



## How Riverside Homebuilders is converting more website leads into signed contracts



**33%**  
engagement rate  
with the chatbot

**8**  
leads per 1,000  
web visitors, 2x  
the industry avg

**50%**  
appointment-  
to-contract  
conversion rate

**300+**  
weekly chatbot  
conversations



Having an Atlas chatbot has been very helpful and worth every penny! We've seen a **73%** increase in leads generated over the last three months from our bot, and almost **8%** of our leads are converting into contracts. That's over **60%** higher than some of our other lead sources thanks to the very highly qualified leads from the bot.

**Rachel Morton**

Online Concierge, Riverside Homebuilders

Riverside Homebuilders wanted to save their employees from having to engage in repetitive conversations with prospective home buyers on their website, while also helping to move shoppers down the customer journey toward appointments and signed contracts.

AtlasRTX implemented a chatbot across the Riverside Homebuilders website. This chatbot:

- Engages in conversations 24 hours a day with real-time translation in over 100 languages
- Answers questions instantly about communities and model homes
- Helps home shoppers schedule model home visits and appointments
- Allows for live human engagement farther down the customer journey

Riverside Homebuilders uses these AtlasRTX solutions:

**MarketingRTX**

  
[atlasrtx.com/homebuilding](https://atlasrtx.com/homebuilding)

Riverside Homebuilders is seeing incredible engagement with their chatbot over the last few months. The bot is generating almost 8 leads per 1,000 web visitors and a 50% appointment-to-contract conversion rate, more than double what other homebuilders are seeing. The chatbot is engaging over 300 conversations a week, saving their sales staff countless hours to focus on closing more deals with pre-qualified buyers.