Run your business with a database built for CRE

If a CRM doesn't work for you, why would you put in the time to maintain it? Not only should a database be a place to keep your property data and contact information, but it should be a platform that helps you build stronger relationships, collaborate with your team, and get insights into your business.

BUILD STRONGER RELATIONSHIPS WITH YOUR NETWORK

Relationships are the most important part of your business, so your database should let you tag contacts with all relevant properties, group contacts by categories and quickly build call lists, log activities, and set yourself tasks for reminders and follow-ups, and ensure you're sharing the right messages with the right people.

When you can build awesome call lists and set reminders that connect to your full database, your notes about specific personal details are always ready to use. This makes it easier to impress your contacts and deliver on better relationships during every call or meeting.

INTEGRATE DIRECTLY WITH ALL OF YOUR BROKERAGE TEAM'S TOOLS

Because your deal data directly informs property marketing and back-office tasks, your database should connect directly to those teams' tools. This will streamline your day-to-day work and save everyone at your brokerage valuable time. Your data will also be guaranteed to be consistent across tasks, and your marketing leads and property comps will be sent directly to your database.

GET VALUABLE INSIGHTS INTO YOUR BUSINESS

Your database should not only house your information but also help you make smart business decisions every day. If you can see where each of your deals are in your pipeline and take projected commissions into account, you can decide whether your time will be best spent filling your pipeline with more deals or focusing on closing your current opportunities.

With a database that works for you, you can take your business to the next level and work more effectively every single day.