Fast Growing Brokerage Relies on Lofty to Support National Expansion

"If you're a large, growing brokerage, I encourage you to consider Lofty as your platform of choice. We currently manage more than 500k leads through Lofty with no plans to slow down. Lofty has the massive scale we need to grow our business, the features our agents require to be successful, and the powerful technology backbone to support our commitment to innovation."

-Josh Miller, CEO and Co-founder of Epique Realty

OVERVIEW

One of the fastest growing brokerages in the 150 year history of Real Estate, Epique Realty boasts more than 3,000 agents across 36 states. Since January 2024, the company has grown 6x and relies on the award-winning Lofty platform to help hard working agents close more deals faster and effectively scale to support national growth plans.

Epique CEO and Co-founder Josh Miller keenly understands the essential role of technology in helping agents thrive and offers the most innovative and cutting-edge technologies to all Epique agents from the start. With a background in technology as an app developer, Josh established Epique.ai and a suite of custom AI tools long before AI applications became ubiquitous. Two years ago, when considering a switch from their current CRM, Josh and his team knew they wanted to work with a company that shared Epique's commitment to innovation. Lofty was the only choice. Powered by AI for nearly six years, Lofty's platform has proven time and time again to help agents, teams and brokerages automate time consuming processes, convert more leads and effectively grow the business.

AGENT PRODUCTIVITY STATISTICS

3000+
Active Agents Relying on Lofty

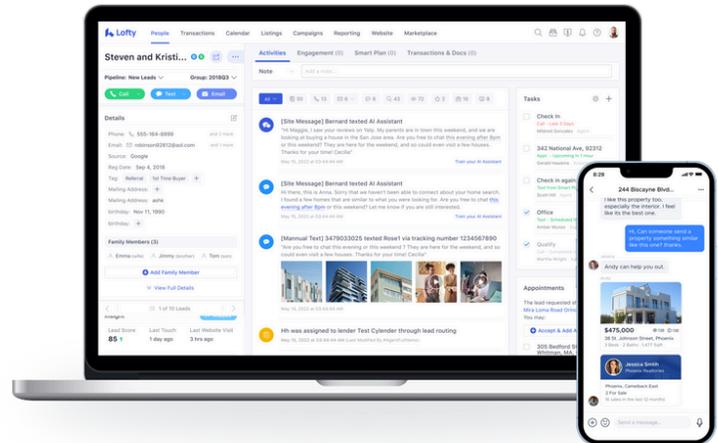**90%**
Increased Agent Adoption Rate

1000+
Hours of Manual Tasks Automated

> The best CRM is the one an agent will actually use. The intuitive user interface and robust library of relevant and helpful features make Lofty the undisputed leader in this space. Our agents – no matter what their technological capabilities – easily navigate the platform from day one. By automating time consuming, manual processes, the platform empowers agents to instead focus on revenue generating activities and customer service to ensure long term success.

LOFTY'S INTUITIVE USER INTERFACE DRIVES 90% AGENT ADOPTION

With his background as a real estate agent and former CRM trainer, Josh knew that the best CRM is the one that is easy for an agent to use, no matter their technological background, and includes easily accessible features designed to streamline an agents' day to day life. Having worked with Lofty's top competitors previously, Josh understood the limitations of these other platforms, often hard to navigate, cluttered with irrelevant features and counterintuitive to an agent's typical workflow. Immediately, Josh knew that Lofty's simple and intuitive user interface was essential to driving agent adoption. Today, 90% of Epique agents rely on Lofty, an adoption rate three times higher than with the company's previous CRM. While easy to use, the platform boasts compelling features and includes a substantial library of helpful applications from CRM to IDX to marketing automations designed with the busy agent in mind.
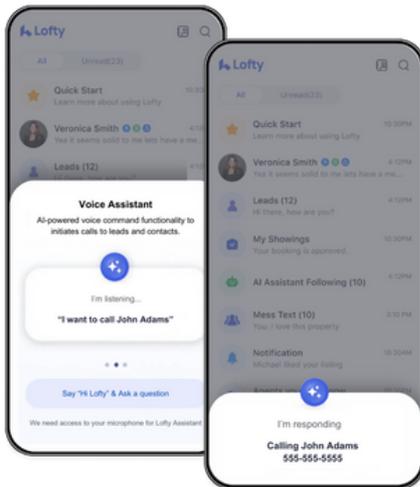
POWERED BY AI, LOFTY DELIVERS BETTER OUTCOMES TO DRIVE MORE BUSINESS

Another compelling Lofty differentiator is the use of generative AI. Epique agents regularly rely on Lofty Virtual Assistant to quickly qualify leads and seamlessly create content from email and text to social posts and blogs. With simple voice commands, agents direct Lofty Assistant to call, text or update a lead, empowering agents to conduct essential yet time consuming tasks on the go. And because the virtual assistant works 24/7, agents rest easy knowing they will never miss a call or opportunity to qualify a lead.

> While many platforms claim to be an "all in one" solution, Lofty can honestly tout this title, providing an end-to-end platform that is razor focused on offering the most important features a modern real estate professional needs to be successful. The attention to detail among the Lofty product development team is unmatched and the easy-to-use interface drives agent adoption faster than I've ever experienced.

Recently, an Epique agent in California received a showing request from a lead that came in through the website. Lofty Virtual Assistant had been communicating and scheduling with the potential buyer – via email and text - for over two months without the agent's engagement. During this time, Lofty's AI continued to learn and refine based on the interactions, to deliver better outcomes and help drive more business. In this case, the AI delivered a sales ready lead, paired with an ideal listing based on known preferences, helping the Epique agent successfully close the deal within 3 hours of showing the house.

From Epique Realty CEO & Co Founder Josh Miller

"Lofty has been a game-changer for our company. As an AI Developer, I know the power technology can have on your workflow and day-to-day business. Lofty has increased our showings, sales, and automated thousands of hours worth of work for our agents"

"Throughout my career, I have advocated the power of AI and its significant impact on businesses. As we experienced rapid growth, we knew we needed a platform that intuitively leveraged AI to support our hard-working agents and scale to meet our evolving business needs. Lofty has been on the forefront of AI development for years and it shows. Unlike anything else on the market, the Lofty platform boasts the most robust and valuable suite of features, underpinned by AI, to boost agent productivity and drive new business."

Lofty Streamlines Onboarding with Open API

Lofty also offers an Open API, empowering Epique to automatically onboard new agents and eliminate lag time. This has significantly helped get new agents up and running quickly and comfortable with the platform to drive results expeditiously. With a dedicated support team to manage questions or concerns as the company continues to grow, Lofty has been a true partner to Josh and the Epique team in navigating hurdles to ensure a consistent and seamless experience within the Lofty platform.

From streamlined Smart Plans to automate essential marketing activities, to easy-to-use IDX templates to help agents design a website that reflects a personal brand, Lofty offers everything a modern real estate agent needs to be successful.

> To learn more about how we help customers grow their business, visit our website at lofty.com