



TRANSFORMING REAL ESTATE

Founded in 2015, JBMP Group is an independent brokerage specializing in residential and investment-based real estate in Philadelphia. With an intense focus on customer service, they strive to surpass clients' expectations in every interaction.

CHALLENGES:

In the highly competitive real estate market, every detail matters. Salesforce provided every check and balance for managing communications but having a physical aspect drove them to match strengths in the field to the back office.

Keys & Lockboxes

Thousands of keys & lockboxes and a constant influx of showings were frustrating to manage. Losing one or two may seem trivial until the numbers add up to a key deficit.

Signs

Hundreds of signs ranging from small & simple placed in front of a property to large & weatherproof affixed to a building are valuable assets. Keeping track of every sign was difficult and time-consuming.

SOLUTION:

Maria Pacitti, Owner of JBMP Group stated; “Gimbal was the gateway to connect the field to our operations. Now we can concentrate on relationships, not inventory issues.”

Each and every key now has a barcode, eliminating the key deficit. A daily report shows precisely which ones were not returned which translates into always having the appropriate amount of keys for every showing.

Misplaced lockboxes are now quickly charged back to the individual recorded having checked them out. This translates to saving a staff member.

“Gimbal was extremely professional and served not just as a Salesforce consultant but also a true business advisor. They provided a clear vision of what needed to be done and executed quickly.” Maria Pacitti.

RESULTS:

**8-10
HOURS**

WEEKLY TIME SAVINGS

60K

COST OF A STAFF
MEMEBER