

# ORANGE COUNTY BUSINESS JOURNAL

## First Apartment Magazine, Now Software Lead Tracking Solutions Grew Out of Rental Publication

■ By DAN BEIGHLEY

Lead Tracking Solutions has been doubling its business each year with subscriptions to its software that allows sales teams to be more efficient.

The Costa Mesa-based company is primarily owned by Bill McCullough, the former owner of Apartment Magazine, a free publication found in racks throughout Southern California.

McCullough sold Apartment Magazine six years ago to MediaNews Group, a Denver-based newspaper group. Some of the proceeds from the sale was used as startup capital for Lead Tracking Solutions, a lead tracking and lead management software solution that can be used in all industries.

"We found a need for this coming from an advertising background," McCullough said. "We had a regional company competing against national publications and needed a product that could give our clients a true ROI on their ad dollars."

Brian Maguire, who is the company's national sales director, originally developed the Lead Tracking software.

The program keeps tabs on potential customers

Lead Tracking has 10 local employees and 20 overall. It plans to triple its headcount during the next year.

The company has a few thousand customers, which include Irvine-based apartment company Western National Group, Legacy Partners Residential, Standard Pacific Homes and Fort Worth, Texas-based homebuilder D.R. Horton Inc.

Customers pay \$200 to \$500 a month for the software, depending on how many people use it. Users are looking to save money on advertising and close deals faster.

The software identifies someone responding to an ad using a unique phone number listed on it. It keeps tabs on calls using caller identification and tracks their progress. Companies can now know which ad dollars are working and which are not.

Companies save money by dropping accounts that didn't receive enough calls, or good enough calls, according to McCullough.

"One obvious benefit is that you don't have to say, 'How did you hear about us,'" Maguire said.

fully automated means ideally nothing is lost from someone misplacing a name, Maguire said

All calls are recorded, which allows managers to better coach their sales people. "It leaves the sales people accountable," Maguire said.

The software allows companies to match their best salespeople with the best lead sources to optimize sales. It also can be used to adjust schedules to

### Software Developer Maguire:

"It knows your name before (the phone) even rings."



maximize times when calls come in most. The software is currently integrated with several leading CRM softwares such as Intuit's MRI, AMSI, Yardi and others.

Lead Tracking has some other products, including a scanner that is able to read the information off a driver's license and import the information directly into the system.

About \$5 million was invested into the company, of which the

responding to specific ads in newspapers, magazines, radio, TV, the Internet or even people walking into an office.

The goal is to make the sales process as efficient as possible by keeping detailed logs about what's happening at every stage.

Everything from where callers saw an ad to how well a salesperson handles the prospect is tracked automatically so companies can refine their efforts.

For the 12 months through June, the company had a two-year growth rate of 361%, ranking it No. 7 on our list.

Using unique numbers to identify where callers saw an ad has been done for some time. Using fully automated tracking throughout the process is newer territory. The company's patent pending technology also allows users to recognize callers who block their numbers from caller ID systems, which means nobody slips through the system, according to Maguire.

"It knows your name before it even rings at your desk," he said.

This recognition also helps salespeople better handle returning callers, who may be best handled by sales people trained for it with a different script. It also makes sure all leads are followed up. Being

majority came from McCullough and the rest from friends and family.

So far, Lead Tracking Solutions has only sold to the real estate, auto and medical companies but is rapidly expanding into other industries.

"Anyone with a sales force is prime," McCullough said.

The company's biggest challenge is managing the growth.

As for buyout offers, the company receives them. About one in every five meetings results in a buyout question, McCullough said.