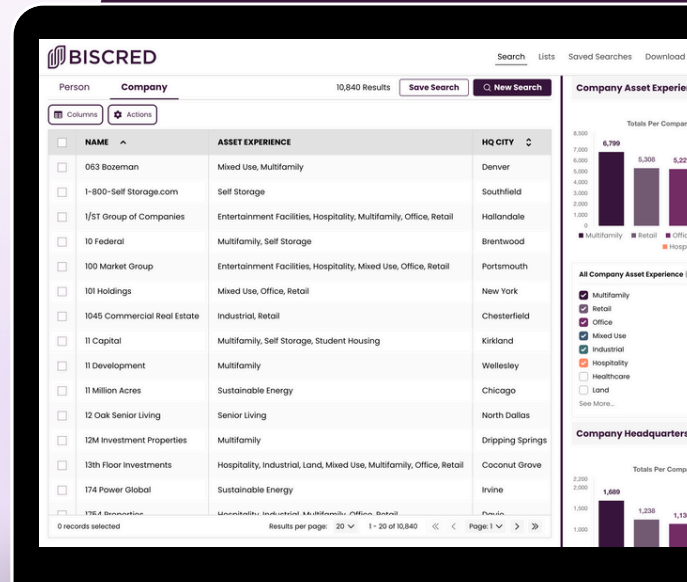


CASE STUDY

\$600K in New Business in 3 Months

Learn how our client leveraged CRE-specific industry and asset information to locate new multifamily prospects who need insurance.



Challenge

A leading insurance brokerage needed a more efficient way to identify and connect with multifamily real estate prospects. Traditional prospecting methods were time-consuming and lacked the precision needed to target the right clients.

Solution

Leadership leveraged Biscred's commercial real estate database to pinpoint high-value prospects using CRE classifications and building count filters. The platform's accurate contact data allowed their team to engage decision-makers with confidence.

Impact

In just over three months, Biscred has driven \$600,000 in new business for the insurance brokerage. The ability to quickly and accurately find multifamily prospects has streamlined their outreach and accelerated deal flow.



"Finding prospects in the multifamily space has never been easier. Biscred is a no-brainer if you're doing business in commercial real estate."

Newfront Insurance
VP, Real Estate & Development

Solution Deep Dive

Leadership used Biscred to discover owners, operators and developers in the multifamily and affordable housing sectors. They identified key decision-makers to include in their email campaigns and digital advertising efforts.



People Job Titles
Enter Job Title. +

Company Asset Experience

- Hospitality
- Industrial
- Infrastructure
- Land
- Life Sciences
- Mixed Use
- Multifamily

Company Industries (5)

- Private Equity
- Real Estate Investment Firm
- Real Estate Investment Trust (REIT)
- Developer
- Operator
- Architect
- Engineering

All Seniority (6/8) 20,421

- Founder 4,026
- Partner 3,523
- Chief Executive Officer 3,011
- Principal 2,640
- Chief Financial Officer 2,243
- Other C-suite 1,734
- Chief Operating Officer
- Chairman

See More...

Search Summary

Seniority

Totals Per Seniority

Seniority	Count
Founder	4,026
Partner	3,523
Chief Executive Officer	3,011
Principal	2,640
Chief Financial Officer	2,243
Other C-suite	1,734

Save People to List

Existing Lists | New List

List Name
Multifamily Decision Makers

Clear selected results after submit.

Cancel Submit

Discover

Biscred's criteria search makes finding decision-makers within commercial real estate easier than any other prospecting tool on the market. Select from CRE-specific industries, company and contact asset experience, property count, and more to make sure your search always returns the right results.

Identify

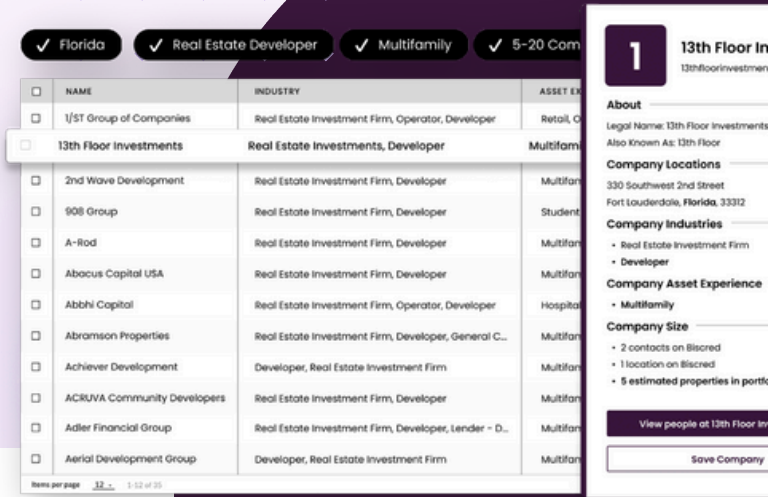
Identify key decision-makers from your target audience at a glance. Use the search summary tool to quickly view the breakdown of your results. Further, narrow your search by any filter criteria using the right panel.

Target

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

At a Glance

Finding the right leads in commercial real estate is time-consuming. That's why we made Biscred.



Search Criteria Made for Navigating CRE

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

Industry

Developer, operator and 30 more

Seniority

5 seniorities and 35 job titles

Asset Class

Industrial, multifamily and 20 more

Company Size

Number of employees

Geography

Region, state, metro and city

Property Count

Number of buildings

The data points you need to drive growth:

- First & Last Name
- Email Address
- Phone Number
- LinkedIn Profile
- Job Title & Seniority
- Company
- Industry
- Asset Class
- City & State



"Biscred has increased the number of qualified leads within my ICP by letting me search by specific criteria like industry, asset experience, and property count. It's a **huge upgrade to my targeting strategy.**"

Director, Sales

Empowered Buildings

