

5 REASONS TO START USING A CRM

Building relationships is the heart of real estate.

With a good customer relationship management (CRM) solution in place, you can help your agents turn more leads into lifelong clients.



01

KEEP CONTACTS ORGANIZED

Send leads into your CRM from numerous sources—like social media, Zillow, or digital ads—and keep them organized in one place. Plus, tag leads so you can assign them to specific agents while keeping them on task.

02

AUTOMATE CLIENT NURTURE

Keep conversations flowing with automated drip campaigns that include email, text, and video—before, during, and after the transaction. A good CRM helps your agents win more clients and repeat business by having the right conversations at the right time.

03

TRACK BUSINESS METRICS

Gain insight into your business and find out what's driving the highest ROI. Track agent productivity, including emails and texts sent, so you can distribute leads based on performance or a specific area.

04

MANAGE TRANSACTIONS IN ONE PLACE

Track closings, manage deadlines, and automate tasks—all in your CRM. With a direct connection to MLS data, a CRM can help your agents create, edit, and syndicate listings and even promote them on social media.

05

GENERATE LEADS FOR YOUR BUSINESS

Create stunning websites, targeted landing pages, or digital ads from pre-built templates to market your brokerage and listings. Directly connected to Transactions (zipForm Edition and TransactionDesk Edition) and your CRM to help your agents win more business.



Our top CRM solutions are designed to fit your needs.

Connect with us today to find the solution that works for your brokerage, so you can stay on task, nurture leads, and win more business.

[LEARN MORE](#)