



How Luque Realty Broke Sales Records with One Smart Switch

What today's broker needs: intuitive systems, *real* support, and *real results*.

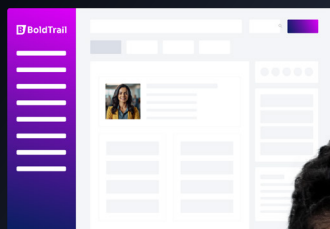
After nearly a decade in real estate, Carlos Luque recently launched his boutique firm, Luque Realty, and set out to build more than just a brokerage. His vision was a modern, tech-forward operation, but his journey to finding the right system to drive his business was full of frustration. After countless CRM trials and clunky legacy tools, Carlos experienced some major platform fatigue, but thanks to a webinar and washing machine delivery, he discovered BoldTrail.

Joining a webinar to pass the time while waiting for a delivery, Carlos was introduced to BoldTrail's innovative platform. With a background in software himself, he immediately recognized the platform's intuitive design and powerful integrations, as well as some features that would solve the very challenges he'd experienced for years.

Carlos Luque
Broker/Owner
REALTOR®

Luque Realty, LLC.
Waterford, CT





Real Results: Streamlined Processes and Sales Growth

With BoldTrail, Carlos has seen measurable improvements in lead generation and year-over-year sales, even during typically slow seasons like Q1. The platform removed friction around follow-up and task management, making it easier to stay on top of every deal. For Carlos and his growing team, BoldTrail isn't just a tool, it's part of their daily workflow.

"I'm not worried about follow-up. I'm not worried about who I need to call next. **It's just so easy to use, and if you follow the system and the processes out of the box, you're gonna see success.**"

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Empowering Agents Through Technology, and Leading by Example

Carlos leads with hands-on guidance, personally using BoldTrail every day and training new agents through a repeatable, scalable, onboarding process. With built-in training videos and Carlos's personal coaching, new hires become productive faster. His philosophy is simple: never ask an agent to do something you haven't done yourself.

"I'm in there daily, and it's something that is easy to adopt. It's an easy system to use. I just onboarded a new agent in January and I had him go through the trainings and immediately, every day he's in the system. **The functionality, the ease of use, and everything that the system offers— you don't have to second guess yourself** and think 'okay, well, what other systems do I need to use in order to see additional success in my business?'"

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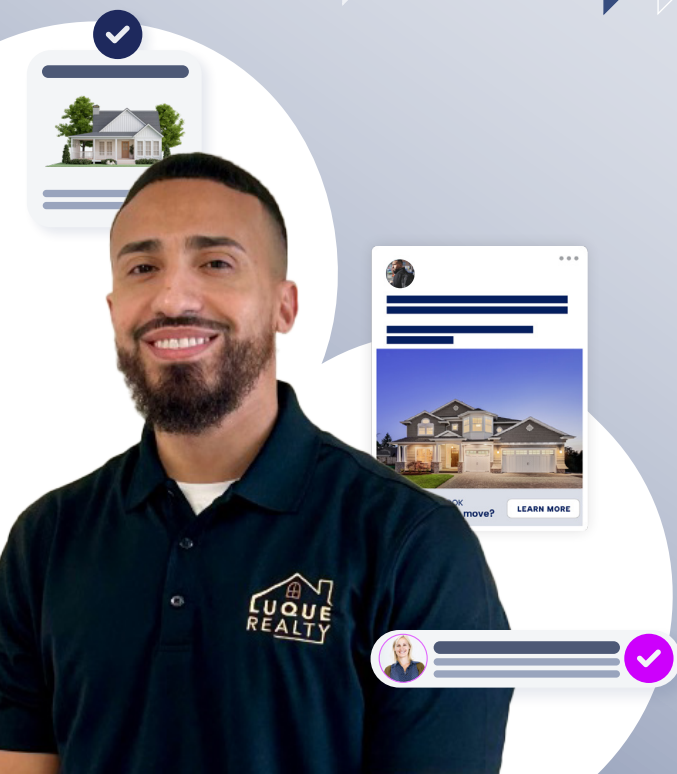
Why BoldTrail? A Game-Changer for Brokers


Carlos describes BoldTrail in three words:

**Game-Changing.
User-Friendly.
Innovative.**

"I love that about the company, that **there's always new innovation**. There's always something new to expect. So if you're looking for something that's kinda like out of the box and out of the gate, you want something that does it all and you don't have to look elsewhere, then I think BoldTrail has all of that. **I can name off the different platforms that I've used, and it's a long list of just trial and error, and honestly, BoldTrail has been a game-changer.**"

Unlike other systems (*and he's seen a lot!*) that left him feeling like "just another number," BoldTrail delivered not only a superior product, and a user-friendly experience, but also white-glove onboarding support that ensured he and his team were ramped up for success.





It always is frustrating to start with a new platform. But one of the biggest things that kept me on was my onboarding. We literally would meet every single week, and that right there for me was gamechanger. With other platforms, you get that sales pitch, sign up, done. **But with BoldTrail, it was totally different. It was a matter of, 'Hey. We truly care and we care about your success. Let me help you out. Let's schedule these calls.'** I could truly see that the company actually cares for its clients.

Ready to Scale Smarter?

When you find the right technology partner, you **unlock growth, streamline operations,** and **set your agents up for success.**

See what BoldTrail can do for you.

GET A DEMO!

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