

IMPROVE MANAGEMENT LEADS

1 COLLECT

CRM software helps you automate data collection and organize it into a centralized database. This allows real estate developers and agencies to track leads and categorize them based on their level of interest, budget, and geographic location.



2 FOLLOW

CRM software helps track interactions with leads. Calls, emails and meetings with prospects are automatically logged in the system, allowing a complete overview of each prospect.

3 AUTOMATE

A real estate CRM can automate repetitive tasks such as sending emails and appointment reminders. This allows you to focus on interactions with the most promising prospects.



4 PERSONALIZE

Use the collected data to personalize the customer experience, in order to offer personalized recommendations based on the needs and preferences of each prospect.



5 CONVERT

Finally, improving lead management with CRM software helps maximize conversion rates and increase revenue for each real estate project.



KEY FIGURES

Increase in lead-to-customer conversion rate by **27%**

34%
increase in sales team productivity

Return on investment of **8,7 \$**
for every dollar spent