

# How Garman Homes Generated Over \$800K in Home Sales in 1 Month Using Frontdesk AI

<b>95%</b> Resolution Rate	<b>\$800k</b> Home Sales	<b>0%</b> Abandoned Calls
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Garman Homes is a homebuilder known for delivering a relationship first experience for every homebuyer. As the company expanded, their team struggled to manage the growing volume of inbound calls and leads while maintaining the personal attention each customer deserved.

In search of a scalable solution, Garman Homes partnered with Frontdesk AI to launch Maya, their AI-powered phone receptionist designed to engage, qualify, and book homebuyer appointments 24/7.

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## The Challenge

Before Frontdesk, Garman Homes relied on virtual sales ambassadors to answer and qualify calls. While well-meaning, the manual process led to missed discovery questions, inconsistent follow-ups, and lost sales opportunities, especially after hours.

“Every lead is an opportunity to connect and build a relationship,” said CFO Jake Kaplan. “But we weren’t satisfied with the inconsistency or the experience our customers were receiving.”

Each unanswered call represented thousands in potential revenue slipping through the cracks. Garman Homes needed a dependable, always-on solution that could separate high-intent buyers from routine or spam calls, and do it quickly.

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## The Solution

### Frontdesk AI Receptionist (Maya)

In early September, Garman Homes rolled out Maya as an after-hours assistant to test her performance. Within days, her accuracy and professionalism impressed the team so much that she became the first line of defense for every call that came in.

Maya delivered:

- 24/7 call coverage: ensuring no lead was ever missed, even on weekends.
- Automated qualification: identified real buyers vs. routine inquiries and flagged buyers to the sales team.
- CRM integration: syncing data with HubSpot via Zaps for seamless lead tracking.
- Smart routing: instantly creating warranty tickets and forwarding qualified leads to human sales ambassadors.

Our team's quick implementation and real-time optimization made the transition seamless every issue was resolved within hours, not weeks.

"It was scary trying something new," Jake said. "But the support was instant, and the results came almost immediately."

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## The Results (After Just 1 Month)

In only one month, Maya completely transformed Garman Homes' sales operations:

- **400+ total calls fielded**
- **80 qualified leads identified**
- **10 appointments booked**

- **2 home sales closed: generating over \$800,000 in home sales**

Beyond the numbers, Maya improved customer experience and team efficiency:

- After-hours leads were captured instead of lost.
- Warranty requests were handled automatically and routed instantly.
- Sales ambassadors now focus on nurturing hot leads instead of filtering calls.
- Customers engage with Maya naturally, many not realizing she's AI.

"Maya isn't just a receptionist," Jake shared. "She's our sales force—and the brain of our customer experience."

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