



Houwzer enjoys exponential growth over 7 years using Copper.

The real estate company has added 14 new teams and over 175 employees since its inception

Meet Houwzer

Launched in 2015, Houwzer’s founders had a lofty mission to “reimagine every aspect of the home buying and selling experience.” Now 7 years later, the new-model brokerage and mortgage company has grown quickly while making big waves in an industry that for years was notoriously slow to adopt new technologies. Houwzer has accomplished this feat partly by building an all-in-one technology platform that merges its brokerage, mortgage and title services into a single, end-to-end experience for its customers. In 2015, this type of consumer-friendly, online real estate experience was practically unheard of.

Houwzer’s leadership team continues to push the envelope on how business is done in real estate, from offering flat-rate listing fees (compared to the industry-standard percentage-based commission), to hiring salaried agents (versus a standard commission model), to its new all-cash-offer service that enables homebuyers to compete against deep-pocket investors and iBuyers.

An essential ingredient to Houwzer’s success has been its continued commitment to putting people and relationships first. A registered B Corporation since 2016, the company is recognized for “using business as a force for good,” a stance which is reflected in its core values of “trust, transparency, reliability, honesty, and expertise.” Copper has been instrumental in enabling the company to scale so quickly while maintaining a personal touch with their growing network — since day one.

14

teams across seven states

170+

employees, from a team of three

30+

software integrations on Copper

300%

increase in email open rates with Copper + integrations

In search of a CRM that wouldn't slow them down

Unlike many organizations that don't bring on a CRM until they're feeling some serious pain from dropped leads and disorganization, the Houwzer team knew they needed to get their tech stack right from the beginning. Their growth goals were aggressive, and as experienced real estate leaders, the 3-person team had a specific list of the tools they needed to achieve them — with VP of Sales & Client Experience Dave Speers leading the charge.

Dave joined the Houwzer co-founders in 2015 as the company's first official employee, and he knew from past experience that a CRM was critical to the fledgling company's future success. "I was coming down from a really terrible Salesforce experience at my previous company... It was part of the reason I ended up leaving that role," Dave admits.

On his wish list upon joining Houwzer was a CRM that was flexible and customizable enough to allow the company to grow its customer base and sales efforts rapidly. Other criteria for a CRM included affordability, robust automation capabilities, flexible software integrations — and perhaps most important, seamless native Google integration.



"Our CRM had to integrate with Google. That's what our entire team was using, and what all of our new hires would be trained on," Dave explains.

Using a CRM built around the same productivity suite would allow Houwzer's customer data to sync seamlessly in the background while agents focused on prospecting and growing their networks. Flexibility around how the platform could be customized to the business' unique processes was also essential.

Dave was concerned about the rigidity of traditional CRMs with the structure of pipelines and fields, plus the potentially costly nature of building out the customized sales programs on Houwzer's roadmap.

"I can speak firsthand to some of the other platforms that we looked at. I know for a fact that we wouldn't have been able to customize the CRM to our processes, especially at the speed that we evolved. It would have been impossible and/or cost-prohibitive to make that happen. Specifically Salesforce, Follow-up Boss, any of the real-estate specific CRMs just never would have held up over time," Dave shares.

It was also critical for whatever tool they chose to help set up their future agents for success with the company. With technology at the heart of their roadmap, this meant automating as many routine tasks as possible. "We knew that the more we could automate, the more accurate our data would be," he explains. And accurate data is everything when you're building massive growth campaigns.

Innovating alongside Copper

After trying out dozens of platforms, Dave and his colleagues were confident about choosing Copper. “Copper was phenomenally inexpensive, scalable, and superior to anything else out there. Because it was built with Google in mind, I knew I could commit long term.” Since he implemented the platform very close to the company’s inception, Dave has strategically built it out in alignment with their quickly evolving sales program.

As Houwzer has added new services, like its mortgage and title offerings, Dave quickly created custom pipelines for each one. With more agents joining the team nearly every week, maintaining high-level visibility into each pipeline is essential for the leadership team to keep everything on track. But Copper’s utility doesn’t end there. In fact, Dave looks to Copper as a model for tech innovation.

In the industry, “people tend to use real estate-specific software and systems, and quite frankly those systems are 5 years behind best practices across tech industries. We look to Copper for data science-backed best practices we can apply to the real estate industry. This keeps us on the cutting edge.”



So much so that Houwzer has evolved along with Copper as new features are released, from email templates to new integrations and a more robust reporting suite. He filled us in on a few of the features that have been a difference-maker for the company.

Winning with flexible integrations + automation

The platform’s flexibility isn’t just about customizable fields and pipelines; it also extends to integrations. Houwzer has added over 30 integrations to Copper, building out customized workflows around the company’s internal processes. They’re able to connect their extensive tech stack using Zapier and Copper’s open API. “One of the more powerful tools inside Copper is the workflow automation... especially with tools like Zapier, you literally can automate anything,” Dave notes.

With the team’s go-to tech tools integrated with Copper, they’ve automated the entire lead process, from follow-up emails, to appointment scheduling, sending forms and more. Houwzer has even automated its email surveys using Copper and integrations.

The powerful combination of Copper paired with email nurturing integrations has enabled individualized, 1:1 communication between agents and prospects or clients. Emails show up in a recipient’s inbox from the individual agent. People recognize that person’s name, and so the open rates have been 3 times what they used to see with generic marketing emails. Leads reply directly to their realtor, sparking a direct conversation.

“The ultimate goal is to keep that relationship alive, keep it real, keep it fresh. The software gets out of the way from being in the middle of that.” The team has plans to develop strategically targeted nurture campaigns built around these personalized email capabilities, and with initial results so high, the possibilities are promising.

Activity tracking on the go

Data accuracy has been a priority since the beginning, and Houwzer has been able to achieve this initiative thanks to Copper’s mobile app. With agents out in the field, the ability to access CRM from anywhere is essential. Dave reports that about 90% of the updating the sales team does today is in the app. “It’s one of the best CRM apps I’ve ever experienced in my life. It puts anything else I’ve seen to shame. Our agents rave about it in the field.”

One of the gaps Houwzer struggled with early on was tracking calls and text messages made from agents’ cell phones. Manual tracking of these communications was inconsistent and tedious, and a big barrier to accuracy. But since Copper introduced automatic logging of mobile calls and SMS, it’s made a huge difference.

What’s more, Houwzer’s agents have a 100% adoption rate on the mobile app, which is practically unheard of. Dave explains that the company’s unique business model of hiring real estate agents as salaried employees has made it much easier to reinforce consistent processes and systems. The team’s Copper mobile app usage speaks to the success of Houwzer’s model: Over 98% of the company’s users log in from the mobile app every week.

The numbers keep getting bigger

The past seven years have seen exponential growth for Houwzer, with Copper as an instrumental tool. “When we first got onto Copper, there were only 3 people at the company. Now, we have over 170 people. We had one team in Philadelphia, and now we have 14 teams in 7 states, from Philadelphia to Florida.”

The company’s clear vision from day one set them up to scale successfully, with a flexible CRM capable of evolving with Houwzer. “Without Copper, we would have never been able to scale to that level. For any startup to have the ability to customize pipelines, and customize processes, and fields — the customization that takes place, I don’t think we could have done it on any other platform because of their rigidity,” Dave explains.



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Dave Speers,
VP of Sales & Client Experience



And with the addition of new email nurture integrations powered by Copper, the potential for improved customer engagement is extremely promising. “We’re sending out 31,000 emails at a time, and 34-45% of those folks open and click those emails... it’s exciting to see what the long-term impact is, but early indicator metrics are really encouraging.”

After closing a [\\$118M Series B funding round](#) and launching all-cash-offer services to their customer base, even more growth looks to be on the horizon for Houwzer. Dave counts on Copper to handle that growth. “We don’t have any fear about its ability to scale with us — we’re not looking at a cliff where we have to start planning for a move because the technology isn’t able to keep up.” And that gives everyone peace of mind.

Looking ahead

Looking towards the future with Copper, Dave is particularly excited about building out campaigns that tap into the post-buyer journey. The team has plans to develop a very tight process for nurturing home buyers into sellers over the long term.

They’re also looking forward to using all of the data they’re beginning to populate from their new email nurture program to refine their targeting around buyer intent, and getting more granular with seasonal campaigns based on the feedback they receive. Copper’s custom reporting will enable the team to visualize that data and act on it as their programs evolve and scale.

“As we continue to grow, Copper is going to become even more essential,” Dave comments. “I’m excited to see where the future takes us.”

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Grow with Copper

Designed for relationship-centered businesses, Copper functions seamlessly in the background while you spend time on what matters: *people*.

Loved by over 30,000 companies, we're a Google-recommended CRM that powers real estate companies big and small.