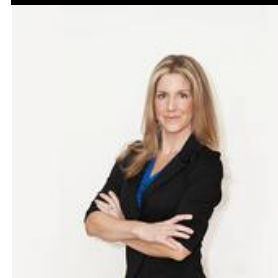


# CASE STUDY

## The Selling with CC Team



### The Client

*Selling with CC* is a realtor selling team led and managed by Keller Williams agent CC Underwood, a local North Florida realtor. CC and her team have a passion for finding people a new home, and selling their current home - fast.

### The Need

CC and her team wanted to grow their business and create a stronghold on the Jacksonville real estate market. They wanted to develop more home buyers and sellers, increase new home listings, receive more phone calls and close more deals.

### The Business Challenge

The Jacksonville real estate market is difficult and competitive and creates a challenge to differentiate oneself from the many competitors. CC did not want to alienate herself from her colleagues and friends in the business, but wanted to develop a program that would get her name and message out to give her a competitive edge. However, she was unsure that this could occur on radio, especially on a sports radio station.

### Problem Solving Solutions

1010XL developed a program for CC that we felt would accomplish her goals. First, we retained Dan Hicken, well known TV Sports broadcaster and 1010XL morning show co-host, as a spokesperson for her campaign. Dan would deliver live commercials during his show and record the campaigns commercials that would run throughout the day. CC would also participate and be heard on these commercials. CC also hosted a thirty minute weekly radio show on Sunday mornings for a six month period where she was the Jacksonville real estate expert, sharing tips and answering listener questions about their home sales/purchase process..

### Measureable Results

CC, and her team, began to see results instantly from the campaign. Phones were ringing, deals were being struck and, most importantly, houses were being sold. The *Selling with CC* team had a record year in 2014. The team increased year to year sales from 47 in 2013 to 100 homes sold in 2014. CC is extremely pleased with the results she has received from the station and has continued, and enhanced her relationship, for 2015.

**Home of the  
Jaguars**

