CRM & Marketing Automation for Real Estate:

Enhancing Client Service, Property Management and Prospect Reach

The Real Estate Market Today

When selling or purchasing a home, having a professional by your side can pay dividends. Professionals know the ins, outs and intricacies that come with buying and selling homes, especially at a time where the market can change, seemingly at a moment's notice. That value is something that can't be overstated. In fact, on average, for sale by owner (FSBO) properties sell for 26% less than agented properties. That disparity shows exactly why a realtor or brokerage firm is leveraged in 86% of all real estate transactions.

Real estate professionals understand the importance of customer satisfaction in the real estate industry. A consumer who is dissatisfied with their service will tell nine to 15 people, on average, about their bad experience. The impact of negative word-of-mouth can be devastating to independent realtors or small- and medium-sized real estate agencies. And access to online review sites and social media has amplified the impact dissatisfied customers can have.

To mitigate poor customer support and enhance the customer experience, real estate professionals have turned to innovative tools—with CRM solutions being one of the top six technologies among real estate agents.

While innovative tech, like CRM solutions, has helped real estate industry professionals cater to customer demands, finding and implementing the right CRM solutions, the right way, can be the difference between good and great client service and operational efficiency.

Over 72% of real estate agents and 96% of brokers leverage CRM software to improve customer experiences and networking opportunities.

Implementing the Right Real Estate CRM & Marketing Automation Software, the Right Way

Start your real estate CRM implementation with a full audit of your business. Doing this will help you identify how you are currently operating and how the organization is performing. You can use this information to decide which type of real estate CRM platform to use. Start by auditing your current practices, asking yourself the following questions:

> What business data do you currently collect?

> What percentage of this collection is manual?

> How much time does the team spend on this?

> Which of these workstreams can be automated?

After completing your audit, implement your business's most crucial CRM features to get it up and running with the technology needed to operate your solution at its best.

CRM Expert Corner

Debora Boyle
Act! Certified Consultant and Owner of Action Platinum Solutions

Tip: A CRM solution capable of supporting residential or commercial real estate should be able to keep track of important details for people, match them to properties, and be flexible enough to handle the needs of a broker's given specialty.

Optimizing Your CRM for Real Estate

Real estate CRM solutions are built to help agents improve support and outreach, track leads and automate their sales processes. For any real estate professional, that level of customizability and flexibility should be the top priority when rolling out a new CRM solution within their organization. No two businesses are the same, and that can also be said for those who deal in the sale or purchase of properties, no two homes or buyers are alike—a CRM solution custom-built just for you can unlock a whole world of potential.

Here are four ways to get you organized, optimized and ready to outpace real estate competition through excellent customer support and operational fluency:

1. Contact Tracking & Calendars

Real estate agents have deep contact lists. In today's fast-paced, digitally driven world, Rolodexes and spreadsheets simply aren't practical for an industry where seconds can be the difference between netting a new customer, retaining a partner or acquiring a property.

A CRM platform enables users to keep essential details on different buyers, sellers, owners, tenants, investors, brokers, partners, regulatory agencies and much more. With the simple click of a mouse, real estate professionals can have access to a sea of data including contact information, secondary contacts, contact notes, activities, contact and task calendars and contact history. Users can also generate unlimited contact groups to, for example, separate buyers from sellers, clients from leads or segregate contacts on a property-by-property basis.

2. Property Tracking

Depending on the state of the market, properties can be snatched up as quickly as they appear. With the right CRM software, real estate agents can be confident that they are always up to date with vital property details, availability, contractual needs and other key aspects of the buying and selling process. Customized property tracking lets you categorize and organize everything from property profiles to requirements and status to property management companies and all related contacts. A powerful CRM solution will also generate property databases that let you search for available sales and leasing properties. With CRM solutions tailored to their specific market, real estate agents and brokers can maintain up-to-the-minute information, ensuring a smooth transition from prospecting to closing and every other stage in between. With all of these in place, you'll never be caught off guard or unprepared for an opportunity.

3. Sales Pipeline Tracking

By implementing real estate CRM solutions, real estate agents and brokers can get a handle on their entire sales pipeline, tracking the flow from beginning to end while focusing on the most relevant sales details. With efficient sales pipeline tracking, you can better monitor both property listings as well as purchase and leasing opportunities, quickly and efficiently. These solutions let you generate custom-made dashboards that provide detailed information on sales and provide insights that can help accelerate deal closings and ensure potential clients are guided effectively from start to finish.

4. Remote & Mobile Access

A real estate agent is only as good as their availability to their clients, prospects and partners. Being able to react and seize on an opportunity for you or your clients means being tied to your desk at the office is a non-starter. Remote work has dominated countless industries in recent years, and as digital continues to dominate everyday life, real estate agents and brokers need to be able to access their client and property information as quick as possible, no matter where they are. Integrated, cloud CRM tools enable real estate professionals to meet and connect with contacts anywhere and at any time with the power and knowledge of the CRM platform on their laptops or mobile devices.

Cardinal Realty Group: Access to over 15,500 Contacts with the Click of a Mouse

> When I've got a property or I'm looking for real estate, I always go straight to Groups to see who I know in a particular location that could help me.

Hal Hanstein,
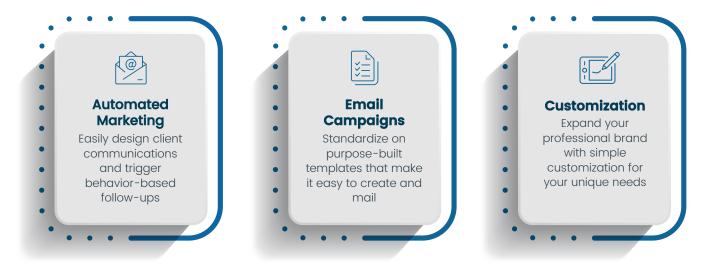CEO and President of Cardinal Realty Group

Leveraging Marketing Automation for Real Estate

Adoption of marketing automation (MA) in the real estate industry has grown substantially, and with the global real estate MA software market size forecasted to surpass $9.5 billion by 2027, that growth is only going to accelerate. So, what makes MA so valuable to real estate agents and brokers? And how can you harness it to make an immediate impact on your business?

From email marketing to landing pages and automated reporting and testing, here are three ways to improve your marketing operations and increase conversion rates with MA:

Email Marketing

In today's digital world, 89% of real estate professionals use email to communicate with clients and prospects. However, independent realtors and smaller real estate businesses don't always have the same resources or marketing teams to keep up with long-winded email marketing campaigns. That is where MA comes in handy. With MA, real estate agents have the tools and automated capabilities to create professional quality email marketing campaigns using:

Automated Marketing
Easily design client communications and trigger behavior-based follow-ups

Email Campaigns
Standardize on purpose-built templates that make it easy to create and mail

Customization
Expand your professional brand with simple customization for your unique needs

Email marketing powered by MA enables real estate professionals to send personalized content to clients and prospects—like new listings to potential buyers—consistently and in a fraction of the time of manual email marketing. This gives real estate agents and brokers the power to nurture relationships and build their brands without breaking the bank.

Landing Pages

Consistency and brand recognition are what make independent and SMB real estate professionals stand out. While MA and email marketing help maintain consistent client and prospect nurturing, customized landing pages allow you to create brand-focused forms or surveys for your audiences and capture valuable lead contact information. With landing pages, you can bolster your marketing strategy, boost your SEO rankings, create custom lead capture pages and streamline the user experience. Whether in email, ads or landing pages, brand consistency establishes professionalism and recognition to get audiences remembering and talking about your brand.

MA tools that provide customizable landing page templates give novice designers the ability to create awe-inspiring digital pages that promote your company's brand, mission, vision and goals and boost conversion rates.

Plan B and C, inc.: The Power of a Whole Marketing Team in One

"Through its software innovation, Act!'s email marketing templates have evolved to be extremely user-friendly. Today, I feel like I could sit my 10-year-old son in front of the computer and ask him to design an email marketing campaign on Act! and he would be able to with ease."

Matt Agnese,
President, Plan B and C, inc.

Automated Reporting & Testing

The goal of any marketing campaign is to convert audiences into clients. With automated reports in MA, real estate professionals not only have the power of an entire marketing team at their fingertips, but they also can easily track and monitor the success of each marketing campaign. And, the right MA software comes with powerful testing tools, like A/B testing. This allows you to test various marketing designs and copy, fine-tune messaging and optimize your marketing campaign's productivity.

MA software can also be customized to track the stats that are most important to you in real time. So, not only can real estate professionals monitor the success of different marketing campaigns but also track the health of their sales pipeline and prospect win/loss analysis to pinpoint when and where adjustments are needed concisely.

MA Expert Corner

Kristin Gray
Act! Marketing Automation Expert

Tip: Combining landing pages and robust list segmentation can save you time and effort. Create dynamic lists in your CRM database that segment things like area, zip code, budget or type of home. Then, as prospects or clients fill out landing pages that acquire this data, these entries are automatically placed in the correct segmentation lists based on their form answers.

In Conclusion

For real estate professionals, reputation and customer experience mean everything. The right CRM platform will help you stay in the know on every property and sales opportunity, in turn helping your customers sell their homes for the best value or close on their perfect match. CRM software helps keep you at the top of your game and ensures you'll never miss an opportunity. When it's time to execute your marketing strategy, an all-in-one CRM and marketing automation tool can streamline implementation, making for smooth integration into other software within your tech stack.