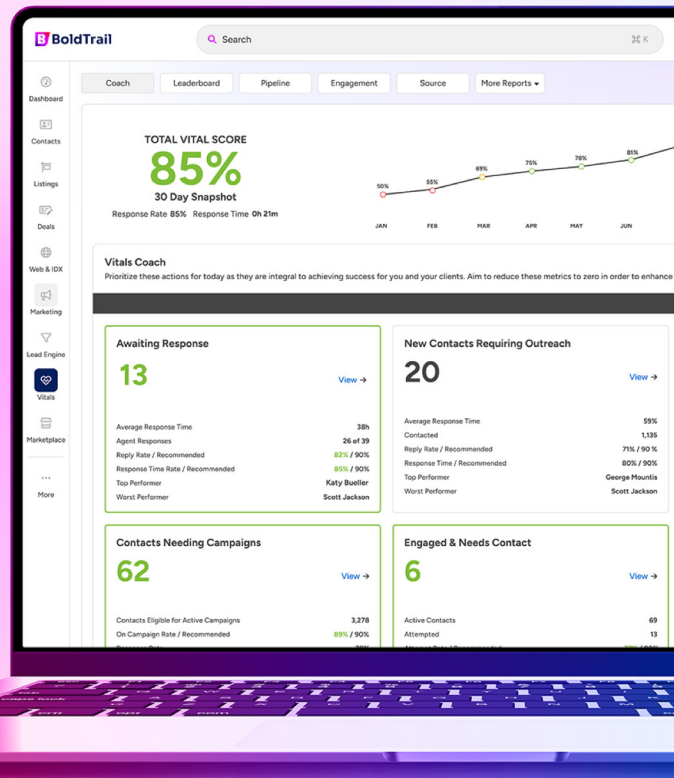


Vital Tools for a *Thriving* Real Estate Business

What Muldoon Associates find game changing, transformative, and empowering for their business

Mindy Sanders
Muldoon Associates

Mindy Sanders, runs the operation at Muldoon Associates, a family-owned and operated business with a team of fifteen, and two offices, one in Colorado Springs and one in Pueblo, Colorado. With a property management department as well, there are lots of moving parts, and she needed **a system to bring it all together**, not make more work for her team.



Their old CRM couldn't cut it. They needed a solution to boost communication and put more control in their success.

"We needed to manage our contacts, our sphere, and our agents efficiently, we needed effective automation, we needed follow-up prompting, and a way to organize our processes, and BoldTrail has given us all of that. It was an easy decision to move over."

Mindy has been in the industry for nearly twenty years, shifting recently from the agent side of the business, to back office management, and team training. She's well-versed in the power of the database, but understands just how difficult that can be to tap into in the busy day-to-day.



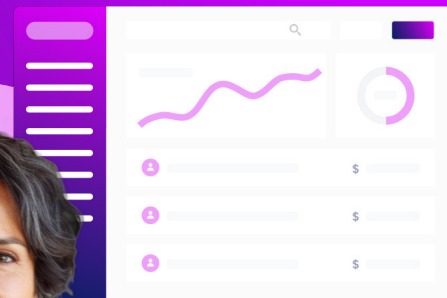
Everyone is familiar with the statistic that **97% of people would use the same realtor that they bought that house with if only they could remember their name**, so she makes sure her team is remembered.

**Better conversations, better engagement,
and a boost in closings with BoldTrail**

"Our number of communications, our number of clients that are conversing with us on a regular basis, (and also past clients, when they're ready, you know, 5-7, years out to do something different)...we've noticed a measurable difference in those people coming back! They're remembering our names now because we keep in contact with them... **Our closings in general have been up since we've used BoldTrail.**"

BoldTrail Vitals: Insights You Can Act On

BoldTrail recently released the Vitals feature, a performance dashboard that takes the critical metrics from your business and team, and provides one place to see the data, translating into actionable insights on the health of your operations.



"I love vitals. I look at it multiple times during the day. My favorite piece of it is the big score right at the beginning that is measuring where we are as a company, and it can either be very satisfying or it can be devastating—and I love that about that because **devastating to me means it's go-time— we need to make some changes!** And then, of course, as that turns over and that number gets higher, that score gets higher, that's very satisfying. And that makes me know that everyone's engaged in our office, and we are doing all the right things. And that is only going to lead to success."

Vitals has helped their team quickly gauge what's working, what's not, and improving the focus on the team and the effectiveness of weekly meetings. It's a great touch point for the team and an easy way to rally around the goal together.



**Need more visibility into your business?
See how BoldTrail can deliver an end-to-end view to minimize mistakes and maximize profitability.**

[LEARN MORE](#)

"One of the stats is 'leads that are not on market reports'. It's a one-click. I can just easily click to see who is not on market reports right now and make sure that every single lead in our system is now on market reports. *It's so simple.*"

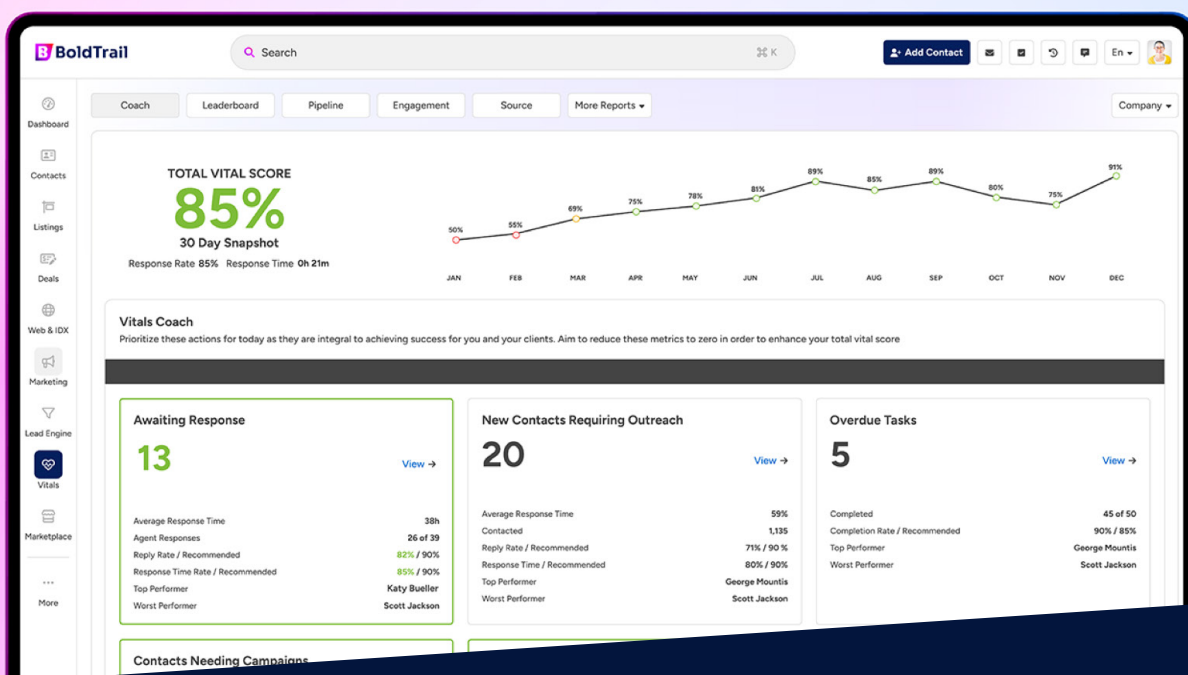
Changing the game with game-changing technology

"The new vitals feature has been absolutely game changing for us. We are using it to communicate better with our clients, so that makes it a necessity. I didn't know it was a necessity until we got it. It really demonstrates where we maybe are lacking, where we could use improvement, and makes it easy for us with just a few clicks to make those improvements happen."

With the right technology partner, and innovative tools that are designed to solve problems and take work off your plate, success can be found in a few simple clicks

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“If I could describe BoldTrail in three words, I think I could pretty easily say game-changing, transformative, and empowering. Without BoldTrail, we would not be where we are today. It absolutely has been a game changer for our small office with many leads and many contacts in our database, and we are just thriving thanks to BoldTrail.”



Ready to put this game-changer in your corner?
Learn more about what Vitals, and BoldTrail can do for your business.

BOOK A QUICK DEMO!

B BoldTrail