



Lumin.ai

SOLUTION BRIEF

NEW HOME BUILDERS

Drive Model Home Tours and Virtual Consultations via Real-Time AI Follow-up



Opportunity: Real Time Digital Leads

Strategic Value

- ▶ Volume is scalable
 - ▶ Leads are inherently hand raisers
 - ▶ Outreach is a moment of peak interest

Practical Obstacles

- ▶ Leads are perishable—competitors woo and win hearts
- ▶ Prospects respond off hours, when able to confer
- ▶ Sales team has competing priorities

Solution

Calendar Integration

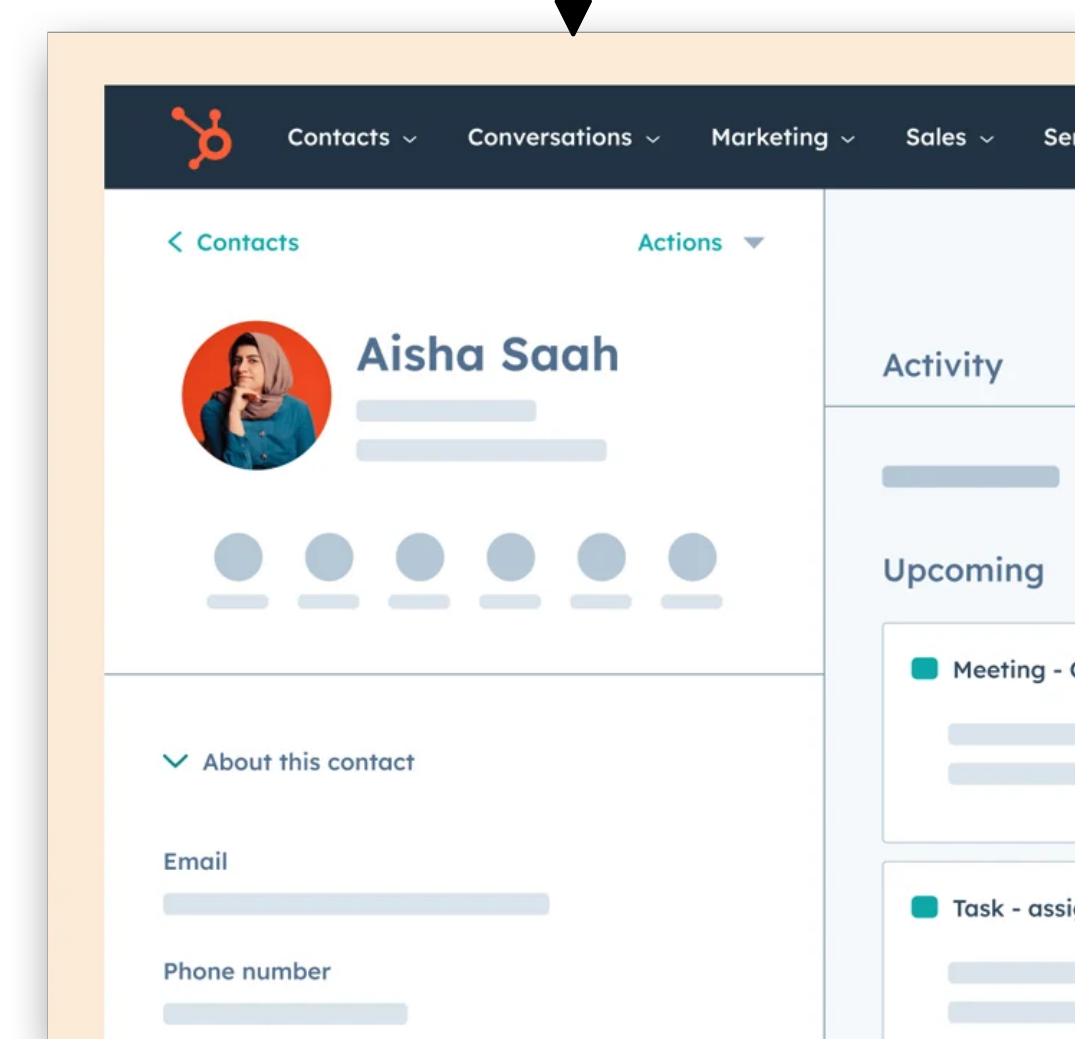
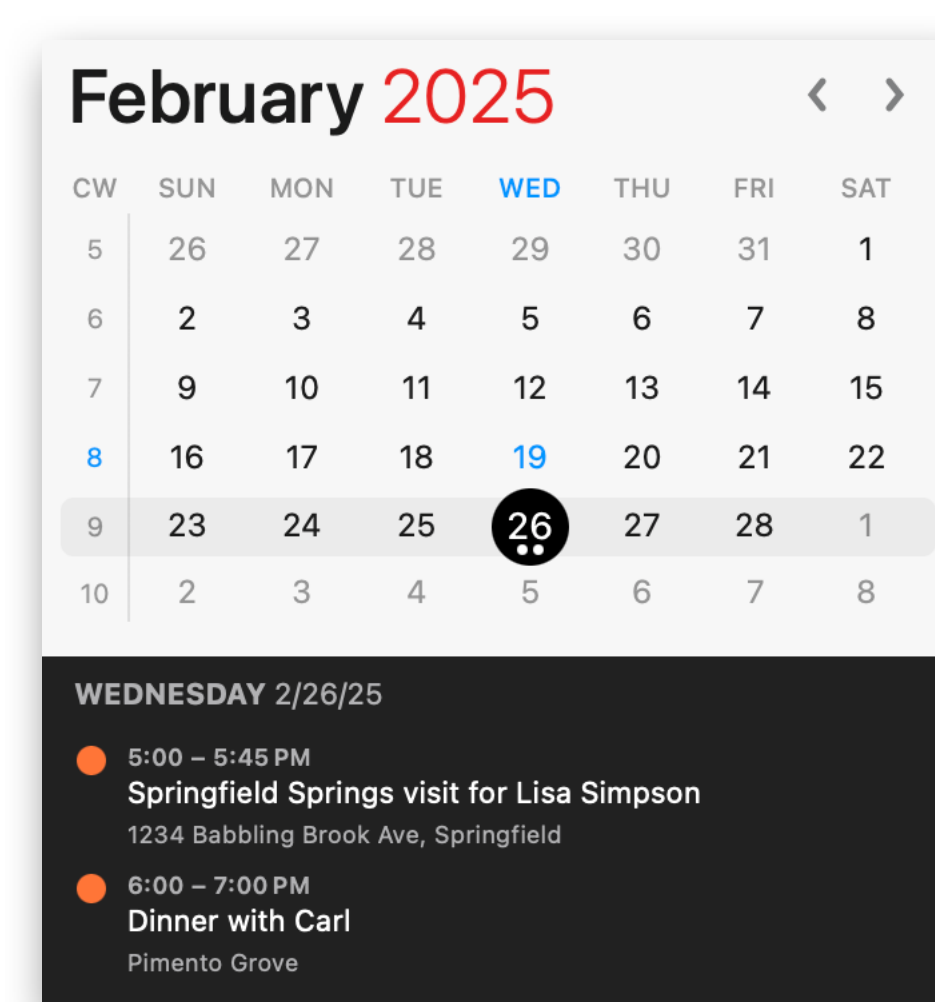
- ▶ Automatic scheduling
- ▶ Event recognition
- ▶ Advanced business logic

CRM Integration

- ▶ Omnichannel coordination
- ▶ Automatic updates
- ▶ Real-time monitoring
- ▶ TCPA compliance

Full Automation

- ▶ Conversational AI texting
- ▶ 100% lead coverage
- ▶ 24/7 responsiveness
- ▶ Infinite patience



CUSTOMER PERSPECTIVE

By having Lumin.ai follow up on our online leads, we have seen our appointment count more than double, while significantly increasing our sales conversion.

In addition, our Online Sales Counselor has more time to focus on and convert other lead sources.

This is such a win-win.



Ashley Link
Director of Marketing
Southern Homes of Polk County, Inc.

CONTACT LUMIN.AI

We would love to understand your sales goals and lead follow-up practices, to see how Lumin.ai can support your online sales counselor and entire sales team in achieving their goals.

Please snap this QR code to use Lumin.ai to set up a time to meet.



Brian Kernohan
Chief Revenue Officer
Lumin.ai, Inc.

