



# Your Business Growth on Autopilot\*



## Powerful Lead Engine

This comprehensive and effective lead-generation tool allows you to generate new leads organically or supercharge results with built-in paid advertising.



## Marketing Autopilot\*

Behavioral nurturing delivers unique, relevant and timely content automatically.\*



## Custom IDX Websites

Customizable websites with real-time IDX home search, rich community pages, home valuation pages and more to maximize lead capture.



## Listing Management & Marketing

Seamlessly manage all your listings from one central location with built-in social media marketing to maximize exposure while capturing new leads.



## AI-Powered Smart CRM\*

AI-driven lead validation and scoring, plus follow-up options via email, text and phone\* take the guesswork out of staying in touch.



## Transaction Management Integration

Deep integration into the industry-leading transaction management system, MAX/Tech<sup>SM</sup> powered by BoldTrail BackOffice, makes closing the deal easy and streamlined.



## Branded Mobile Apps

CRM app prompts conversations with both new leads and SOI contacts based on recent activity. A branded open house app captures visitors while kicking off follow-up campaigns.



## Built-In Marketplace

Over 50 seamlessly integrated add-on solutions like paid advertising, vanity domains and more allow you to customize the platform to meet the unique needs of you and your brokerage.

