

HOW KING INVEST SOLUTIONS ACHIEVED 50% ANNUAL REVENUE GROWTH WITH AMOCRM

Photo: Richard Simmons, President of King Invest Solutions

// TL;DR

Implementing a CRM for financial consulting firms helped King Invest Solutions streamline their business process and achieve 50% annual revenue growth.

Background

King Invest Solutions is a financial consulting company that offers a wide variety of wealth building options, investment strategies and financial expertise. Their company offers assistance with residential & commercial real estate financing, business funding, personal lines of credit, and capital procurement.

Richard Simmons — the President of King Invest Solutions, has a background in financial services. For 50 years, he was a loan officer and throughout his career, Richard made a lot of connections and established a nice network of resources. He explains how it all started: "My wife and I, six years ago, decided to start a company and make it a one stop shop."

His primary role is running King Invest Solutions: obtaining new clients, client management, and business process management.

King Invest Solutions is a financial consulting firm offering a wide variety of wealth building options, investment strategies and financial expertise. [Find out more about King Invest Solutions >](#)

Richard emphasizes that the company helps people who are looking to purchase their first home and provide them with all the resources. "If the people need credit repair, we help them get their credit up to par. If they're looking for financing, we help them structure and package their file to be able to qualify for whatever type of loan or purchase they're trying to accomplish."

In addition to that, King Invest Solutions helps individuals to become investors. "We help them get access to other types of funding after they get their primary residence where it could be private capital, hard money, unsecured funding, commercial lending. We also help our clients get access to contractors and attorneys."



Richard Simmons — the President of King Invest Solutions

With a huge network of collaborating partners, Richard says, "I'm like the liaison between the client and the collaborating partner and I'm providing them support along the way."

The goal

With regards to the company's goal, Richard says, "My mission is to create homeowners — many people are afraid, especially within my community. I'm African American and I want to help," he continues, "I want to help people who don't have the resources and don't have access to information. I want to help them understand that they can do anything."

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Richard explains that since many people are afraid of what they don't know and don't understand, giving them confidence is one of the most important factors. "We provide them with confidence first because we believe that if you have the confidence, then it's easy to provide the resources."

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Although the company's goal is to help create homeowners, they also help people to start businesses. Richard adds, "We're trying to build up certain impoverished communities. We're looking at doing developments in Inglewood, California, certain areas that may be underprivileged and so forth."

The challenge

When Richard's business started to grow, tracking all clients via Google products became difficult. "I had a young lady come in and I paid her to organize my company," he explains, adding, "Although she told us about Google Sheets, Google calendar and so forth, we had a lot of paper documents, tons of files and things."

He explains, "I wanted to streamline the process more. I wanted to be able to have a handle on my clients. I wanted to increase my level of service."

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What was more challenging is keeping track of clients. "I realized that you drop the ball and you forget things. I could totally forget the client because right after I met them, I would meet someone else," Richard explains.

In search for a CRM for financial consulting firms

One of Richard's associates knew about amoCRM and introduced it to the company. This is when Richard decided to take a look at a CRM for financial consulting firms. He shares his first impression: "When I saw amo, I'm like 'wow' I can pretty much mimic what I was trying to do with Google Sheets." He adds, "I can have different pipelines in different stages within the pipeline. It was a way to be able to see things."

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Moreover, Richard acknowledges, "I was extremely blessed because I think I've had amoCRM maybe for two or three years now."

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How King Invest Solutions achieved 50% annual revenue growth with amoCRM

#1 Acquiring leads via amoFORM

As in any business process, it all starts by acquiring leads. Richard explains that one way the company gets leads is by directing the majority of their clients to their website which has a form. "We have a form on our website, you click it and upload your information. It all goes right into your CRM as incoming leads."

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He continues, "I like the fact that the client can just go to my website, plug in their information and then it appears in the CRM as incoming. Whatever comes up in the CRM — we see it coming."

#2 Tracking process through several pipelines

Once the lead appears in Richard's amoCRM account as an incoming lead, he explains that they fill out the information needed for the client, including their goals. From there, the tracking process begins.

The lead moves to the pipeline known as "Prospect." At this stage, Richard explains that they do a consultation with them and identify what help the leads are looking for. This could be getting their credit review done or financial planning. Once it's done, the leads are moved to the next pipeline which they call "Intake."



The King Invest Solutions team

Richard clarifies, "Intake is when we're onboarding the client and they're providing us with whatever documentation is needed. If they need credit repair, if they're looking for FHA financing, whatever that is, we're making a request for the documents. So we're tracking that process through our Intake." He adds, "With this CRM, I can track the process. It definitely makes it much more efficient and more streamlined. And I'm not even at the peak of efficiency yet."

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Once they gather all the client's documents, they move from "Intake" to the "Credit" pipeline. "Once it's through the end of the 'Credit' pipeline, we know automatically at that point that this person is ready for financing. Now we can move them to the FHA financing pipeline." Richard continues, "amoCRM is a good way to bring your leads and to track your leads. It has taken off a lot of the pressure for me."

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#3 Managing leads via different tags

Even more useful than pipelines Richard finds tags. By adding a tag to a lead, it gets even easier to manage leads in amoCRM. He provides some examples: "If someone comes in as a prospect and they want credit and they're looking to get a home, I'll put a 'credit' or 'FHA financing' tag."

Richard explains, "I'm in the Intake pipeline right now. And I can look at any client and see in the tags everything they want to do."

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The result

Although Richard acknowledges that he hasn't utilized the majority of amoCRM's features yet and uses, as he explains, 5% of its capabilities, he has already achieved some incredible results.

"In 2018, we had a growth revenue of \$180,000 — 200,000 and last year it was \$400,000. In 2020 we're looking to add a million," he says, revealing, "There is no way without this CRM I could think about bringing a million dollars in revenue. That's our target for this year now."

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A CRM for financial consulting firms couldn't be more useful. Richard adds, "I'm not just saying it, amoCRM is a great software and I would definitely recommend it to a lot of businesses."

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Richard plans to use more of amoCRM's features. From now on, he will start automating his business process and using email templates. He has no doubt that by doing so, his revenue will increase even more with amoCRM. "Next forecast? \$5 million to \$10 million revenue" he says.

Ready to connect CRM for financial consulting firms?

Set up isn't hard, but if you're feeling intimidated, reach out to one of [amoCRM's partners](#) — they're ready and willing to get your team using CRM for financial consulting firms today.

- Company**
King Invest Solutions Inc.
- Industry**
Financial services
- Headquarters**
Chicago, Illinois
- Features used**
amoFORMS
Instagram
Facebook
- amoCRM Plan**
Advanced