

THE BROKERAGE WORKFLOW ACCELERATOR CHEAT SHEET

Pairing **Manage & Close** with **Showcase**

THE GOAL | Unify your transaction management and property marketing into one seamless, competitive system.

 THE CHALLENGE

THE PAIN POINT	THE SOLUTION
Disconnected data	One source of truth
Transaction coordinators and marketing teams work from separate spreadsheets and systems, leading to constant back-and-forth and manual data entry.	Data flows automatically between Manage & Close (deal stages) and Buildout Showcase (marketing materials).
Marketing materials become outdated the moment a deal stage changes (e.g., pending, back on market).	Marketing collateral (flyers, websites) updates in real-time as the deal status is adjusted in M&C.

 THE VALUE

THE PAIN POINT	THE SOLUTION
Lost time & efficiency	Speed & ease of use
01 Seamless data syncing	
Manually re-listing properties or updating flyers takes hours when a deal falls through.	A change in M&C instantly updates the listing status in Showcase, putting properties back on the market faster.
02 Enhanced collaboration	
Marketing can't start creating materials until transaction details are finalized and manually shared.	Marketing teams access transaction details immediately, drastically cutting down on time-to-market.
03 Reduced errors	
Relying on emails and verbal updates creates a high risk of publishing incorrect property specs or statuses.	All teams—brokers, coordinators, marketing—are working from the exact same, current data in the system.
04 Better reporting	
You have transaction reports or marketing reports, but no combined view of pipeline health vs. property performance.	Combine reporting for full visibility on deal speed, property interest, and pipeline forecasting accuracy.

 BENEFITS BY ROLE

THE ROLE	THE IMMEDIATE WIN
Transaction Coordinators	Spend less time chasing updates and manually transferring data; your tools do the work.
Marketing Teams	Focus on creating compelling campaigns instead of redundant data entry and manual listing updates.
Brokers	Close deals faster and confidently use accurate, real-time marketing materials in every client presentation.
The Brokerage	Gain a competitive edge with unified branding, reduced inefficiencies, and accelerated deal cycles.

YOUR NEXT STEP

See the integration in action

Don't wait to gain a competitive edge. Request a personalized demo of Manage & Close and Showcase to see how a unified platform simplifies your process and accelerates your business.

BOOK A DEMO