weeks to days. The development feasibility report saves us so much time. When we want to make a quick decision about which ones we're going after, it's a game-changer.

The assemblage tool eliminated manual work. Instead of calculating acreage and writing down parcel information, I shift-click to select multiple parcels and instantly see the total. I discovered 16 parcels where I thought there were only two, and I could analyze the full assemblage in minutes.

The reverse contact search opened doors that were previously closed. I could go two or three levels deeper than I ever could before to get to the right people. Parcels I'd identified months ago but couldn't pursue? I found cell phones and emails and reached out directly.

But the real power was the context. When I pulled an owner's profile, I could see their entire portfolio. If someone owned 16 properties, I knew I was dealing with an active investor—this guy's just a land flipper, so I could talk dollars and cents. If it was their only property and it had been passed down through the family, I knew it probably had sentimental value. You gotta tread differently here.

THE RESULTS

Moving Faster Than the Competition

Decision speed went from weeks to minutes. What used to take hours of manual compilation now happens in five minutes. We can evaluate more opportunities with the same team and make go/no-go decisions on the spot.

New pipeline within seven days. I identified several prospects, found direct contact information, reached out, and got responses back. The proof's in the pudding. I've created that conversation, that start to a process of negotiation. These are deals that simply wouldn't exist without this capability.

Strategic negotiation advantage. We approach every conversation with context. We know if we're talking to a flipper or a family. We understand their portfolio and can position ourselves accordingly. When corporate asks us to prove our numbers, I pull aggregated data directly from the platform instead of manually compiling reports.

Clear competitive edge. In a market where being second to reach an owner means losing the opportunity, we're now competing on speed and intelligence. We're analyzing faster, reaching decision-makers we couldn't before, and winning more deals.

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Over the last seven days, I did this reverse search, found a cell phone or an email, reached out to them and I've already got a response back. The proof's in the pudding. I've created that conversation, that start to a process of negotiation.”

General Manager of Land
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