



## Case Study

Why one real estate  
company traded  
their phone system  
for Lead Center

**Call**Rail

# Introduction

DCI Properties is a real estate business with a twist: instead of listing properties, they purchase them directly from sellers. They're investors, not realtors, so sellers pay no fees or commissions, and there's no financing to wait for.

Like most real estate pros, the DCI team relies on quality phone leads to grow their business. And like small business leaders, DCI Director of Operations Ryan Parker wears many hats. He's also DCI's sole marketing, HR, and IT person, responsible for "whatever's on fire the most."

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“When we had our old phone system, if there were new hires or changes that needed to be made... that’d involve me having to get into the system to update it, order new phones, or configure them. If we had an issue (with the phone system), it would kill half a day.”

Ryan Parker,  
Director of Operations  
**DCI Properties**



## Challenge: DCI outgrows both (!) of its phone systems

To make things more complicated, DCI had two phone lines (thanks to a sister brand, Bow River Properties), each with a different provider. Also, their old phone system was... old. Deskbound and dusty, it didn't follow employees from the office to the field or their homes (which became a problem after the pandemic hit).

Then DCI began to grow. Rapidly.

"This quarter over last year, we are about four times the amount of sales we've been doing. We've ramped up more marketing than we've done before. So we continue to increase (leads) and hire more people. This time last year, there were only four or five of us on the team, and now we are at sixteen."

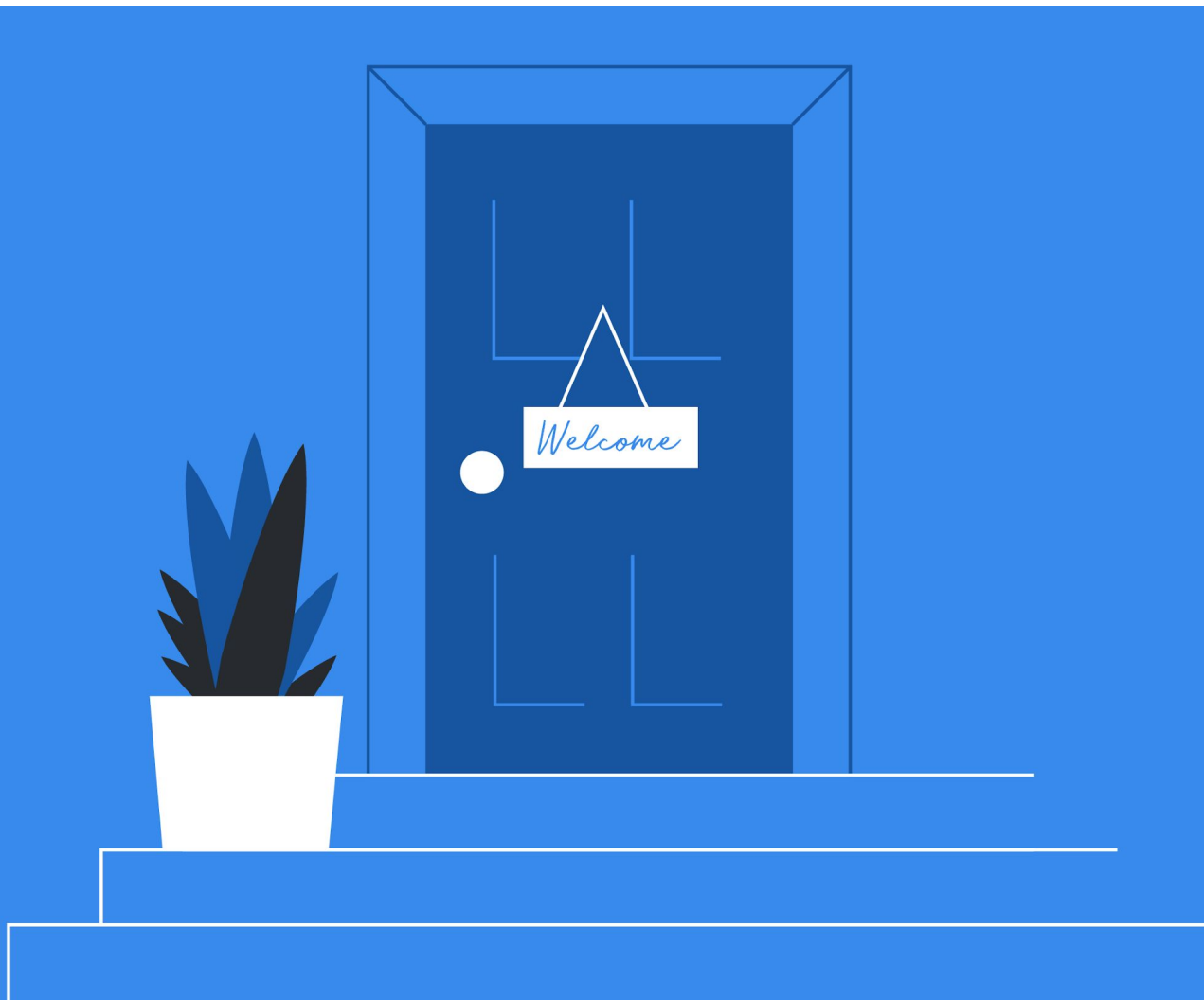
After the company began adding markets and employees, Ryan knew it was time to find a new phone system. After trying and rejecting a half-dozen VoIP providers (call quality was "terrible" according to Ryan), he got a tip from an unlikely source — a competitor. He recommended CallRail's Lead Center.

Already a CallRail Call Tracking customer (and fan), Ryan decided to check it out. During their Lead Center trial, the first thing Ryan noticed was call quality — other solutions didn't compare. Then they discovered that there's a lot more to like.

## Solution: Lead Center delivers “everything under one roof”

As a Call Tracking customer, DCI relied on CallRail to track their calls back to the source that drove them (ads, campaigns, or keywords). They also already had access to call recording, a feature that’s very important to their business.

“One of the things we like: when you look into call recording, you can see who’s been talking the most, the agent or the customer. That’s a key thing,” Ryan noted.



But after adding Lead Center to Call Tracking, Ryan says, “now we have everything under one roof.”

Adding the ability to make, take, and transfer calls — with their call tracking numbers — was a game changer. Ryan also pointed out, “monitoring calls is easier, too — that was a big task for our sales manager.” He also appreciated:

- **Phones that follow employees:** Where the team works, their phones work with them. Lead Center’s built-in softphone let DCI ditch their desk phones. This meant that when a second lockdown hit, Ryan was ready. “We sent people home with their laptop and it was easier to control and monitor.”
- **Text integration:** DCI got a single inbox for calls and text messages, with the ability to add website form submissions and chat capabilities when they need them. Plus, they can track texts back to their source, just like they track calls. That means DCI knows which marketing efforts are working — and which aren’t.
- **One-click responses:** If you miss a call or a message, not only can you return them in a single click, you can respond with the [exact same phone number](#) the customer dialed (regardless of how many numbers you’re tracking). That’s big, because [97% of people](#) regularly screened inbound calls from numbers they don’t recognize.

That single inbox for all communications helps ensure opportunities don't slip through the cracks. DCI can even set up alerts so they don't miss communications from their highest-value leads. And with Lead Center's mobile app, they can respond wherever they are.

Having the ability to schedule call flows with Lead Center was also a big win. According to Ryan, their old phone system "didn't have a scheduling system where you could plot out if this person was working at this time, or that person was working at that time... You'd have to route to certain channels, or ring groups."

“Lead Center cuts out all of the different providers and software we had to manage and troubleshoot calls. Now we do everything directly through Lead Center instead of jumping through hoops.”

Ryan Parker,  
Director of Operations  
**DCI Properties**

## Results: “It’s a lot easier” with CallRail

Although Ryan still wears a lot of hats,  
Lead Center let him retire some. “It’s a lot  
easier with CallRail,” he says.

“It’s an all-in-one interface  
for scheduling, reviewing  
calls, monitoring calls, and  
tracking your lead flow.”

Ryan Parker,  
Director of Operations  
**DCI Properties**

# Take control of your leads

Want to see how Lead Center can  
transform your business?  
Experience it firsthand with a  
14-day FREE trial.

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**Call**Rail