



15 Clicks to **Thriving with BoldTrail**

Driving Adoption & Productivity
with a **200+ Agent Team**

Holly Fogel

Trainer and Coach, RE/MAX Centre
25+ Years Experience



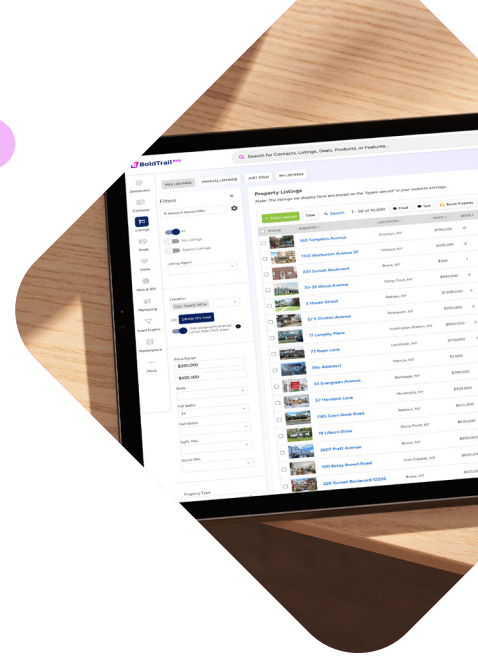
Holly Fogel is a RE/MAX Real Estate Trainer and Coach. With a 200+ agent roster, and 25 years of experience in the business, she knows what it takes (and what to avoid) when it comes to leveraging a system to streamline your business. She's used a lot of different systems during her career, but she and her team are **thriving** with BoldTrail, trusting the platform to fuel their full ecosystem, from the front office operations, to the back office and recruitment too.



"I teach the system from an agent perspective, not a tech perspective, and I start by telling them that I'm not "tech-y" and I am extremely blown away by the ease of navigation and just how to get this platform to make sense to you as an agent into managing your pipeline and building more of a pipeline."

She's created a program for her agents, **"15 Clicks to Thrive: Success Simplified with BoldTrail,"** and it's been wildly successful for her team.

"So often you hear 'I don't need a CRM' or 'I don't generate online leads,' but the resistance is just because no one teaches agents what to do. This program is repeatable, it makes sense, and they get in and out of the system in an hour, 5 days a week, making their business more efficient and successful, then they move on with their day."



So what are her team's **favorite parts?**



Ease of use

There's so much control over the system, and that flexibility suits different business styles for her team. "I tell my team, you are in control. You can use this as a full-time assistant, a part-time assistant, or no assistant!"



Monitoring your Database

The team has been taking full advantage of the intelligent CRM and built-in AI. It takes out the manual nature of database management and eliminates the guesswork. *"Our website is like a store, and BoldTrail is like a camera watching all the people in your store, and anybody that's active, that's doing things that you need to be notified of, they put it all in your dashboard under Hot Leads."*



Automations

"We didn't have this in the last platform, and it's a total gamechanger. 15 Click to Thrive, means 5 clicks in the dashboard, 5 in their contact list, and then to implement 5 tactics from a specific list of what they can do in BoldTrail. It only takes an hour, 5 days a week."



Full Tech ecosystem

Leveraging BoldTrail + BoldTrail Back Office and Recruit means agents can manage the entire client journey, transactions, recruitment strategies, you name it, right from the platform. *"I think this is the number one all-in one business portal that we all have said we have wanted for years and we finally have it. We have all the pieces and I feel like our office is at an advantage because we really can capture everything through the platform."*



Support and Training

With a robust system, it's critical to have support and training to set you up for success. Holly has attended the BoldTrail user conference at Unite, taken advantage of the training courses, and leverages their resources to help her own curriculum. *"I will give a good shout out to your training team, when they do the webinars on lead conversion, I learned so much. The way they outlined that and set the proper expectation with the agent was brilliant."*

Ready to see how your team could thrive with the right system and support?

See more of what BoldTrail can do for you.