ROOTS MANAGEMENT GROUP

CASE STUDY

HOW 3 YEARS OF STRATEGIC MARKETING INFRASTRUCTURE DROVE 127,000+ LEADS AND UNLOCKED MILLIONS IN NEW ANNUAL REVENUE.

THE CLIENT

BLACKSTONE & ARTEMIS CAPITAL-BACKED
200 LOCATIONS
PROPERTY MANAGEMENT

THE SCOPE

Full marketing function + BDR, Standing Up HubSpot, RevOps, PR, & AI Integrations

THE CHALLENGE

Roots Management Group is one of the top 5 largest manufactured home community operators in the United States, backed by Blackstone — one of the world's leading private equity firms.

When Darrin joined in February 2023, the marketing function, brand, and revenue operations needed a complete rebuild: infrastructure, strategy, team, design, positioning, and systems.

There was no repeatable demand gen engine. Marketing and sales operated in silos. And a massive untapped opportunity existed in the rental portfolio — thousands of residents who were paying rent but had never been shown a path to ownership.

THE APPROACH

- Built RootsMG.com on HubSpot CMS (personally)
- Implemented HubSpot CRM from scratch
- Built lead scoring & ICP attribution models
- Managed $2M+ annual budget, 6-person team
- Launched paid social, SEO & ABM programs
- Stood up 3rd-party listing strategy (Zillow, MHVillage)
- Created BDR program & demand gen infrastructure

THREE YEAR IMPACT AT A GLANCE

127K+	188%	147%	83%	1.35M
Total Leads Generated	Company Sales Revenue Growth	Peak Lead Growth YoY	YoY Sales Growth in 2025 Alone	2025 Website Sessions

THE FOUNDATION

The results below didn't happen by accident. Years 1 and 2 were about building the right foundation — the CRM, the website, the attribution model, the team.

Year 3 was the payoff. A 147% lead growth year that produced 59,297 leads, unlocked multi-millions in new occupancy revenue, and delivered 83% sales growth is what happens when **marketing is run as a revenue function — not a cost center.**

SCOPE OF OWNERSHIP

- Brand & Creative
- Paid Search (Google Ads)
- Paid Social (Facebook Ads)
- Organic Search (SEO)
- HubSpot CRM
- NewBook (RV)
- Website (built & run)
- 3rd-Party Listings
- PR & Media Relations
- Crisis Communications
- BDR Program
- Culture & Core Values

ROOTS MANAGEMENT GROUP

DEMAND GENERATION

During Darrin's tenure, total company unit sales grew +188% and revenue grew +98% — nearly doubling the business in just three years.

> *Darrin is behind so much growth at Roots. You can see it in most all occupancy initiatives that we have. He has transformed our Marketing department -- from the website, to the resources, and the brand.*
>
> – McKay Lyman | Director of Demand Gen

- Scaled lead generation to 127,000+ leads over 3 years
- 47% YoY lead growth 2 years running
- Achieved 83% YoY home sales growth in 2025 alone.
- Reduced cost per lead while increasing volume through channel optimization

Total YoY Sales Growth %

ESTABLISH YOUR ROOTS (EYR) - SALES ENABLEMENT PROGRAM

Perhaps the most significant initiative: co-developed with Sales the Establish Your Roots (EYR) rental-to-purchase conversion program — a system designed to convert existing renters into homeowners.

By 2025, EYR represented over 25% of total company sales — a channel that didn't exist before Darrin joined had become the company's single largest growth driver.

TOTAL EYR GROWTH

+1,221%

Representing nearly 30% of all home sales in 3 years.

YEAR	CONVERSION	EYR GROWTH	% OF TOT SALES
2023	19	Program Launch	5.6%
2024	102	+437% YoY	19.3%
2025	251	+146% YoY	25.7%
2026 - Q1	88	+40% YoY	29.7%

Total Lead Generation | 3-Year Growth

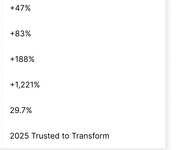
3-YEAR LEAD GENERATION

Total leads grew from 27,516 in 2023 to 59,297 in 2025 — a sustained 47% YoY growth rate across two consecutive years, reaching a cumulative 127,220 leads over the engagement.

QUALITY SQL GROWTH

Not just more leads — better ones. Lead-scored SQLs grew 66% while their share of total leads increased from 17% to 19%, proving the CRM infrastructure improved lead quality alongside volume.

Lead Volume vs SQL Growth | 2024 - 2025



Website Traffic by Source | RootsMG.com

WEBSITE PERFORMANCE

Organic search lead generation grew from 1,965 in 2024 to 4,445 in 2025 — a 226% increase driven by a deliberate SEO strategy built on top of the HubSpot CMS Darrin personally built and optimized. Organic search accounted for 741,000 sessions in 2025 alone, growing 72% YoY.

TRUSTED TO TRANSFORM

Darrin was nominated by both C-suite leadership and anonymous employee peers for the **2025 "Trusted to Transform" Award** — Roots Management Group's highest internal recognition. The award reflects both business impact and leadership character.

Peer nominations included:

"Working with Darrin is truly an amazing. His leadership and the way he guides his teams through every challenge make a real difference. Darrin has a great ability to keep the big picture in focus while recognizing the strengths and potential in every member of his team."
– Anonymous Leadership Nominator

"Darrin is not afraid to challenge other teams to build things that haven't been done before. He's a true leader, constantly looking for ways to improve processes and support those around him."
— Anonymous C-Suite Nominator

KEY TAKEAWAYS FROM ROOTS MANAGEMENT GROUP

1. **Marketing-sales alignment is a revenue multiplier.**
   - Roots' sales and marketing programs only worked because marketing and sales built it together. When both teams share a goal and a system, the results compound.
2. **The best lead gen channel is already in your database.**
   - EYR didn't require paid acquisition. It required a strategy, a system, and someone to run it. The leads were already there, they just needed a reason and a path to buy.
3. **Technology (AI) and infrastructure enables scale.**
   - Standing up HubSpot made it possible to track, optimize, and report on everything else. You can't scale what you can't measure.
   - Layering in AI agents drove community engagements exponentially within key communities.
4. **VP-level marketing leadership changes the trajectory.**
   - +188% Unit sales growth. +1,221% EYR program growth from nothing. From a fragmented marketing function to an integrated revenue engine.
   - The difference was strategic leadership; not more budget or unnecessary headcount.

RESULTS SUMMARY

KEY GROWTH METRIC	LEVERAGE IMPACT
Total Leads Generated	127,000+
Lead Growth YoY	+47%
Homes Sales Growth YoY	+83%
Unit Sales Growth (tenure)	+188%
EYR Program Growth (from launch)	+1,221%
EYR as % of Total Sales (2026 - Q1)	29.7%
Awards & Recognition	2025 Trusted to Transform

True Fulcrum brings this same strategic infrastructure to SMBs and PE-backed companies in both B2B and B2C; without the full-time CMO/CRO overhead.

WHAT THIS MEANS FOR YOUR BUSINESS

The Roots Management Group engagement demonstrates what's possible when marketing is treated as a revenue function — not a cost center. Starting with zero infrastructure, we built the full stack: website, CRM, lead scoring, demand gen, paid media, organic search, BDR program, and PR.

The result was a compounding demand generation flywheel that produced 127,000+ leads, multi-millions in unlocked revenue, and a marketing system that delivered 47% YoY lead growth two years running. This is what True Fulcrum brings to every engagement — operator-level execution, not consultant theory and marketing gimmicks.

True Fulcrum works with $1M – $20M companies who need senior marketing leadership without the $200K/year overhead. Every engagement starts with a 30-minute diagnostic call.

Schedule a Strategic Audit @ TrueFulcrum.com

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