Inside Real Estate

Keep your Team On Top of It All with Tech, Training, and Transparency.

Agent Adoption: This Team's Competitive Edge

With a background in IT, data tracking and accuracy is second nature to Jennifer Blanchard. She's running a team of 6 in New Jersey, and they're leveraging BoldTrail to help run their business and drive success.

Jennifer Blanchard
Berkshire Hathaway HomeServices, Fox and Roach Realtors, Lead of The Blanchard Team

- Background in IT
- In real estate for 20+ years
- Listing and/or selling over 400 properties since 2002

> "I've always understood the importance of accuracy and tracking interactions, and knew I needed a system early in my career. I used a lot of them, and now my business runs on BoldTrail. **My team is required to use the system, period. It makes it easy to do what we need to do, stay consistent, and be successful."**

A smaller team means closer interactions, and Jennifer leads by example, and leads in close contact. She talks to everybody, everyday, and makes sure they're leveraging the system, and not losing ground anywhere.

> "We sit down one-on-one and I say here, look at what's new, look how we can do this. Search by when people were last on the website— there's so much potential for them to leverage these insights in their day-to-day."

Most-Loved Features and System Non-Negotiables

The Dashboard. "As a team leader I love that I can see what's going on with my team in quick reports on how they're using it. The dashboard lets me sort by agent and get a quick preview of activity and where I can support."

Being able to "set it and forget it." Campaigns that run automatically, monthly marketing reports that are instantly deployed, and property valuations to keep people engaged. "I can automate so much of my communication and rest assured it's covered no matter where I am. My CRM is working for me."

Everything—my tools, my data— needs to be right there. "If I can't do it from my workspace, then it won't work for me. The fact that I can open Chrome and have all my tools and tabs right there, with all the same data, is an absolute nonnegotiable."

Get the team invested, and guarantee adoption:

- ☐ Using the system is in the contract
- ☐ Corporate trainings are a great way to jumpstart success
- ☐ Weekly team meetings will focus on the system specifically every 6 weeks or so
- ☐ Sit down 1x1 at least once a month and go through the system and how they're using it day-to-day

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Ready to see results with BoldTrail?

Learn More!

> "BoldTrail is a very powerful tool. It does so many things. Start small and master one thing, then move to the next. Stay consistent, and you'll see results."