



BALLAST REALTY GROUP

"Real estate is a business of opportunity. If a client calls and doesn't get an answer, that's a lost opportunity for us. With Speakeasy Hosted Voice, our clients always get service in real-time, whether it's during business hours or not. Our transaction volume has skyrocketed because our people are out selling – instead of sitting in their offices checking voicemail and waiting for people to call in."

— Megan Kopman, **Founding Principal**

Founded two years ago, Ballast Realty is a thriving residential real estate brokerage located in the South End area of Boston. Ballast's business ranges from representing individual buyers purchasing condominiums to representing developers of large multi-unit projects. They also offer sophisticated consulting services to developers and help investors source and acquire distressed properties. With varied backgrounds in the corporate world, the founders of Ballast understand the need for world class systems in order to efficiently serve their client base of busy professionals, investors, and developers.

SAVINGS

**CHALLENGE**

With only five agents, but poised for growth, Ballast wanted big business functionality at a small business price. They ruled out the large up-front investment of a PBX and started looking into VoIP.

**SOLUTION**

With Speakeasy Hosted Voice, Ballast enjoys advanced capabilities with effortless maintenance and scaling. "When we bring on a new real estate agent, Speakeasy sends us a phone, we plug it in, and it's already fully customized to that agent," says Kopman.

**RESULTS**

At **less than half the cost of a PBX** system, Ballast enjoys top quality phone service. Plus, Hunt Group and Auto Attendant features eliminate the need for a dedicated receptionist and enable virtual appointment lines to market multi-unit developments.

SERVICE

When they decided to go with VoIP, Ballast's first priority was call clarity. They tried another VoIP provider before Speakeasy and were disappointed with both the voice quality and the service.

With a voice-optimized nationwide network and complete Quality of Service management, Speakeasy protects customers from the call quality issues common with other providers.

"**Voice quality has been perfect and service has been excellent**," says Kopman. "Speakeasy customer support is very proactive and great at figuring out creative ways to meet our needs."

COMPETITIVE EDGE

Real estate is a local business. It needs to feel seamless and convenient to clients. If a client has to click even one extra button on a phone tree, they may hang up and take their business elsewhere.

With hunt groups and advanced call forwarding from Speakeasy, clients never have to wait through a phone directory. They get connected immediately to a real person who can answer their questions.

"The phones can follow you wherever you go," says Kopman. "Speakeasy allows us to **sell as much real estate as a 20 person office does, with just the five of us.**"

Headquarters: Seattle  
1.800.556.5829

Sales Office: Washington D.C.  
1.866.575.4941

