

SHERPA



About Lead Sherpa

Lead Sherpa provides a compliant text messaging platform for real estate investors. The service allows users to generate business leads and acquire more properties faster than cold-calling or direct mail, increasing key metrics such as cost per lead and cost per deal. An accompanying data service offers customers a way to source more prospects.

leadsherpa.com

Value in a Better Service Experience

Jason Nickel knew there was a better way to generate leads for his real estate investment company. So he bootstrapped his compliant texting and skip trace application, offered it to a few beta-testers, and within a year, had a burgeoning business.

Lead Sherpa's 3,000-plus customers pay the company up to \$10,000 per month for a cloud-based subscription service that must be accessible 24/7/365. What Jason quickly realized was that he needed an infrastructure partner that could support the demands of his customers.

Addressing Accelerated Growth

Originally, Lead Sherpa was built on Heroku. One of Jason's contract developers recommended switching to Linode because of the company's award-winning support and highly-trained team of service professionals. "The incredible growth we were experiencing made us realize that we needed someone who understood how to architect our platform from a solid foundation," Jason said. "The problem was that we weren't quite ready to bring on someone full-time or even part-time."

Jason expanded Lead Sherpa's professional services relationship with Linode, effectively adding a system administrator on an as-needed basis without having to fill a full-time position.



We value the relationship we have with Linode and the team.

That level of service is something you can't put a price on.

Jason Nickel
Founder, Lead Sherpa



Linode Professional Services provides small business and enterprise customers consulting and advisory support, architectural best practices around security and reliability, as well as performance and budget optimization.

“Linode has been proactive, pointing out issues that may arise based on different metrics that we track,” said Jason. “They’re quick to jump on everything, help us understand what the issues are, and work through them.”

Unmatched Service and Support

In addition to a half-dozen standard cloud instances, Lead Sherpa relies on Linode’s Dedicated CPU plan for data analytics processing. They also use NodeBalancers, which intelligently route incoming requests to backend Linodes helping the Lead Sherpa application scale to accommodate an increasing user base.

“Other cloud providers want our business, but none offer the level of service we get from Linode. That’s really important to us,” said Jason. “We value the relationship we have with Linode and the team. That level of service is something you can’t put a price on.”

Jason believes that entrepreneurs starting their own business should work with cloud providers that always put the customer first.

“For companies like ours, a service like Linode means you work with a company that will be there for you if, or when, you need them, and you don’t have to wait 24 hours for a response. I’m not sure who wouldn’t want that level of customer dedication.”



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Jason Nickel
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The World's Largest Independent Open Cloud

Our mission is to accelerate innovation by making cloud computing simple, affordable, and accessible to all.

Linode accelerates innovation by making cloud computing simple, accessible, and affordable to all. Founded in 2003, Linode helped pioneer the cloud computing industry and is today the largest independent open cloud provider in the world.

Headquartered in Philadelphia's Old City, the company empowers over 800,000 developers, startups, and businesses across its global network of 11 data centers.

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