

# Get the Most from your CRM

With a tool this powerful,  
the results are limitless



**IXACTContact**

an Elm Street Technology Company

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- IXACT Contact gives you the support you need to thrive
- You have the contacts, we have the solution to help you make the most of them

# First comes organization. Then come conversions.

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

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 add information about each of your contacts. You can easily add personal notes, set up automated reminders, and schedule follow-ups. If information about every new lead, along with their personal profile is stored, it will be much easier to communicate with them!

## How a CRM gets it done

A real estate CRM can help you regain control and help you to:

- ✓ Organize your database
- ✓ Categorize contacts into groups
- ✓ Automate your marketing
- ✓ Manage your business pipeline
- ✓ 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.



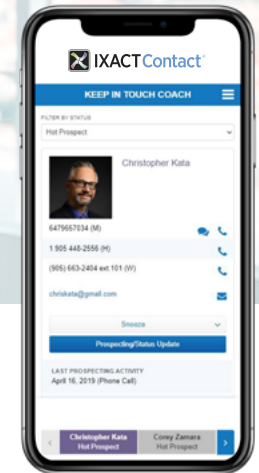


# The magic behind keeping in touch



## Get over the awkwardness and difficulty

A real estate CRM lets you effectively store and manage contacts and their associated information. 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
- Manage your active buyers, listings, and closings

## 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:

- ✓ Intelligent keep-in-touch call reminders
- ✓ Done-for-you monthly e-Newsletters
- ✓ Targeted drip email nurture campaigns
- ✓ e-Cards 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? Developing a plan on your own can be overwhelming, but with the help of your real estate CRM, the process becomes visual and most importantly, achievable!

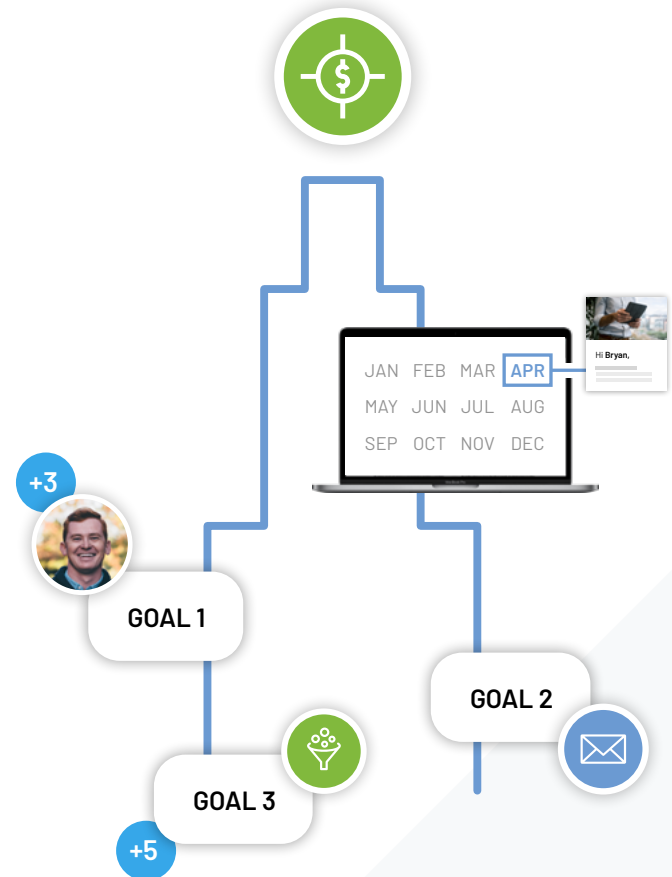
## Work backwards

- 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 needs to be done on a daily, weekly and monthly basis to attain your commission goal.
- 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 entered into your CRM. Let the tracking begin!

## Monitor your progress every step of the way

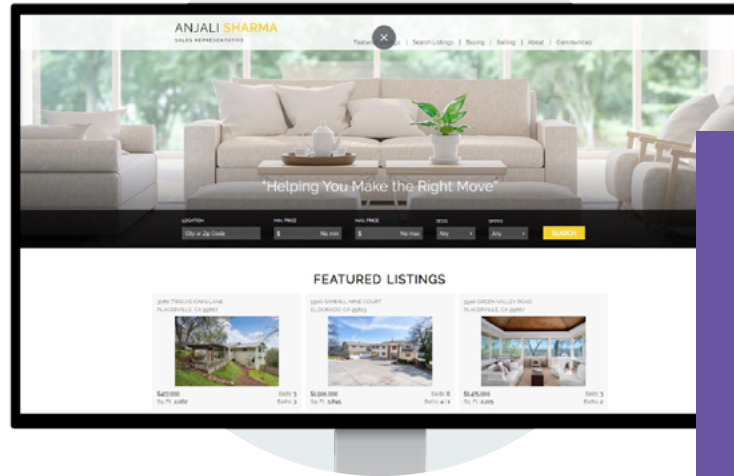
Top CRMs will make monitoring a breeze with charts and graphs that show you precisely where you are and where you want to go. Check back often to understand your strengths and weaknesses at a single glance so you can make the right adjustments on the fly.



# A strong online presence is everything

## Start with a dedicated agent website

The online shift is nothing new. 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. 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

# Focus on YOU... by optimizing your CRM

## Numbers tell the truth

According to the WAV Group CRM Effectiveness Survey:

**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

**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

It's one thing to have a CRM, but another to leverage it to its fullest potential. Now is the time to categorize your contact data, keep in touch with your contacts, create or replace your agent website, and organize your CRM.

## 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? Consumers want to do business with people they know and trust. These are already stored in your database!

IXACT Contact's standalone real estate CRM makes the process of connecting and maintaining the relationships with your existing contacts seamless and easy.



## 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
- ✔ Set up text marketing to easily reach out to contacts and boost response rates
- ✔ Leverage our Keep In Touch Dashboard and Keep In Touch Coach for automated and effective communications with the right message at the right time
- ✔ See your sales pipeline data at a glance to monitor it and make quick, smart decisions

## Take advantage of our FREE TRIAL.

Try IXACT Contact **FREE** for 60 Days!

\*Rookies get 6 months free!