



ReeceNichols of South Central Kansas is an independently owned and operated member of the Reece & Nichols Alliance. The company delivers rewarding real estate services for commercial, residential, retail, auction, farm and ranch buyers and sellers, seeking to exceed expectations for its customers.

## CHALLENGE

ReeceNichols needed a way to communicate with and educate its network of agents at scale – not only without taking time away from productivity, but also in a way that helped agents increase productivity and revenue.

**“Using Ninja Selling Systems and Ringorang together allows us to keep dozens of our agents plugged in every day. There’s no way we could do that otherwise.”**

Richelle Knotts, President  
ReeceNichols of South Central Kansas

## SALES ENABLEMENT

# Engaging a Region of Agents at Scale



## SOLUTION

To create the critical real estate content they needed, ReeceNichols teamed up with Ninja Selling Systems, the industry's leading sales performance and training provider. To deliver it, they turned to Ringorang. Motivational nudges and quiz-style questions reinforced real estate best practices and helped agents apply them during their workday. With content broken up into micro-engagements, agents also didn't need to take valuable time away from productivity to engage. Every interaction took just one minute.

## RESULTS

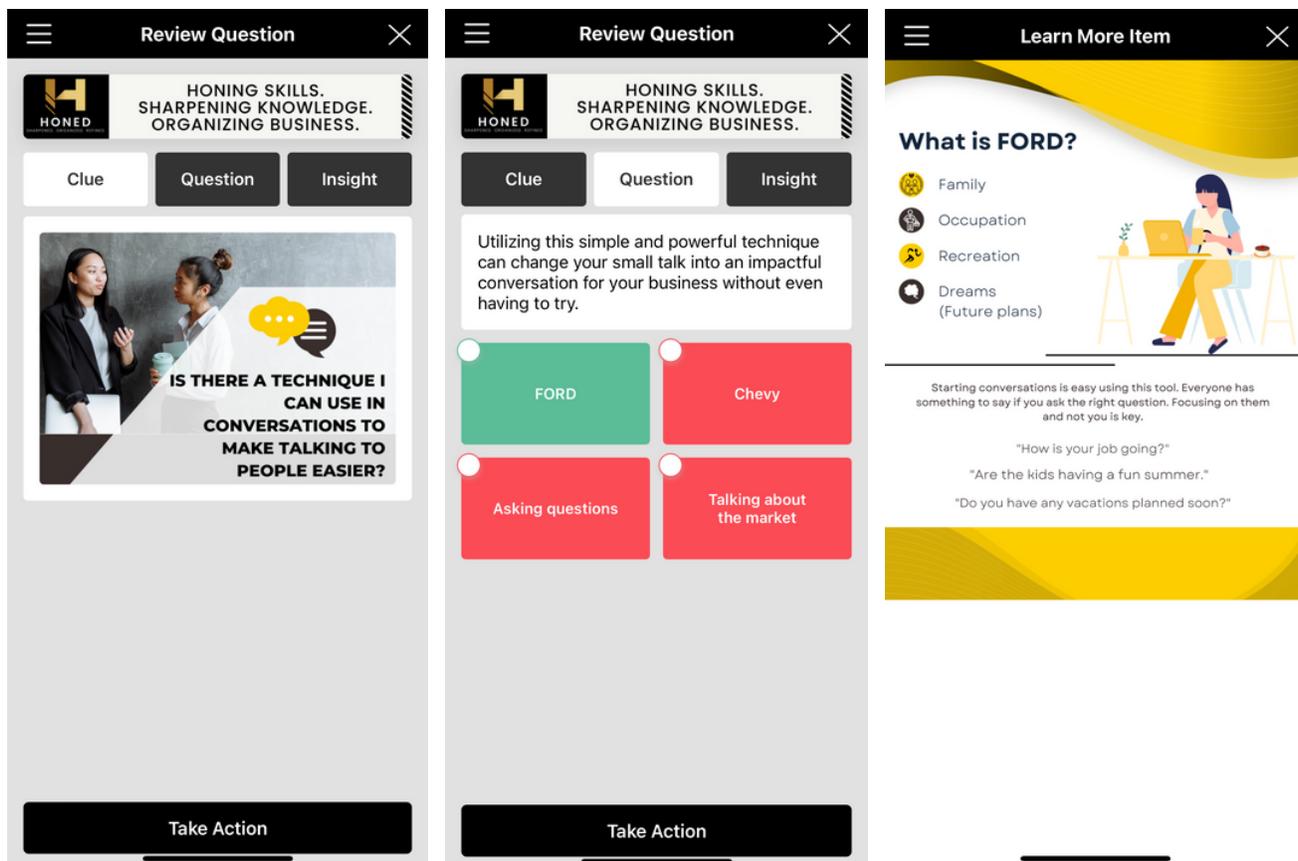
Seventy agents engaged with the Program over the course of 15 weeks (and counting), resulting in 81% recall and an average of 32 engagements per agent. Agents also returned to the app to engage with Ninja's and ReeceNichols' micro-tutorials on their own time without being nudged – at 49% of the time (3X the norm), highlighting the quality of Ninja's content.

In a down market year, when agents shift out of brokerages regularly, ReeceNichols' brokerage didn't lose a single agent, which they attribute to this unique support.

## SALES ENABLEMENT

# How Ringorang Drives Performance

Ringorang's performance framework begins with our patented play pattern and microlearning delivery system – built into the software to get repetition into the workday without taking time away from productivity, so you can see a real Return on Learning (RoL).



Start with a Clue

Answer a Question

Get an Insight

**"The app makes it so easy to get coaching over and over again. It's hard to imagine a better way to get these kinds of reminders in my day without taking a lot of time."**

Jessika Mayer, Agent  
ReeceNichols of South Central Kansas