

Get the Most from your CRM

With a tool this powerful, the results are limitless when you master it.

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Let us take you on a journey. A journey about you, your contacts and how you can use a CRM to achieve your goals.

Studies and statistics show that a CRM can, and should, be an invaluable tool in your real estate business. How you get the most out of your CRM has to do with the quality of the tool, how well you know it and what features you're taking advantage of to make your work life easier as you climb the ranks to higher levels of success.

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First comes organization. Then come conversions.

Keep track of the who, what, where, when and why

Who was that lead from the other day?
What are they interested in?
Where do they want to buy?
When are they planning to make a purchase?
Why do they want to move?

All of these details matter. When you're speaking with numerous potential and existing clients each day, this information can be difficult to store and manage effectively on your own.

What's possible

Picture a system that lets you seamlessly import and integrate information about each of your contacts. You can add personal notes, set up automated reminders, and schedule follow-up calls and keep-in-touch initiatives.

If every new lead, along with their personal profile and key real estate interests, is stored and organized in one place, imagine how easy it is to connect with them at the ideal time with the ideal form of communication.

How a CRM gets it done

Whether your contacts are scattered in disarray and you feel lost and overwhelmed, or you know that now is the perfect time to take your database organization to the next level, a real estate CRM can help you regain control.

- Organize your database
- Categorize contacts into groups
- Automate your marketing
- Keep in touch and stay top of mind when it matters most

Imagine you have your own personal assistant. This is what it's like to have a CRM supporting you and your business.

The magic behind keeping in touch

Get over the awkwardness and difficulty

At first thought, reaching out to a prospect or a past client may feel embarrassing or simply too hard to do in any real, meaningful way. But what if you had a significant reason to get in touch? And what if that very reason was strategically noted somewhere for you to leverage at the perfect time? A task that once seemed too awkward or difficult to muster, feels important and easy to fulfill.

A real estate CRM lets you effectively store and manage contacts and their associated information, be it their birthday or the types of homes they're interested in. Then, you can set up automated keep-in-touch tasks so you're always remaining connected – and staying top of mind in the process.

Use the device everyone has in their back pocket

People rarely leave home without their smartphones these days. So, one of the most effective ways you can reach out to contacts is mobile to mobile. In fact, the open rate for text messages is close to 100%!

A good real estate CRM will have its own dedicated app that you can use to:

- Respond to new leads with a text autoresponder
- Stay on top of tasks and appointments
- Send text and email messages with a single click
- Set up personalized mass texts

Make sure you're the one they call when it's time

82% of all real estate transactions come from repeat and referral business.

25% of agents generate more than 50% of their business from repeat clients.

21% of agents get more than 50% of their business through referrals from past clients.

When you keep in touch, you increase the likelihood that you're the name your contact thinks of when the need arises, either personally or for someone in their network.

Take advantage of all the ways your real estate CRM can help you become the household name:

- Automated, ready-to-send email monthly newsletters
- Drip email campaigns
- Video emails
- e-Cards for various occasions to show your contacts you're thinking of them

You can only improve what you track

Set realistic goals

Where do you see yourself and your business in three months? Six months? One year? It's important to be reasonable, but also to establish goals that challenge and drive you to the next level of success in your career. Developing a plan on your own can be overwhelming but with the help of your real estate CRM, the process instantly becomes visual and dynamic.

Work backwards

1. Picture a tower.
2. At the very top is the gross commission goal you want to achieve this year.
3. Travel down the tower to determine what exactly you need to do on a daily, weekly and monthly basis to attain your commission goal. How many listings, listing presentations, buyers and buyer sales do you need to fulfill?
4. As you get closer to the base of your tower, you can set more specific goals for meeting new clients, obtaining referrals, keeping in touch and making face-to-face contact.

Each goal can be inputted into your CRM. Let the tracking begin!

Monitor your progress every step of the way

Your goals are in place. You have a vision. You're ready to set your success into motion. The most important next step is to track how you're doing. Use your real estate CRM to its fullest and gain visual insight into your performance.

Top CRMs will make monitoring a breeze with charts and graphs that show you precisely where you are and where you want to go. Check back often to understand your strengths and weaknesses at a single glance so you can make the right adjustments on the fly.

A strong online presence is everything

Start with a dedicated agent website

The online shift is nothing new. One of the smartest things you can do as a real estate agent today is develop and maintain a rock-solid online presence that stays true to your brand and highlights what sets you apart.

On average, the third most viewed page on a real estate agent website is the “About” page. This tells you that your customers want to know who you are and what you have to offer. What better way to communicate that than with your very own, branded agent website through your real estate CRM?

Informative articles and social media posts

Get out there. Be present. Let your voice be heard. One of the best parts about writing value-driven, informative blogs and engaging on social media outlets is that you show people you’re an active member in the space. It’s a time-consuming endeavor but not when you have a CRM to automate your activity through:

- Automated content curation specifically for real estate professionals
- Pre-scheduled postings
- Links that take people to *your* agent website or branded web page

Ways to build online

A good real estate CRM can help you expand your presence and consistency on the web. A big part of this goes beyond simply having a branded agent website and factors in your communications. How are you connecting with your leads and existing clients digitally?

Use your CRM to create:

- Personalized emails
- Email drip campaigns
- Monthly newsletters
- Social media marketing
- Videos and podcasts
- eBooks and infographics

With the right tool and the right level of online focus, you can position yourself as a thought leader and true real estate professional who’s dedicated to their business.

Focus on YOU...by optimizing your CRM

Numbers tell the truth

According to the WAV Group CRM Effectiveness Survey:

- 60% of broker respondents now offer a CRM solution to their agents
- 43% of agents believe that a CRM is one of the top three most critical tools to successfully sell real estate
- 72% of brokers believe a CRM helps their agents qualify, nurture and convert leads more effectively
- Almost 60% of brokers believe agents are more productive when they use a CRM regularly
- 58% of brokers believe a CRM helps agents stay in touch better with clients

Whenever you have downtime, turn your attention to your CRM

Do you have a little more time on your hands at the moment? Stay focused and take this opportunity to position your business to come out stronger than ever!

It's one thing to have a CRM at your disposal and it's quite another to use it to its full advantage so you can realize greater success. Now is the perfect time to categorize your contact data, create new keep-in-touch processes, replace your aging or expensive website, and just organize your CRM in general (which can work wonders, by the way).

Your database is gold. Treat it that way.

Did you know that in 2019 real estate agents received 200 million online leads, of which only 1% closed?

This statistic alone points to the fact that this isn't the way to do things anymore. Now more than ever before, consumers want to do business with people they know and trust. These are the people you've already connected with...the ones in your database.

IXACT Contact's standalone real estate CRM makes it simple and seamless to make the most of your existing relationships. And our system guides you through every step of the way.

Get the most from your CRM when you use it as your online personal assistant

IXACT Contact gives you the support you need to thrive

Designed to help you convert leads into clients, build productive relationships, manage your business and stay in-the-know, IXACT Contact is like a 24/7 personal assistant. Organizing your branding, marketing, communications, social media and so much more, our software leaves nothing left to question.

You have the contacts, we have the solution to help you make the most of them

IXACT Contact provides you with many user-friendly features designed by real estate professionals themselves.

- Put all your contact information together in an organized, easy-to-manage database
- Use our mobile app to do everything from the palm of your hand
- Leverage our Keep In Touch Dashboard and Keep In Touch Coach for automated and effective communications with the right message at the right time
- Set up text marketing to easily reach out to contacts and boost response rates
- See your sales pipeline data at a glance to monitor it and make quick, smart decisions

IXACT Contact can help you increase profitability and close more business.

*And when you really know how to optimize and make the most of it...
The sky is the limit.*

**It's our longest-ever FREE TRIAL period.
Take advantage.**

[SIGN UP NOW FOR A 5 WEEK FREE TRIAL OF IXACT CONTACT](#)