



## A Gen-X Led Real Estate Company Uses Technology & Text Marketing to Grow Exponentially in a Challenging Market

### ABOUT PAYTON WALLACE & ASSOCIATES

Payton Wallace & Associates is not your typical Real Estate agency. With Gen-X and millennial marketers, this agency offers white glove real estate services backed by digital marketing ninja's dedicated to helping their clients find, buy or sell their home faster than traditional marketing, but with a high touch, customer-first experience.

#### YEAR FOUNDED:

2019

#### HEADQUARTERS:

Frisco, TX

#### WEBSITE:

paytonwallace.com



### A Closer Look:

Having the right Real Estate agent means having an expert who is committed to helping clients buy or sell their home with the highest level of excellence and marketing skills in the local market. This also means taking the time to know the goals, interests, and desires of each client so they can find the best home or make the right deal. Payton Wallace & Associates prides itself in using the latest and most cutting edge practices of both traditional marketing and advanced digital marketing efforts to provide clients the best outcomes. The VoxDirect from VOXOX platform became the technology solution this team needed in order to turn old-school lists into brand new customers.



### How VoxDirect by VOXOX Made a Difference:

"Email is dead. People aren't opening their emails like they used to and lengthy phone calls are not what clients are looking for today. That's when our team said, 'There has to be a better way. We need to text our clients, not email them. But most texting platforms are expensive and clunky to manage.'" Payton and his team needed a way to turn their email list of clients into text lists that increased engagements and allowed them to serve their clients more efficiently.

VoxDirect from VOXOX proved to be the answer they were looking for. A simple text campaign can send a single message to a mass audience at once. The two-way text feature allows individual clients to respond. This saves Payton and his team countless hours and lets them focus on their customers that are actually interested in what they are announcing or offering. The toll free number helps them look and sound larger, which enhances their professional image.

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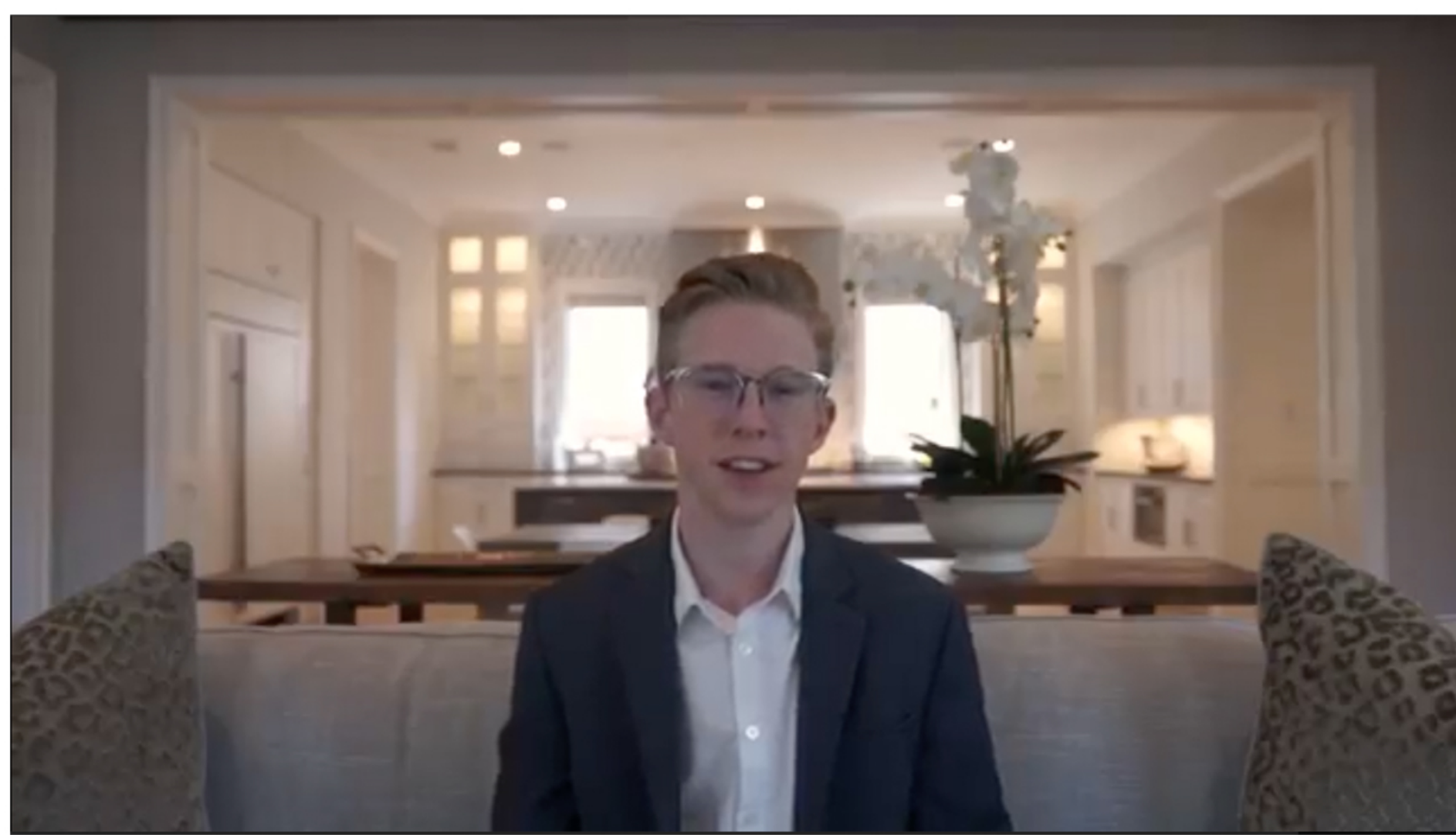
“In a matter of 30 minutes, I sent a single mass text that resulted in several responses and a \$1500 referral from a former client. Not bad for one text!”

- Payton Wallace  
Founder, Payton Wallace & Associates



### Application of VoxDirect from VOXOX Features:

VoxDirect from VOXOX gave Payton the ability to send mass text message marketing with the ability to communicate one-on-one to those who expressed interest or had questions about his services. He and his team were able to benefit from text message marketing, two-way texting, auto-response texts, multiple virtual assistants, custom phone greeting, and call routing. Another huge benefit of using VoxDirect from VOXOX is the affordability. For very little cost, their team has an effective full service phone system. Mass text message marketing benefited their team by increasing the ability to set appointments, have better conversion rates, engage in the right conversations, and enhance customer service. This allowed Payton to give his attention to what matters most...giving his customers the white glove treatment they deserve.



### All Features of this “Must Have” Phone & Text System Include:

- Multiple Virtual Assistants
- Call Routing
- Call Recording
- Text Message Marketing
- Toll-free Hotline Number
- Custom Phone Greeting
- Two-way Texting
- Business Hour Management