

Real Estate CRM Software Category



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Real estate CRM software helps real estate professionals to manage and track interactions with their prospective and existing clients throughout the customer lifecycle using a single platform. The system offers many features similar to generic CRM tools, but with extra focus on the real estate sector. These features include multiple listing services (MLS), real estate transaction management module, integration with MLS services, communication templates, referral management, and custom workflows suitable for the real estate arena. Realtors need to learn to effectively use real estate CRM to boost their efficiency and sales.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Real Estate CRM Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order





ABOUT BOOMTOWN

BoomTown!

BoomTown is a fast growing, web-based software company specializing in an end-to-end marketing solution for real estate. This includes an in-house digital marketing agency for lead generation, cutting-edge IDX real estate websites, and a full-featured customer relationship management system. Recently ranked as the 8th fastest growing software company nationwide on the 2012 Inc 500 list, their flagship product is being used by top-producing real estate brokerages and teams across the country. BoomTown enjoys success by combining nimble management, a top-notch technical team, and unequaled customer service.

81

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The system works really well - helps us engage consumers by capturing phone numbers, much more so than the previous system we were on. The quality of the leads for us is much better.”



KEVIN KAPLAN
LONG REALTY

“It comes down to simplicity. BoomTown is easier to navigate, and it's just all around more user-friendly. At the end of the day all of those buttons that CINC had were just noise.”



BRANDON PREWITT
BROKER, PRESIDENT, RE/MAX METRO PLUS

“The amount of registrations we've seen throughout the years on our BoomTown platform is staggering. Every single day, my agents get the opportunity to reach out to those people who find our website, register with their correct information, and start a relationship with those individuals.”



ROBERTSON ALLEN
OWNER, BROKER IN CHARGE, THE CASSINA GROUP

“I love how I can see where my clients are looking and where they continue to look. I can see how many times they're looking at a property, which helps me gauge their interest or home styles.”



CAITLYN MULLIGAN
TEAM LEADER, RE/MAX REVOLUTION

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ABOUT MARKET LEADER



Market Leader, founded in 1999, provides innovative online technology and marketing solutions for real estate professionals across the United States and Canada. The company serves more than 250,000 real estate agents, brokerages and franchisors, offering complete end to end solutions that enable them to grow and manage their businesses. Market Leader's subscription based real estate marketing software including websites, contact management, a marketing center, and lead generation services is powered by Smart Lead Technology, and helps customers generate a steady stream of prospects, plus provides the systems and training agents need to convert those prospects into clients and meet monthly transaction goals.

63

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“What is really awesome about Market Leader Pro is that it gives you the best of both worlds; it's an amazing contact management program, but it also has the extras that a lot of others don't, with the training, lead-generation tools, and campaigns.”



AJ ACKERMAN
CENTURY 21 SUNBELT REALTY

“Market Leader allows me to keep track of contacts, email clients, place contacts on campaigns, and is easy to use.”



LARRY HAND
COLDWELL BANKER

“If you are looking for a CRM that will streamline everything for you, look no further than InTouch and Market Leader.”



TONY ALEJANDRE
COLDWELL BANKER

“Market Leader offers the best value for a real estate website since it incorporates contact management and marketing materials. Now it is also facilitating social media and online marketing techniques to help every agent build a hyper-local business.”



ANITA SCHIMMEL
BERKSHIRE HATHAWAY HOMESERVICES ROCKY MOUNTAIN

TRUSTED BY





24

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT PLACESTER



Placester is helping the real estate industry work smarter by building software that moves the industry online. Placester's mission is to build software that enables real estate professionals to collaborate effectively, deliver outstanding consumer experiences, and ultimately grow their businesses online.

Featured Testimonials

“I was impressed with how quickly and efficiently I could edit the site and create new content, as well the built-in IDX integration for my clients to search for homes. Thanks Placester!”



ADRIANNE MCEWEN
KELLER WILLIAMS REALTY

“I have received a lot of positive feedback about my site. Clients, customers, and friends appreciate the opportunity to search for their next home directly from my website.”



ROGER TERNEUZEN
TRANS-ACTION REALTY 500

“Instead of going with a fully custom solution for thousands and thousands of dollars, I found everything that we needed was in the Placester platform, and it was so easy to use.”



CARRIE PERKINS
CO-OWNER AND DIRECTOR OF MARKETING, RE/MAX HERITAGE

“It's a modern, easy on the eyes layout. The MLS link, blog articles and links to all of my social media accounts are what I think most impress my customers.”



SUZANNE KRAMER
CORAL SHORES REALTY

TRUSTED BY





ABOUT PROPERTYBASE



propertybase

Propertybase — Real Estate CRM and Marketing Platform.

Propertybase is the leading Real Estate CRM Software (built on Salesforce.com), and is a turnkey solution for Real Estate Pros, Real Estate Brokers, Real Estate Franchises and Developers. Our Real Estate Software is designed to meet the end-to-end needs of Real Estate Pros, from managing your leads to publishing your listings on the web, and everything in between. With Propertybase, there's no need to invest time and money in complicated, in-house software that you have to purchase and maintain. Instead, you simply log in from any web browser, anytime, anywhere, from any computer or mobile device. Propertybase is used by over 1000 Offices in over 47 countries all over the world. Join the Real Estate Elite now!



48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We now have the best of both worlds. Salesforce.com's leading edge technology platform combined with the best CRM solution for Real Estate we have come across!”



GREGORY FILARDI
VICE PRESIDENT SALES, SNELL REAL ESTATE

“With Propertybase, we can see all communications instantly, without having to over communicate, so the time savings has been outstanding for our entire ATM Team.”



BONNIE GLASS
IN-OFFICE BUYER'S AGENT, THE ATM TEAM AT WEICHERT

“Propertybase helped turn our biggest challenge into our biggest revenue generator by automating the routing of our leads.”



BEN SMITH
CEO AND CO-FOUNDER, SMITH & KEN REAL ESTATE DUBAI

“Propertybase has given us the ability to completely manage and communicate with our contact database. It's like a treasure trove of contacts, they are always there and updated. This allows us to keep our book full and keeps the pipeline growing.”



KENDRA CLARK
SALES LEAD MANAGER, NEWBY REALTY

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*** 26

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT TOP PRODUCER



Top Producer is North America's leading provider of marketing and lead generation systems for real estate professionals, offering a full range of leading-edge, integrated contact management, lead generation, lead incubation, postcard marketing and web marketing solutions.

Featured Testimonials

“Manage your client relationships from first contact to closing and beyond with unique features like lead capture landing pages, Follow Up Coach, and Market Snapshot® reports. There are lots of other systems out there, but they don't do as much as Top Producer® CRM.”



JUSTIN GREEN
KELLER WILLIAMS SUNSET CORRIDOR

“The Market Snapshot has been a tremendous asset to my business and contacts. Not only does it help me keep in touch with past clients (keeping them informed on the home values for their recent purchase) but it provides valuable information to buyers outside of my area in regards to market values and activities. It is difficult for many buyers to understand the shift of a buyers market to a sellers market. The Market Snapshot exposes the change and prepares my buyers with a better understanding.”



ANDREA MCINTYRE
WINDERMERE REAL ESTATE

“Absolutely love the CRM system. It's actually easier to use and schedule follow-ups on the fly than being at a computer. I use it constantly on my iPhone and iPad. Amazing is all I can say.”



DANNY FREEMAN
CRYE LEIKE REALTORS

“[Market Snapshot] gives the recipient a good picture of what's going on in a colorful, and easy-to-understand manner. These days, people don't want to have to dig for information. They want it now. Market Snapshot does that.”



ROBERT "BOB" WHIGHAM
BETTER HOMES AND GARDENS

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97

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT ZILLOW PREMIER AGENT



Zillow Premier Agent is designed to connect agents with active buyers and sellers to help them grow their business, as well as providing them with tools and resources to help them convert those buyers and sellers into lasting clients. Harness the power of Zillow & Trulia together with Premier Agent, your partner for real estate success.

“Zillow has helped my business grow tremendously over the last year. In addition to receiving real-time leads, the customer service team is quick to answer all my questions and keeping me informed of new products and opportunities for me as a Realtor®.”



AMY WRIGHT
SUMMIT REALTORS

“I started advertising on Zillow a few years ago, and have seen my business grow expansively! We now advertise in 6 zip codes and account a good portion of our leads from Zillow. The difference with Zillow is the leads are much higher quality than other online sources. We will continue to expand into more zip codes and further our advertising into 2016!”



BRIAN HOPPER
SOTHEBY'S INTERNATIONAL REALTY

“With over ten years in the real estate business, I would say being a Zillow Premier agent has been money in my advertising budget that is well spent. It has paid for itself very quickly and has become one of my most important features of promoting myself. It is critical to my success.”



JOE CORWIN
SELLSMART LONE STAR REAL ESTATE

“Zillow has helped to increase my business exponentially over the last three months. Many first-time home buyers are using Zillow to find homes and educate themselves on the home-buying process. This makes my job so much easier and even more fun when I help them find the perfect fit! Thanks, Zillow!”



JODE BRAXTON HIGNIGHT
CAMERON BELL PROPERTIES

TRUSTED BY







ABOUT APTO



Apto is the leading web based software for managing customer relationships, properties, listings, deals and commissions. Apto serves nearly 10,000 commercial brokers and is the CRM of choice for 6 of the top 8 CRE brands. Apto's world class software is optimized to meet the needs of CRE brokers, and can be further customized to brokerage workflows and business requirements. Apto is the only platform that allows brokers to manage the full lifecycle of a deal anywhere, from any device.

68

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Having everything in one place all synced up and not having to toggle between spreadsheets and windows saves time and minimizes stress.”



BRIAN ANTOGNINI
CLIENT SERVICES SPECIALIST, CBRE

“Life has changed a lot since we jumped on to Apto. We're able to quickly prospect, make notes, set reminders. Day to day, I'm able to get through more calls.”



ARA ROSTAMIAN
VICE PRESIDENT, SRS NATIONAL NET LEASE GROUP

“Apto eliminates a lot of manual data entry and provides the information we need in real-time. When you do over 80 leases in a year, being able to access up-to-date information instantly, from any device, is critical!”



WIL CATLIN
MANAGING DIRECTOR & SENIOR PARTNER, BOSTON REALTY ADVISORS

“Our teams enjoy using Apto because it centralizes our various business processes involving email, phone, file sharing and task management.”



DOUG BANERJEE
SENIOR DIRECTOR, GREYSTEEL

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ABOUT CLIENTLOOK

CLIENTLOOK
by LIGHTBOX

ClientLook is the unrivaled commercial real estate CRM that combines contact tracking, pipeline management and a client collaboration portal with property and listing management. It's the only all-in-one solution built solely for the industry. Their intuitive design delivers a training-free experience that is responsible for a 98% renewal rate. Subscribers are supported by a team of Virtual Assistants who provide data entry and task completion services for free. ClientLook is the ideal solution to help drive business growth and efficiency within any commercial real estate company.

90

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I like that I can keep track of everything in ClientLook. If a deal gets derailed and then picked up again later, it's nice to be able to easily reference the previous communication about that deal. I make notes about my contacts, properties, and deals as a way to capture the human part of the business. ClientLook is like my memory bank; it helps me to be present with people and bring back the human connection that is often missing with today's advanced technology.”



JENN LIMOGES
BROKER, NAI CASCADE

“We chose ClientLook because it is very easy to use and there is a lot of value in the platform. I liked all of the built-in integrations so there is no redundancy in data entry. Also, the fact that Michael Griffin is the one behind the company gave me the confidence I needed to make the switch. The team at ClientLook knows commercial real estate, so they understand our needs. The people make a huge difference; plus, it's great that I can always call or email and get a reply quickly from an actual person. That's rare these days.”



TODD PAYNE
MANAGING DIRECTOR, COLDWELL BANKER COMMERCIAL

“ClientLook is the most fluid CRM that we've ever worked with, the iPhone app is by far the best, the Virtual Assistant team is incredibly valuable, and the willingness of the ClientLook support team to help us were all big factors in the decision-making process.”



TIM DWIGHT
COLLIERS INTERNATIONAL

“I like that I can BCC all of my emails and have them filed under each contact, and I can easily log all of my meetings, details, and information. It helps me keep track of everything so no detail gets forgotten.”



CARRICK YOUNG
ASSOCIATE BROKER, CUSHMAN & WAKEFIELD

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ABOUT CONTACTUALLY



Relationships are your most important asset. Grow them with Contactually. Contactually's intelligent CRM combines the best data-driven business tools so you can nurture those relationships by working smart and automating where appropriate, but always communicating in your own voice. From our perspective, technology doesn't replace the human element—it enhances it, so that you can spend more time being authentic with the right people.

59

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Contactually isn't actually a 'solution' to a problem. It's an easy way of handling CRM in the modern day and age. In my opinion, every self employed professional needs to take care of his or her network. Contactually makes that easy and adds context and relevance. It adds value to a relationship, instead of adding maintenance time.”



KEES ROMKES
FOUNDER, KEESROMKES.NL

“My favorite feature of Contactually is the Best Time to Send feature. It scans your communication with a particular person and it analyzes when they're more likely to open your email, read your communications. So you're usually getting a response during that time because you're catching them when they're more active on their email.”



LYNLEY MIDDLEBERG
BROKERAGE MANAGER, WILLIAM PITT SOTHEBY'S REALTY

“Contactually keeps me on track and motivated. It makes me accountable for contacting potential clients on a daily basis. The email templates are a big help and very user friendly.”



SONJA ALDERSON
AGENT, PURPLEBRICKS

“What our agents love about Contactually is its ease of use and that it integrates with all the systems we are already using. The Chrome extension has helped us streamline all our data and makes it easy for agents to sort contacts.”



RAQ QSAR
CEO/OWNER, BOUTIQUEURE

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ABOUT FOLLOW UP BOSS

Follow Up Boss

Follow Up Boss optimizes core sales activities for real estate agents and teams to help them set more appointments and close more deals with their leads, past clients and sphere of influence. They make real estate lead conversion and sales follow up more efficient and automated, resulting in their clients making more sales and having the capacity to grow their business in a calm and organized way. Follow Up Boss enables agents to deliver an incredible customer experience at the speed and volume that today's real estate businesses require.

*** 78

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We would be lost without Follow Up Boss. From Contact Management to Contract Management, we have attempted to use it to its full potential! Love love love the customer service response, attitude, and resolution experience!”



MICHELE HERNDON
PARTNER, BEN KINNEY TEAM TAMPA HOMES

“The thing we love about Follow Up Boss is the API integration with so many other systems. That's what makes Follow Up Boss so unique.”



TRISTAN AHUMADA
CHIEF EXECUTIVE OFFICER, LAB COAT AGENTS

“Follow Up Boss gives us full ability to customize any Action Plan the way we want. That's important because customers today are so smart—we know when we're being automated.”



RENEE FUNK
THE FUNK COLLECTION

“The first thing I do is go in and type their name into Follow Up Boss and then I can see everything. That's why I love the communication history, you can see every single thing. And the fact that you can record a call is a game-changer. I'm a bad multitasker so instead of trying to take notes on a call I'll just listen to that seven-to-nine-minute conversation so I know exactly what we talked about and they think you're an expert.”



BRANDON GRASS

TRUSTED BY





79

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT IXACT CONTACT



IXACT Contact is an easy to use cloud-based real estate CRM that helps REALTORS® stay organized and build lasting relationships. The integrated solution offers three powerful elements including a real estate CRM, email marketing platform, and mobile-friendly REALTOR® website all for one low price. With IXACT Contact, real estate agents can convert more leads into clients and attract more referrals and repeat business.

Featured Testimonials

“IXACT Contact is more than just a CRM. Their product also offers email marketing and a monthly e-newsletter. Just as importantly, IXACT Contact can sync with any Smartphone (working with the phone's address book, calendar, and task list) as well as with Microsoft Outlook and Mac Address Book.”



EMILY WILLIAMS
RETECHNOLOGY

“IXACT Contact is the best and most affordable CRM system that I have ever known. I have been a client for about 8 years and the simplicity of generating automated content and emails is unbelievable. It is a 'must have' in your Real Estate career!”



JEREMY CAMPBELL
CIR REALTY

“I love IXACT Contact! It's like having a very expensive admin help me. Emails go out on schedule and buyers love the reminders. The best part is the system's ability to drive off of the contract and closing dates, which not all will do. And it's easy to set up.”



JOSETTE SKILLING
KELLER WILLIAMS CAPITAL PROPERTIES

“I really like the Service Reports that I can run on my Listings using IXACT Contact. The reports are a snap to create and professionally formatted. In fact, I recently used a Listing Report to help me provide feedback on a home that resulted in a successful negotiation.”



KEITH SOPER
RE/MAX REALTY SPECIALISTS

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ABOUT LASSO CRM



Lasso is the leading provider of “cloud-based” CRM software designed exclusively for new home marketing and sales. Home builders, real estate developers, and new home agencies use Lasso CRM to radically improve lead management, convert more prospects to buyers, and sell their communities faster, easier, and more profitably. The company's software is deployed on thousands of diverse residential developments including single family and master planned communities, urban high rise condominiums, suburban townhomes, and global destination resorts. Lasso CRM is designed for ease of use and rapid deployment to maximize each client's ROI while reducing their technology and financial risk.

81

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Lasso has made the sales process so much simpler. We've tried a few other systems and none of them are as user friendly and as easy for the sales team to use.”



TRICIA BRENNAN
VICE PRESIDENT, BRENNAN BUILDERS

“It has helped us streamline our follow-up, and makes reporting a lot easier. There are so many features that we use daily. AMAZING!!!”



ANNA KELLY HOFFPAUIR
CBH HOMES

“It really is all that you need to make sure that no potential homebuyers fall through the cracks. It's efficient and well-designed, easily the best CRM I have ever dealt with!”



GREG ZINN
BAESSLER HOMES

“Lasso helps me keep on top of activities and when to follow up with prospects. I'm able to add notes and information about prospects for easy recall.”



BRENDA BUTKEVICH
HOMES BY AVI

TRUSTED BY





ABOUT REFERRAL MAKER PRO



Buffini & Company is the largest real estate training and coaching company in North America. Founded by industry expert Brian Buffini, the company provides its Members with systems that facilitate the fundamentals of working by referral. Their unique and highly-effective lead generation and coaching systems have helped entrepreneurs around the world improve their business, increase net profit and enhance their quality of life. Wondering where next month's business will come from? Most real estate agents end up relying on passive methods to find business or rely on word-of-mouth for accidental leads to come their way. The solution is having a system for lead generation! Referral Maker PRO uses Brian Buffini's proven lead generation formula to help you systematically generate more predictable leads.

68

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I signed up for coaching as soon as I got into the real estate business. My coach really helped me put lead generating systems in place, and she hasn't been wrong yet! During my first year in the business I closed 13 deals and made \$67,000; my total volume was \$1,899,800 in sales. In the first seven months of my second year I've closed 16 transactions and have 11 currently pending. My sales volume is \$11,283,000 and my income is just shy of \$250,000! Not to mention, this is all happening in a crashing market where other Realtors are failing and leaving the business. My Coaching costs are well worth it!”



KEVIN MUNDAY
ROYAL LEPAGE DESERT OASIS REALTY

“My relationship with my clients extends far beyond the transaction. If they think about anything with their home, I want them to call me!”



PATTI MARTIN
REALTOR, RE/MAX WESTCOAST

“Buffini & Company provides systems you can believe in!”



TYLER POTTER
AGENT, COLDWELL BANKER SOLANO PACIFIC

“I started a business with no money and no connections and built it from the ground up working by referral.”



KHATERA SHINWARY
BROKER, RE/MAX IMPACT REALTY

TRUSTED BY







ABOUT ASCENDIX



AscendixRE is a commercial real estate CRM that is available on top of Salesforce or Microsoft Dynamics 365. Manage your properties, leases, listings, deals, contacts, accounts, activities in one place and from anywhere. Intuitive deal flow, interactive stacking plans, advanced search, commission calculations. We have no user minimum for our Salesforce version, and individual brokers love it.

42

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Empowering our employees to search our player database by specific parameters and get results in minutes is a major benefit for us. We now have the ability to reach out to more players with opportunities than ever before.”



RICH PERSONS
DIRECTOR OF INFORMATION SYSTEMS, NATIONAL FOOTBALL LEAGUE PLAYERS ASSOCIATION (NFLPA)

“Deploying AscendixRE CRM for Dynamics CRM increased the adoption of our CRM solution by making it more relevant and able to manage the specific commercial real estate data necessary to run our business. Moreover, we were able to bring this rich set of features/functionalities to market in months as opposed to years if we had tried to develop it ourselves.”



CHAD LINDSEY
VP GLOBAL IT, JONES LANG LASALLE

“The Ascendix team brings the best of both worlds; knowledge about how the Real Estate business process works and a Microsoft Dynamics CRM tool customized specifically for Real Estate firms. This combination has benefited Highwoods in implementing a CRM solution that brings instant value to the business users.”



ART MCCANN
CHIEF INFORMATION OFFICER, HIGHWOODS PROPERTIES

“The system is unlike any other; it keeps track of deals, communications, and knowledge specifically tailored to the real estate industry, putting our brokers ahead of the competition.”



SAIMIR QALLIU
LEAD FOR THE INDIANA OFFICE, COLLIERS INTERNATIONAL

TRUSTED BY





ABOUT INSIDE REAL ESTATE

inside real estate

Inside Real Estate provides the most complete online tool for Real Estate Agents. They leverage all of the latest web technologies to create Professional Blog-Based Real Estate Sites that allow you to achieve higher results. They go far beyond just providing a tool, though, as offices can bring their trainers in for direct, personalized, in office trainings.

58

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The benefits from customization to automation and reporting have already become apparent. We’re excited for where we’re headed, and we’re excited to have a technology partner committed to that vision with us.”



PAUL CARLSON
PRESIDENT, FIVE STAR REAL ESTATE

“Unlike most agents, I don't spend extended amounts of time sitting at open houses and running listing presentations. The bulk of my time consists of generating leads and building my sales funnel with Kunversion. On a typical day, I capture anywhere between fifty to one hundred leads into my database and currently manage thousands of relationships using kvCORE.”



RYAN HIGHTOWER
EXP REALTY

“The CRM features are great to manage leads and clients and are being improved continuously and the technical support is top notch. An agent will get a big bang for his/her buck since the cost is only a fraction compared to other providers.”



ALEX R.
AGENT/TEAM, INDEPENDENT

“The Smart CRM is so smart. It watches people interacting on the website and then texts and emails them and it makes me look really tuned in. It gets them engaged. It does more than get leads. It converts leads.”



CHARLES R.
AGENT/TEAM, INDEPENDENT

TRUSTED BY





18

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT REALNEX



RealNex is a commercial real estate technology company focused on providing data management, analytic, and marketing tools to enhance productivity. The RealNex Suite features three principle components that, when combined, take CRE professionals through an entire deal cycle. CORE, as the central hub, manages people, property and project information. CORE includes the RealNex CRM and transaction management platform. Next, MarketEdge leverages the data in your CRM to produce cash flow projections, DCF analysis and ROI.

Featured Testimonials

“Those who maintain their database are always going to make money. Using the RealNex CRM, I know what all of my clients own and what they'd like to buy. When I come across new opportunities, I query my database for leads instead of going through 1,300 records one by one. I can pull up every investor who buys Class A apartments. I can narrow my search by selecting 'student property,' and now I've got 50 buyers. When I select 'stabilized property' – boom! I now have 13 people who buy this exact type of complex. It's irreplaceable.”



BEAU BEERY
COLDWELL BANKER COMMERCIAL

“The depth of features included in the RealNex Suite of products is unbeatable for the price. The toolkit of CRM, investment property analysis and reporting, Deal Rooms and marketing is unsurpassed. I can do it all from one platform, what a time-saver. Whether I'm on my laptop, Android tablet or iPhone I have access to all my contacts, property information, sales comps and documents. The new Marketplace listing platform and email campaign manager just added an additional benefit for my marketing efforts. As a small brokerage I am always looking for ways to streamline workflows. This platform permits me to operate with greater efficiency and control in my brokerage business. Thanks, RealNex!”



KEITH R. AUTEN
OWNER/BROKER, AUTEN REALTY

“RealNex has played a monumental role in marketing our commercial properties. We love that the email blasts are completely customizable and are seen by such a wide network of potential buyers. RealNex makes it easy to gather intel and track results, plus their customer service is outstanding!”



GARY GALLELLI
PARTNER, MANAGING DIRECTOR, GALLELLI REAL ESTATE

“Using RealNex as our company's CRM has allowed us to be more proficient in the deal making process. We can go to a property record, create a project and/or listing, create the OM and other marketing materials, send the materials from our dashboard and use our deal room for all due diligence materials, agreements and images, putting the entire transaction in one location. We can even set different levels of security for the documents to ensure only the correct people are getting the right documents. Thank You RealNex!”



DAVID K. MONROE
PRESIDENT/COO, THE ANDREWS GROUP

TRUSTED BY





ABOUT REALHOUND



Realhound, bringing your world together! Laptop, Desktop, iPad or iPhone. Whether you are at home or on the go Realhound is the Real Estate CRM solution you have been waiting for! Realhound Real Estate App is the best CRM app for Property Owners, Managers, Brokers or Corporations to manage all your contacts, properties and notes, all in one place... all for the amazing price of \$20 per month. No other CRM offers this amount of functionality specific to real estate for this price!

49

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“REALHOUND has been a great tool for me to build my business. As a retail broker, the collection and storage of real-time property information is absolutely critical. I searched far and wide between all CRM programs. None can touch REALHOUND!”



JASON ORTIZ
MARCUS MILLICHAP

“To All Who Will Listen: While I am a relatively new customer of REALHOUND, I can attest to the power of this program. REALHOUND is a phenomenal tool for streamlining one's contacts, listings and marketing programs. The REALHOUND marketing system is better than anything I have seen and provides an easy, efficient way to keep clients informed as to your progress with marketing their asset. Please consider REALHOUND if you are in the market for a state-of-the-art CRM for commercial real estate professionals.”



GARY LYONS
MANAGING DIRECTOR, SPERRY VAN NESS INTERNATIONAL CORP.

“REALHOUND has been an awesome tool for me especially with cold calling and the ability to interact with my staff regarding property updates such as new listings, in escrows and closed deals. The ability to have this at my fingertips has taken my cold calling to another level. Thank you!”



BOGIE
MARCUS MILLICHAP

“REALHOUND ROCKS! Finally, we no longer have to navigate multiple software products to manage contacts, inventory, analysis, and calendar. REALHOUND is the one program that does it all, PLUS mapping, photographs, and presentation-quality reports. It defines relational databases, and is the hands-down best program for managing our business. Your experience, creativity, and GREAT support are what really make this product shine.”



DALE THOMSEN
TRANSACTION COORDINATOR, CBRE

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ABOUT REALVOLVE

realvolve

Realvolve is the new standard for real estate technology. Their software-as-a-service blends elegant design, emerging technologies, and practical, thoughtful features. Real estate is all about people. Realvolve keeps you connected. Real Estate CRM to Build Your Business So You Can Build a Life. They have a responsibility in everything they put out, from the aesthetic & behavioral quality of their product to every word they speak and write because products used every day have an effect on people and their well-being.

14

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Realvolve is THE best tool that I found to streamline my systems and real estate consciousness. It's deeper and more robust than the many glorified rolodex crm platforms out there but it's become the backbone of my business.”



JACK ATTRIDGE
WILLIAM RAVEIS REAL ESTATE

“We love Realvolve because of its functionality, easy to use and accessible from our phones. It gives us more time to focus on our clients! Highly recommended.”



CHERIE MOORE
BERKSHIRE HATHAWAY HOMESERVICES

“Realvolve is the essential Real Estate CRM and task management tool that has taken me from being a good agent to being a great agent. I've tried many others, but nothing comes close to Realvolve.”



WAYNETTE HOOVER ARAJ
RE/MAX CENTRAL REALTY

“I can't say enough about the Realvolve CRM. The workflows and fast automated responses allow me to remain top of mind to my clients and prospects. Hands down the best real estate CRM on the market and the customer service and technical support are exceptional.”



BRAD KIRKENDALL
RE/MAX ALLEGIANCE

TRUSTED BY





ABOUT RETHINKCRM



Rethink is powered by the idea that commercial real estate is the catalyst of opportunity and economic growth. The Rethink solution combines the leading commercial real estate CRM with hands-on customer success and seamless integrations to industry leading tools. This gives CRE professionals unparalleled insights and competitive advantages in their markets. The Rethink vision is to be the future of CRE dealmaking.

37

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Our brokers don't think it's a pain because of how much they get out of it. It helps them keep track of everything: their incomes, where they are with each respective client — the digital pipeline feature has been very useful in that regard. All the things they care about most are at their fingertips.”



LUKE MAJEWSKI
SALES TEAM COORDINATOR, WOLF COMMERCIAL REAL ESTATE

“We were really thorough with our CRM evaluation process. Our goal was to find a platform that everyone could and would use, even the guys who don't like to organize their data. Our CRM had to be extremely user friendly to get our brokers hooked. We've added Rethink licenses since implementation, which has been driven by brokers seeing other brokers in the office finding value in Rethink almost immediately.”



TOM ISOLA
LEE & ASSOCIATES-L.A. WEST

“The Rethink platform and team is fantastic and I've never used that word when speaking about software. The onboarding analyst was the best that I have ever had the pleasure of working with. She went above and beyond customizing the software to the specific needs of our team. I spent hours comparing the CRM's for real estate and Rethink is best of class. If you put in the time during implementation then the combination of Rethink's product, team and support will leave you with a competitive advantage.”



KYLE LUNDY
CBRE

“As a workflow tool, it's great. We might have 10 people all working on the same deal or property — putting information in, making notes, changing things, updating — so we've got a lot of triggers to notify us about certain activities or timelines. Rethink keeps things moving smoothly but it also pulls key information into the reporting dashboard, which gives us visibility we never had before.”



SARA WERGIN
DIRECTOR OF SELF-STORAGE SOURCING, NORTHPOINT DEVELOPMENT

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ABOUT WISE AGENT



Wise Agent is an intuitive client influenced CRM and Real Estate software company. Built and loved by agents all over the US, it's no wonder why they're the most coach recommended CRM in the industry. Wise Agent helps Realtors become Pros by automating their leads, responses, appointments, and transactions with free training and 24/7 Customer Support included.

11

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Wise Agent is the perfect CRM for real estate! I promote it everywhere I go so much so that I started a complete training on it for our agents. Also, other people can work on it while I am using it which is a nice feature. I would be lost without Wise Agent.”



TERRY BISHOP
RE/MAX EXCALIBUR

“We use Wise Agent for lead distribution to our team. It is very affordable compared to others. What I like most about Wise Agent is that when you call, they answer the phone and help talk you through whatever you need. The customer service is amazing, and its software is very user-friendly.”



ALLEN DIETZSCHOLD
EXECUTIVE BROKER, EXP REALTY

“Wise Agent's new Lead Automation is why we refer them to everyone. They make it simple to import and distribute leads immediately, email or text them automatically, and convert sales better than anything I've seen. Since we create Email Marketing Touch Programs for top agents and teams nationally, we've come to know Wise Agent as a leader in real estate automation tools.”



RICHIE LASER
CEO, FOLLOW UP RESULTS

“I love the product. The ladies in the office are fantastic. They have helped me so many times to post my Monthly Newsletter, upload all my contacts, and make suggestions for sending out effective messages.”



SANDY CARTER
CARTER REALTY GROUP

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