



Act! Keeps Commercial Real Estate Broker Ahead of the Game

Veteran broker John Magnani leverages Act! to stay organised, punctual, and client-focused

Background

With over 40 years of experience in commercial real estate, John Magnani has built a career on trust, relationships, and reliability. Managing multiple clients, transactions, and property showings requires a system that can keep pace with the demands of the industry. More than 20 years ago, John chose Act! to organise his business and has relied on it daily ever since.

“I’ve used Act! with all my commercial transactions, and even in my personal life. It has become a very useful database.”

John Magnani

The Challenge

Before adopting Act!, John evaluated several contact management systems, including Goldmine and other databases available at the time. While these solutions provided basic functionality, they lacked the versatility and ease of use required by a real estate broker constantly on the move.

The Solution

John implemented Act! to centralise client information, manage appointments, and streamline communication. Over the years, the platform’s functionality has grown alongside his business needs. The introduction of the cloud and mobile access has been particularly impactful, allowing him to remain fully productive whether working from his home office or out in the field.

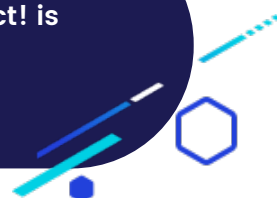
Daily, John uses Act! to:

- Review his calendar and plan appointments
- Manage client communications via email and phone
- Organise property showings and follow-ups
- Track notes, reminders, and history for every transaction



“I use Act! every day. When I get up in the morning and I’m ready to get started, Act! is on and leading me through my day”

John Magnani



The Results

Act! has become a critical driver of John's professional efficiency and client satisfaction. By ensuring timely follow-ups, clear communication, and reliable scheduling, John consistently presents himself as a prepared and dependable broker.

- **Improved punctuality & professionalism:** Act! keeps John on time, or early, for every client interaction.
- **Seamless mobility:** With Act! Cloud and Mobile, John no longer needs to rely on his laptop, making him more agile in the field.
- **Reduced stress:** By managing his business on his terms from a home office, John enjoys greater flexibility without sacrificing client service.

“The key for a salesperson is to be timely and ready with information. Act! helps me do that. People expect someone with a professional demeanor to be accessible when they say they will be, and Act! makes that possible.”

John Magnani

Looking Ahead

As John transitions to a new brokerage, Act! remains an essential part of his daily operations. Its flexibility ensures he can continue to work efficiently, deliver exceptional service, and maintain the client relationships that have defined his career.

“Act! lets me do things on my terms. I rarely go to the office anymore. I work from my home office, which is easier for me, while still accomplishing everything I need to do.”

Key Takeaways

- **Trusted for Over 20 Years:** A proven solution supporting decades of success in commercial real estate.
- **Productivity Hub** Centralised tools streamline scheduling, communication, and follow-up.
- **Tailored Functionality:** Contact management, reminders, and history tracking designed to meet real-world business needs.
- **Future-Ready** Cloud and mobile capabilities provide flexibility for remote and in-field work.

About Act!

More than CRM. Your total relationship solution.

Act! unites sales, marketing, and customer management in one intuitive platform to help you stay organised, attract new customers, and turn relationships into results.

START YOUR FREE TRIAL

