

How Revenue Automation reached every lead and found 21% net revenue.

HomeStory is a real-estate intelligence platform connecting movers with top-performing agents and mortgage lenders. The constraint was never supply — it was reaching and qualifying leads fast enough. An AI voice agent broke the connect ceiling and lit up a 21% net revenue line.

OUTBOUND AI VOICE | MORTGAGE & REAL ESTATE | LEAD CONVERSION | REVENUE ACCELERATION

70%

CONNECT RATE

+10%

QUALIFICATION LIFT

+21%

NET REVENUE (PROJECTED)

THE CHALLENGE

The leads were there. The connect rate wasn't.

HomeStory has built one of the most trusted intelligence and referral engines in real estate — \$6B+ in transactions powered, \$17.2M+ in customer rewards paid, 25,000+ top-performing agents in the network.

But every referral platform hits the same wall: speed-to-lead. Industry connect rates sit near 40%, and every minute a lead waits is conversion bleeding out. SDR scaling didn't pencil; email and SMS had plateaued.

THE APPROACH

An AI voice agent live in four weeks — integrations included.

OnProfit deployed an AI voice agent against HomeStory's full inbound lead flow — discovery, qualification, and warm hand-off in one conversation, inside the first-minute window human teams can't reliably staff.

Kickoff to launch was four weeks. Once live, the team ran weekly optimizations against transcript signal — objection handling, qualification logic, and routing rules tuned in flight.

WHAT WASN'T WORKING

Connect rates capped near 40%

Qualification tied to rep availability

SDR cost-to-reach didn't scale

THE RESULTS

Past the connect ceiling — into a revenue line.

CAMPAIGN, END TO END

70%

CONNECT RATE

~30 points above the
40% industry standard.

+10%

QUALIFICATION LIFT

Increase over the
pre-launch baseline.

+21%

NET REVENUE

Projected increase
from the campaign.

4w

TIME TO LAUNCH

Platform integrations included.

THE UNLOCK

Four operating shifts the AI voice agent made possible.

Voice doesn't just close — it operationalizes signal. Every conversation is structured data, and HomeStory turned that into a tighter loop across go-to-market.

LIVE ACROSS THE FUNNEL

FIRST

First-minute coverage

Every inbound lead got a real conversation in the window human teams can't reliably staff. No lead waited.

SECOND

Weekly optimization loop

Transcripts showed where leads dropped and which scripts converted. Script and routing changes shipped weekly.

THIRD

Path to full coverage

Marginal cost of one more lead drops to near-zero — full referral coverage instead of triaging callbacks.

FOURTH

Quality at scale

Brand voice and qualification standards hold across thousands of calls. Lenders get cleaner hand-offs.

“OnProfit runs the customer conversations we never had the capacity to have — every customer reached, no one falling through the cracks, and a funnel running at its ceiling instead of its average.”

JOHN PRICE • CEO, HOMESTORY

THE PATTERN

Demand was never the constraint. The minute nobody was free to call was — and that minute is capacity you can add.