

WISE WHATSAPP SALES AGENT

Every real estate lead answered in seconds, day or night.

An AI sales agent that works the developer's WhatsApp line: it answers, profiles each lead, shares real availability and prices, books the visit and hands the lead to an advisor with the context written.

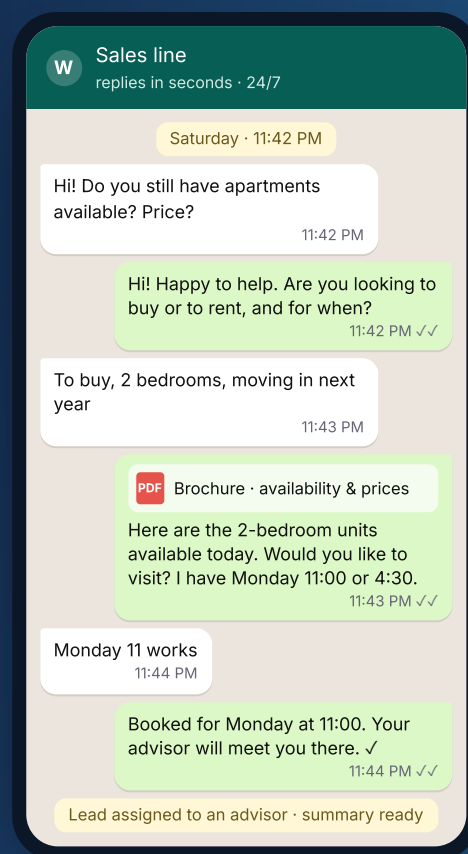
WhatsApp Business

Live inventory

Advisor calendars

Lead CRM

Live since Aug 31, 2026



Illustrative conversation, translated

CUSTOMER
Real estate developer

LOCATION
Northern Mexico

PROJECTS
5 on the market

MAIN CHANNEL
WhatsApp, from Meta ads

FIRST TWO MONTHS · AUG 31 – OCT 22, 2026

577

leads handled

5.6 s

median time to write a reply

53.6%

of lead messages arrived outside office hours

91.7%

of leads assigned to an advisor

0.5%

of leads asked to stop receiving messages

Executive summary



Every lead answered in seconds, day or night

More than half of the messages arrive when the office is closed.



Leads profiled and visits booked on the real calendar

Budget, timing and intended use, one natural question at a time.



Warm leads handed to advisors with context written

What they want, what they were told and the next step.

Time to first answer

Before Wise

Hours, or no reply at night and on weekends

With Wise

**5.6 s**

Median time for the agent to write a reply. 9 in 10 replies are written in 9.1 s or less.

53.6%

of messages arrive with the office closed

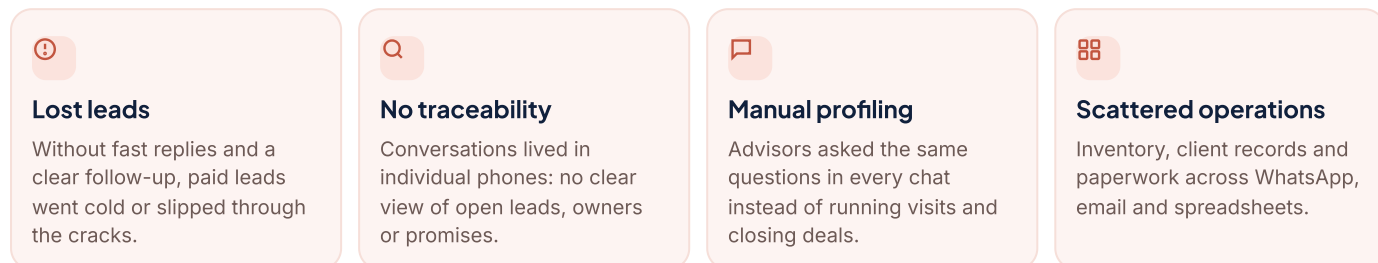
24/7

every one of them gets an answer

THE CHALLENGE

Paid leads that went cold

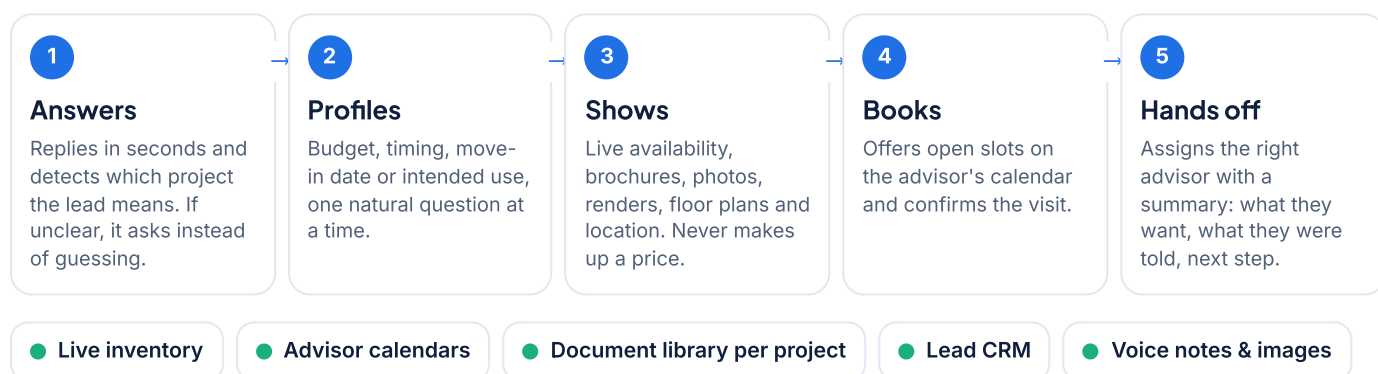
Meta campaigns for five projects with very different rules, all sharing the same phone numbers and the same sales team. Leads wrote at night and on weekends, and many waited hours for an answer. Some never got one.



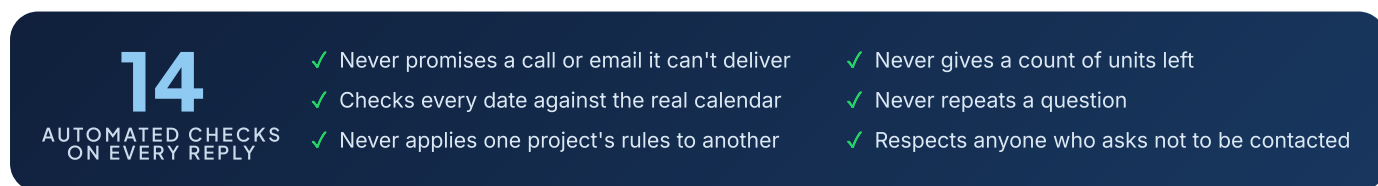
THE SOLUTION

A sales agent that works the line 24/7

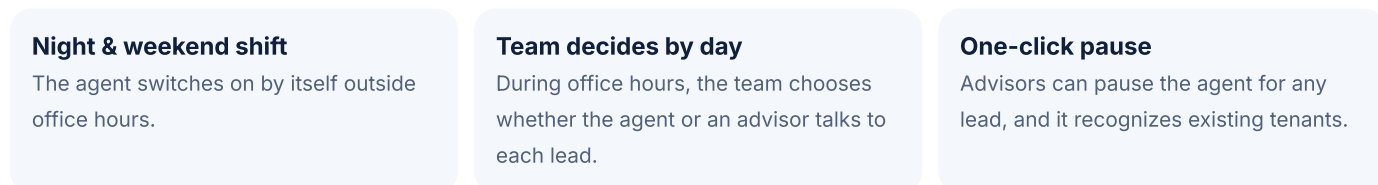
Built into the sales team on WhatsApp Business, connected to the systems the team already uses.



15 connected tools



People stay in control



RESULTS

Two months of live operation

• Live data · August 31 – October 22, 2026

2,631

lead messages received

577

leads handled

686

agent replies at night and on weekends

9 in 10

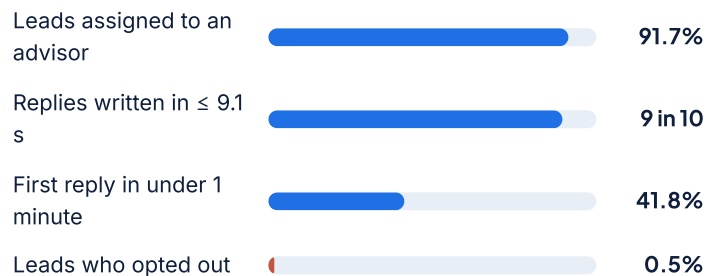
replies written in 9.1 s or less

When leads write



Outside office hours: before 8:30 a.m., after 5:30 p.m. or on weekends. During office hours the sales team leads; the agent covers the rest of the day.

How the line performs



5.6s

median time to write a reply

3.2

profile data points captured per profiled lead

Who answers first, around the clock



From message to advisor

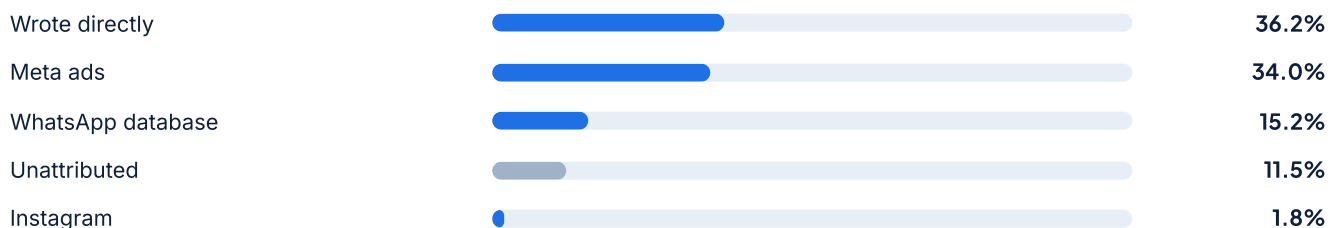
2,631 lead messages

577 leads handled

≈529 assigned to an advisor (91.7%)

3.2 profile data points captured per profiled lead.

Where the leads came from



BEFORE AND AFTER

What changed for the sales team

AREA	BEFORE WISE	WITH WISE
Response time	Hours, or no reply at night and on weekends	Seconds, 24/7
Lead tracking	Scattered across phones and chats	One CRM with every conversation, source and stage
Profiling	Done by hand in every chat	Captured automatically, project by project
Booking visits	Back-and-forth messages	Booked on the advisor's calendar from the chat
Handoff	Advisor reads the whole chat	Lead arrives with summary, profile and visit ready

The platform around the agent

 Lead CRM Live conversations and lead sources	 One-click quotes Sent straight to the chat	 AI-prefilled appointments From the conversation
 Rental & sales inventories Kept separate, always current	 Sales & inventory dashboards For the commercial team	 CRM sync & remarketing Two-way sync; WhatsApp campaigns; brokers see inventory only

In numbers

577 leads handled in two months	686 replies at night and on weekends	5.6 s median time to write a reply	91.7% of leads assigned to an advisor	0.5% opted out
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CONCLUSION

More than half of this developer's leads write when the office is closed. The agent makes sure **every one of them gets a fast, accurate answer**, and the sales team starts each conversation with **a profiled lead and a booked visit** instead of a cold chat.

See it on your own sales line

Live in weeks on WhatsApp, voice or email, connected to the systems your team already uses.

Book a demo

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