

# PROPERTY FINANCE SUCCESS: HANK ZARIHS ASSOCIATES

Expanding Horizons, One Brick at a Time

FOR MORE INFORMATION. CONTACT US



+44 (0) 20 3889 4403



contact@hankzarihs.com



Broxbourne, Essex

## **ABOUT CILENT**

Hank Zarihs Associates, led by Managing Director Shiraz Khan, started with a mission to revolutionize financial intermediation.

Specializing in development and investment funding, they provide fast, customized solutions for every project. Their deep market expertise and thorough due diligence ensure that projects are presented perfectly to satisfy lending institutions With a streamlined process, Hank Zarihs Associates makes getting funding quick and hassle-free, so developers and investors can focus on what they do best. Their commitment, knowledge, and passion make them a trusted partner in helping clients achieve financial success.



### **Client:**

HANK ZARIHS

### Year

2008

### **Category:**

Financial Service

### **Revenue:**

\$500k - \$1M

## **PROBLEMS**

As a small organization, Hank Zarihs was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

### 1. Reaching the Right Audience

The sales team needed help to connect with the right decision-makers in the property development sector.

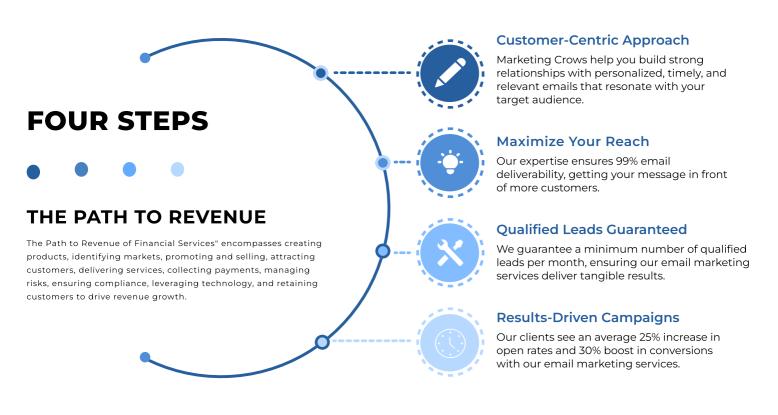
Despite having a strong product portfolio, their messages did not reach those seeking funding solutions.

#### 2. Generating High-Quality Leads

Generating a steady stream of high-quality leads was another significant challenge.

#### 3. Resource Constraints

The senior team was already stretched thin with managing ongoing projects and maintaining client relationships, leaving little time for consistent marketing efforts.



## **SOLUTIONS**

Marketing Crows built the revenue growth strategy for HankZarih's associates, and we delivered a fractional sales team to help find their first of many customers. We implemented our proven Get More Growth method.

### 1. Define your Value

Our philosophy is to not only sell your product but also to inspire and captivate the audience. We identified the value proposition and how to communicate it to the market.

### 2. Setup a Perfect Cold Email Structure

We created a well-structured cold email framework that ensured a 90% email deliverability rate. By focusing on email hygiene, personalized messaging, and strategic timing, we maximized the chances of our emails reaching the inboxes of potential clients.

### 3. Focus group

We identified the Ideal Buyer profile, their industries, motivators, and business profiles.

### 4. Structured Email Strategy

We designed and executed a structured email campaign strategy that aligned with the client's sales goals.

## **BENEFITS**

Marketing Crows identified loopholes in the outreaching strategy and replaced them with a Multichannel Direct approach. We delivered 20 Booked sales calls monthly helping them close \$1M in the first 3 months.

### VISITE OUR WEBSITE

### https://marketingcrows.com/

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Working with Salman Tahir has been great, he's a pleasure to work with! He's extremely knowledgeable and always comes up with great ideas. I'd recommend Salman to anyone!

#### **SHIRAZ KHAN - MANAGING DIRECTOR**





### A Partnership between





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