



Melissa Helps Clik2Flip Boost Revenue and Subscriptions and Reduce Churn



Real estate investors are data hungry. When seeking an investment property at a good price, or a promising building to fix and flip, real estate investors need to know the property details – in order to make good sound investment decisions. That's why they're interested in knowing the property's history, ownership, neighborhood value, in comparison with nearby buildings, and much more.

Clik2Flip is an online value calculator that makes the job of real estate investing easier. "But", says Clik2Flip founder Jon Crosby, "the technology couldn't work without a database and accompanying technology robust enough to provide key answers to essential investor questions."

"Typically, real estate investors drive around looking for likely opportunities—say, an empty building that might be available, or one that's neglected indicating a possible purchase at a good price," Crosby says.

"When I started Clik2Flip I wanted to create a tool that would provide these investors with the data

“ Using Melissa has helped us increase monthly active subscriptions by about 10% every single month for the preceding year, and reduced churn by nearly 60%, all by providing higher quality data to our customers. ”

– JON CROSBY, CLIK2FLIP FOUNDER

they needed to evaluate investment properties, but I needed a rich data set that would provide our subscribers with information to make an informed opinion about a particular property."

THE CHALLENGE AND OPPORTUNITY

While real estate property investors or flippers still drive to seek out likely acquisitions, there might not be a legible street address or discernible ZIP code. There's no apparent way to know the owner's name or mailing address, let alone the assessed value and square footage of the property.

Crosby turned to Melissa and its exclusive Personator tool set to provide the data that real estate investors crave.

Using geolocation and a rich database of personal and location information, Melissa's Personator verifies the names that correspond to addresses, along with email addresses and phone numbers. Personator also adds demographic data, including whether the occupant on site is a renter or owner, length of residence, household income range, and occupation.

The tool provides last-sale information, and can even assess if the property is occupied—very valuable insight for investors who must assess an owner's willingness to sell.

"Critically, Personator also retrieves pertinent data about credit and debt. While it's optimized for debt recovery applications, it's also perfect in assessing financially stressed properties that are key acquisition targets," Crosby says.

THE SOLUTION IN ACTION

Clik2Flip, integrated with Personator, now can instantly locate and analyze flip candidates, rentals, and vacation rentals, retrieving the best investment metrics with no data entry required. Its comparable analysis suggests "after repair value" (ARV), with added market and property insights and investor summary reports.

Using Melissa's geolocation and advanced address lookup, a Clik2Flip subscriber can quickly see key property data such as size, age, number of bedrooms and bathrooms, and more. Moreover, Melissa leverages comparable nearby values, so Clik2Flip subscribers can make realistic offers..

"An investor who's 'driving for dollars' loves to see a house that's covered in weeds, because it's clear that it's begging to be acquired at a low price," Crosby notes. "But with Personator plus Clik2Flip, he or she can find out so much more. By simply standing in front of a property, you can get ownership, property worth, potential return on investment, and contact information to reach out to make a reasonable offer."

In the future, Crosby intends to use Melissa to integrate with a direct mail solution, automatically contacting property owners with personalized

postcards to inquire if a property is for sale. It's a perfect illustration of how APIs and technology integration coordinates capabilities across channels and platforms.

AN IMPRESSIVE ROI

Any analysis of a company's adoption of new technology must justify its costs against results. The results for Clik2Flip have been impressive. Crosby says that using Melissa and Personator has more than paid for itself, and then some.

"Melissa has helped us achieve double revenue growth every few months over the last year," Crosby notes. "Melissa allows you to see the underbelly of a property. It tells a richer story of what an investor is looking for and what he's looking at. That's what our customers want, and with Melissa we're delivering it."

About Clik2Flip:

Clik2Flip provides real estate investors simple, fast and affordable tools so they can focus on acquiring successful properties. Clik2Flip's app allows investors to instantly review the most important investment metrics such as cash flow, repair costs, debt service coverage, HOA fees, market comparables and cash on cash. For more information, visit www.clik2flip.com.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).