

TrueParity Case Study

26–30 Deals

Closed Per

Month

Structured Outbound Seller Lead Generation Agency

HBS Managed. Supervised. Scalable.



Client Overview

TrueParity

U.S.-Based Real Estate Agent Matching Platform

Market

Nationwide

First-Time

First-Time Outsourcing Model

Objective

Generate Qualified Seller Leads For Top Listing Agents

Initial Situation

Before HBS

- Founder handling seller outreach personally
- No outbound structure
- Inconsistent lead flow
- Limited scalability



□ Growth constrained by capacity

Infrastructure Deployed

Operational Infrastructure Implemented by HBS

01

Dedicated Outbound Calling Team

02

KPI-Driven Performance Management

03

500–900 Daily Dials per Seat

04

QA & Call Review Framework

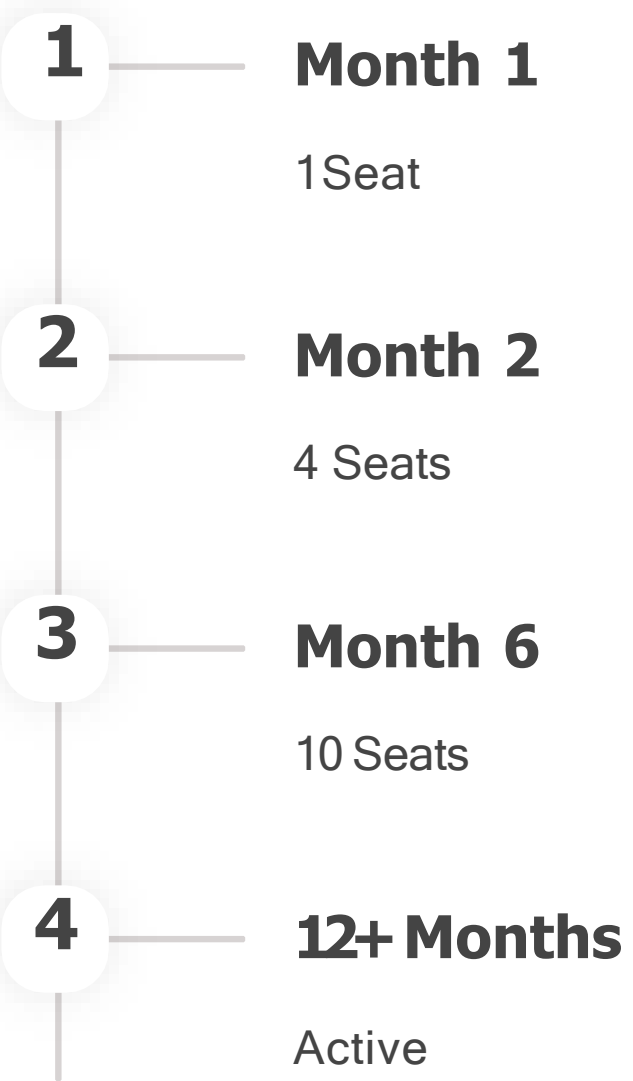
05

Structured Lead Qualification

06

CRM-Ready Lead Delivery

Scaling Timeline



Rapid operational expansion



Operational Performance

75K

Monthly Dials

400+

Qualified Seller Leads

6-7%

Close Rate

Qualified to Closed

26-30

Deals Closed

Per Month

Consistent monthly closings

Financial Impact

Conservative Estimate

Average Deal Profit: ~\$15,000

26 Closed Deals: ~\$390,000 Gross Monthly Revenue

Outbound Investment (10 Seats): ~\$24,000 / Month

15X–16X

ROI

Performance-based impact without commissions



Strategic Outcome

1

Operator-Dependent Model

2

Scalable Acquisition System

Revenue became system-driven, not founder-driven



Positioning

We Don't Provide Callers

We Build & Manage Outbound Structured
System

You Focus on Closing

We Build the Pipeline

Let's Build Your Pipeline

HBS Managed. Supervised. Scalable.

