

# HFO Investment Real Estate Optimizes Their Sales Processes with Geopointe.



Geopointe halves the time it would take us to pull a targeted list of comparable properties when we are doing rental comps.

**Jennifer Shuch**  
HFO Senior  
Research Analyst

## The Challenge:

- HFO needed a solution that allowed them to quickly identify key demographics and analyze geographic data across Washington and Oregon.
- Their sales team needed a location data solution to focus their efforts on neighborhoods with key demographics.
- Using a variety of Salesforce reports, the HFO team wanted to visualize their report data to create targeted marketing campaigns.
- HFO's executive team wanted a high-level visual of their sales territories so they could identify prime opportunities and optimize their efforts accordingly.
- Their consulting service needed a tool that allowed them to geographically analyze surrounding neighborhoods for their business customers.

## Why Geopointe?

- Geopointe's Automated Assignments feature allowed HFO to optimize their sales territories and assignment process using geographic data to identify opportunistic areas.
- The ability to filter Salesforce data allowed HFO to identify the best areas to focus their marketing efforts.
- Their executive team was able to get a high-level visual of their sales territories using Geopointe's Geo Library feature.
- Geopointe's Geographic Searching & Analysis added immediate value to their consulting service, allowing them to give business owners key data about their surrounding neighborhoods.

## The Results

- ✓ Geopointe was able to cut HFO's time spent pulling a targeted list of comparable properties in half.
- ✓ HFO's executive team was able to identify key locations that their sales team hadn't been hitting to help optimize their entire process.
- ✓ Their marketing team was able to use location data to guide their sales team towards optimal areas and away from neighborhoods with little opportunity.
- ✓ HFO's consulting team found immediate use cases as they were able to provide a local chain store owner with location data linked to an uptick in his store visits.
- ✓ As Geopointe continues to produce results, the HFO team continues to incorporate additional features into their business process and overarching strategy.