



CUSTOMER SUCCESS STORY

**CUSTOMER**

The Law Offices of Sam Maguire, Jr., P.C.

**INDUSTRY**

Real Estate Closings

**LOCATION**

Atlanta, GA

**Number of Locations**

Four

**Number of Employees**

35

**SYSTEM**

Sage CRM SalesLogix

**Modules in Operation**

- Sage CRM SalesLogix Sales
- Sage CRM SalesLogix Marketing
- Sage CRM SalesLogix Customer Service
- Sage CRM SalesLogix Support
- Sage CRM SalesLogix Knowledgesync

## Sage CRM SalesLogix Helps Sam Maguire Open More Opportunities with Every Closing

Like many states, Georgia requires that an attorney be part of real estate transactions. Managing multiple parties and endless paperwork can be challenging. Thanks to Sage CRM SalesLogix, The Law Offices of Sam Maguire, Jr., P.C. has more than 10,000 clients and has over \$2.1 billion in real estate loans closed. Why are they one of the highest volume loan closers in the Peachtree State, nearly doubling their repeat business volume in 18 months without increasing staff? Instead of “location, location, location” Sam Maguire emphasizes “relationship, relationship, relationship.”



### Online Data Entry Puts Everyone in the Loop Early On

Proactive monitoring and automatic alerts generated by Sage CRM SalesLogix KnowledgeSync, and the ability to customize Sage CRM SalesLogix, enable the firm to link all kinds of customer relationships in their database. The firm leverages this information and notifies parties involved in the relationship at any point in the transaction. “Sage CRM SalesLogix is like having a silent employee working 24-7 on a

multitude of humanly impossible functions that are unique to each customer,” says Sam Maguire. “By entering each party involved in a transaction into our Sage CRM SalesLogix system, buyers, sellers, builders, realtors, and lenders can review, delete, or forward the information to another person involved. They participate earlier, we create a relationship earlier, and stay connected after the fact.”

Adding 1,200 people to the database each month plus 6,000 outgoing e-mail messages a day generates a great deal of data that would be impossible to manage without Sage CRM SalesLogix. “On each customer’s birthday, they receive an auto-generated

**CHALLENGE**

Increase repeat business with thousands of customers through strategically timed contact.

**SOLUTION**

Sage CRM SalesLogix, a customizable CRM solution that proactively monitors customer information and transactions, facilitating effective communication and helping foster profitable relationships.

**RESULTS**

Nearly doubled their volume of real estate closings in 18 months without increasing staff.



Your business in mind.

