



Helping your agents succeed with a real estate CRM

If you equip them with the **right tools**, there is no limit to what they can achieve.



Table of Contents

A strong case for real estate CRM 1

- Setting your brokerage apart
- Rich agent vs. poor agent
- A CRM system built exclusively for real estate

Keeping in touch is at least 2-3 half the battle

- Why you should encourage your agents to leverage their existing databases
- First comes organization
- Perfecting the way your agents keep in touch

Your agents will do it...if you automate it ... 4

- Set realistic goals
- Work backwards
- Monitor your progress every step of the way

Strong brand, big success 5

- Focus on what's important
- CRM revolutionizes agent emails
- Capture, nurture, close

Leverage your CRM to recruit and 6-7 retain top talent

- It takes two to tango
- When there's a brand, there's competitive advantage
- Social media: dictate and automate

When your agents master their CRM, 8 they master their business use it as your online personal assistant

- Getting your CRM to work for your agents
- What IXACT Contact mastery means for your agents and your brokerage

A strong case for real estate CRM



Setting your brokerage apart

Even though you're competing with a myriad of other brokerages for the same top talent, there are ways to make sure you stand out. And when you do, the right agents will find and select you. So begins your journey to success.

One of the best ways to recruit and retain top agents is to invest in them, by equipping them with a real estate CRM.

Rich agent vs. poor agent

Recently, ActiveRain set out to answer the all-important question: what is the leading differentiator between a high-earning agent and a low-earning agent? Their massive survey of **400,000+ agents** found a simple, yet highly profound answer.

The survey grouped agents into two categories: "the rich agents" who earn more than \$100,000 a year and "the poor agents" who earn less than \$35,000 a year.

The biggest difference between the rich agents and the poor agents is that almost twice as many rich agents use a CRM system than poor agents.

A CRM system built exclusively for real estate

IXACT Contact's Broker Program makes it simple for you to provide every one of your agents with a customized, fully branded version of IXACT Contact's CRM that is:

- ✓ Affordably priced
- ✓ Easy to use, with quick and simple implementation
- ✓ Intuitive in contact organization and marketing automation
- ✓ Loaded with industry-leading marketing content for your agents

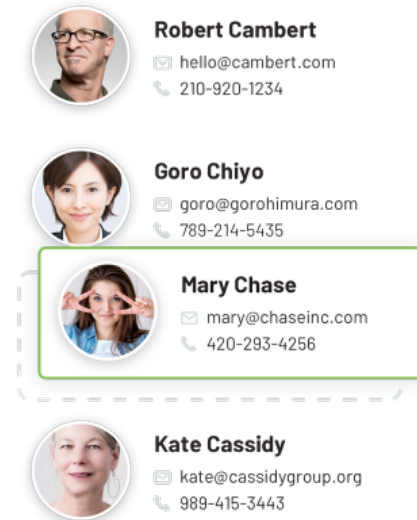
Keeping in touch is at least half the battle

Why you should encourage your agents to leverage their existing contact databases

The 2019 NAR Member Profile found that:



Customers want to do business with people they know and trust. If your agents keep in touch with their contacts in the right ways at the right times, they will be the ones who are top of mind when decisions are made.





First comes organization

By equipping your agents with a real estate CRM, you increase their levels of organization. Their contacts automatically become categorized, notes are included and finding contact-related information is just a click away. An organized database is one that's ready to be optimized with a strategic and effective keep-in-touch campaign.

Perfecting the way your agents keep in touch

Keep-in-touch effectiveness is at its highest when your agents **"get personal"** in their communications. When you equip your team with a real estate CRM to support and guide them in the right direction, automation and intuition combine to give your agents ready-to-use tools, quick and simple personalization and scheduled prompts for:



Phone calls



Birthday and special occasion wishes



Follow-up emails



Move-in anniversaries



Visit scheduling



So much more

Your agents will do it...if you automate it

Focus on what's important

Studies show that **94%** of real estate agents prefer to communicate with their customers via email. This is quite helpful considering the fact that email open rates are 20-40% and a study conducted by the Direct Marketing Association showed the average ROI on email marketing is **3800%**!

Capture, nurture, close

Automate your agents' lead generation efforts with a real estate CRM that captures leads from anywhere, sends alerts so your agents are the first ones to make contact, and auto-assigns new leads to the right drip email campaign so they're properly nurtured.

CRM revolutionizes agent emails

Your agents' email marketing efforts can become efficient, effective and cutting edge with the right real estate CRM that:

- ✓ Prompts your agents to segment their contacts properly.
- ✓ Includes a 'done-for-you' monthly e-Newsletter.
- ✓ Automates and customizes drip email campaigns so your agents capitalize on every lead.
- ✓ Makes it easy to add video to your email marketing.
- ✓ Lets agents brand every email with personalized email headers and signatures.
- ✓ Tracks and reports email marketing efforts to see what's effective.
- ✓ Highlights who's opening your emails and clicking on what links.

Strong brand, big success

It takes two to tango

By encouraging your agents to identify and convey their own distinct brands, you set them up for online marketing success. It begins with a custom-branded agent website offered by your chosen real estate CRM, and extends to email newsletters and social media campaigns.

When there's a brand, there's competitive advantage

A strong real estate brand differentiates your brokerage and delivers a key message to your target clientele: here's why you should do business with us.

Your real estate agents have individual brands of their own. Strong real estate brands for your brokerage and agents requires **exceptional content**, a strong social media presence and ongoing interaction between you and your audience.

Social media: dictate and automate

From curating world-class content, posting, replying and monitoring social activity, your agents have a full-time job. Of course, this isn't their job, which is why a CRM works wonders for social media productivity and effectiveness by:

- Automatically finding and streaming high quality content on chosen subjects.
- Scheduling regular posts ahead of time.
- Linking directly to agents' personally branded landing pages.
- Capturing leads using branded lead capture forms.



Leverage your CRM to recruit and retain top talent

What top agents look for in a brokerage



1

Real estate agents want to work at a brokerage that invests in them.

Offer innovative real estate technology tools, such as CRM software, to show your agents that you are **committed to their success**. When your agents feel equipped, you fuel their motivation and productivity.



2

Real estate agents want to work at a brokerage that supports their personal brands.

Use your CRM to fully brand your brokerage and help your agents do the same. This shows your focus on solid branding. Top agents are attracted to this because they know a great brand contributes to higher recognition rates, better connectedness with contacts and more sales.



3

Real estate agents want to work at a brokerage where they can be the most productive.

- In a recent Hubspot study, **92.6%** of brokers thought the use of a real estate CRM by their agents had a positive impact on agent productivity.
- In the WAV Group Broker study of 2019, more than **40%** of brokers believed that when agents successfully used a CRM offered by the company, their chances of retention also increased.

Systematize your recruiting process with a recruiting CRM

IXACT Contact's recruiting CRM (IXACT Recruiter) systematizes your recruiting efforts with:

- ✓ An intelligent Keep in Touch Coach that tells you which recruiting prospects you need to connect with every day.
- ✓ Powerful email marketing including automated monthly e-newsletters and strategically-written drip email lead nurture campaigns.
- ✓ Detailed campaign reporting: where you can see exactly who is opening your messages.
- ✓ Automated Lead Capture that alerts you instantly via text and email, adds the lead to your database, and assigns the lead to an automated lead nurture campaign.

Powerful goal setting and pipeline management features.





When your agents master their CRM, they master their business

Getting your CRM to work for your agents

IXACT Contact is a CRM built exclusively for real estate. Intuitive, streamlined and easy to use, true mastery is anything but difficult. Our software helps you recruit and retain the best of the best, and then helps them realize their highest potential.

What IXACT Contact mastery means for your agents and your brokerage

When your agents get to the point that they're leveraging IXACT Contact to its fullest, the benefits are vast:

- ✓ Marketing automation to stay in touch with the right people at the right time.
- ✓ Intelligently crafted email drip campaigns proven to nurture and convert leads.
- ✓ Automated social media content streaming for building a stand-out online presence.
- ✓ Customized branding that attracts more clients.
- ✓ Increased productivity that leads to greater efficiency and more closed deals.

When you help your agents succeed, you help your brokerage succeed.
Start with a real estate CRM from IXACT Contact.

To discuss a corporate program for your office or company,
contact us at **1.866.665.0018** or **info@ixactcontact.com**