



Property Tax Fox

One-Step Appeal Solution

+112%
increase
in appeals

72%
Increase in
Broker
Traffic

+52%
processing
efficiency

The Business Challenge

Property Tax Fox is a software solution that offers real estate attorneys, agents and home owners the opportunity to reduce their property taxes with their online property tax appeal solution. With significantly lower fees, and a more transparent user experience through a lengthy appeal process, PTF hired Sales Maven to help them improve their appeal processes, user experience and develop a marketing and sales plan to expand their reach to other counties in Illinois, beyond Cook.

With annual property tax appeal deadlines occurring on different dates in different counties, PTF needed help increasing awareness of their service offerings in Lake and Will Counties to secure appeals which are typically submitted right before the deadline.

Sales Maven Solution

Sales Maven took on the tall task of improving PTF internal appeal processing and external marketing and sales process improvements simultaneously. Internally we helped them improve appeal submission and appeal agent notification processes and screens in order to create a more predictable appeal process for both the subscriber and for PTF internal staff.

Externally we developed a subscription based solution for agents, attorneys and homeowners, developing case studies and a webinar series to increase subscribers, especially focusing on real estate agencies and attorneys for bulk appeals.

In order to reflect their new marketing and sales approach, we redesigned their website, developed SEO friendly blog content, built their mailing lists, launched an email campaign targeting managing brokers and attorneys, and offered outside sales support to generate leads in Will and DuPage County to grow their business.

The Results

In order to increase appeals by 112%, we improved PTF internal appeal processes and their marketing and sales solution simultaneously.



100% guarantee we will continually appeal your taxes until we get you a minimum of \$500 in tax savings!



The staff at Sales Maven have been extremely helpful to my business. User engagement and satisfaction have increased. They develop a marketing strategy, branding, e-mail marketing campaigns, and webinars. Agile and flexible company. Great service and great people. Thank you for all the hard work!

Max Stolyarov-CTO,
Property Tax Fox