



PROPERTY INDUSTRY

CASE STUDY

Statement of Comprehensive Income

	Notes	2021	2020
Revenue		10,216,209	9,080,237
Other income		8,739	100
Administrative expenses		(1,338,043)	(1,304,973)
Other expenses		(7,543,210)	(8,075,569)
Other gains and (losses)	13	(3,578)	-
Profit / (loss) from operating activities		1,340,117	(300,205)
Finance income	14	224,562	402,482
Finance costs		(5,008)	(19,766)
Profit before tax		1,559,671	82,511
Income tax expense		-	(68,597)
Profit for the year		1,559,671	13,914

PROBLEM:

- The client was experiencing a trend of decreasing revenue due to changing buying behaviors of their customers.

GOAL:

- Drastically increase profits while experiencing exponential growth in revenue.

SOLUTION:

- Develop and deploy a new marketing engine to automate customer qualification and acquisition while addressing the existing operational friction in the business that results in excessive expenses.

HERE IS WHAT WE DID:

PHASE #1

Discovery:

- Every business is similar but the value is where the difference is. To realize the customer's goals of increased profits with exponential growth, we spent a great deal of time in Phase #1.
- Gain 100% clarity through an extensive requirements gathering process.
- Assessed the entire business down to the department level to fully understand where we were starting from.
- Clearly defined success metrics and agreed on overall strategy.

PHASE #2

Implementation:

- Implementation: Based on conclusions from the requirements gathering and business assessment we implemented the following tactics.
- Restructured the business for higher profitability, increased fees to market value, and optimize all Digital Assets.

RESULTS:

- Develop and test SEO and Email marketing tactics until discovering what worked, then automate the process for long term success.
- Podcasting and Youtube provided messaging and content to be used for SEO and Email Marketing. Podcasting and Youtube were not considered sales channels.
- LinkedIn was the social media platform of choice due to the level of customer's ideal client's activity there.
- Automated follow-up and interaction was developed and deployed to significantly increase the percentage of client conversations after first touch.

PHASE #3

Train and Transfer skill sets

- After the system was in place and working, the customer was trained to maintain and tune the acquisition engine through a gradual knowledge transfer process.
- Profits increased from 187k to 1.5MM over the course of 12 months.
- That's an 8x growth in profits (500k from the restructuring of the business and 1MM from increased revenues)!
- All of this is done without the use of paid ads keeping marketing spend predicable.
- CTB is a perfect match for companies that want to experience this kind of transformation and who are willing to dig deeper into their business. CTB is not a fit for companies who simply want to "Get more leads". We have learned over the years that successfully "getting more leads" without the supporting restructuring and sales system actually reduces profits by increasing expenses that provide no actual results on the bottom line.
- CTB are selective in their client onboarding process, and only take on new clients who are serious about transformation. While we are happy to help our customers discover if they are ready, our values are aligned with helping companies grow and realize their mission, not to make a monthly recurring retainer.

CONCLUSION AND NEXT STEPS:

OUR VALUES:

Contact CTB today to Expand your Kingdom