

One Platform to Power Your Real Estate Business.

An End-to-End Solution is the Endgame for Success in Any Market



“

We were working hard but we were not working *smart*. So we had to choose a good system to work *for us*. That is the key.”

Jessica Souza

Owner/Broker

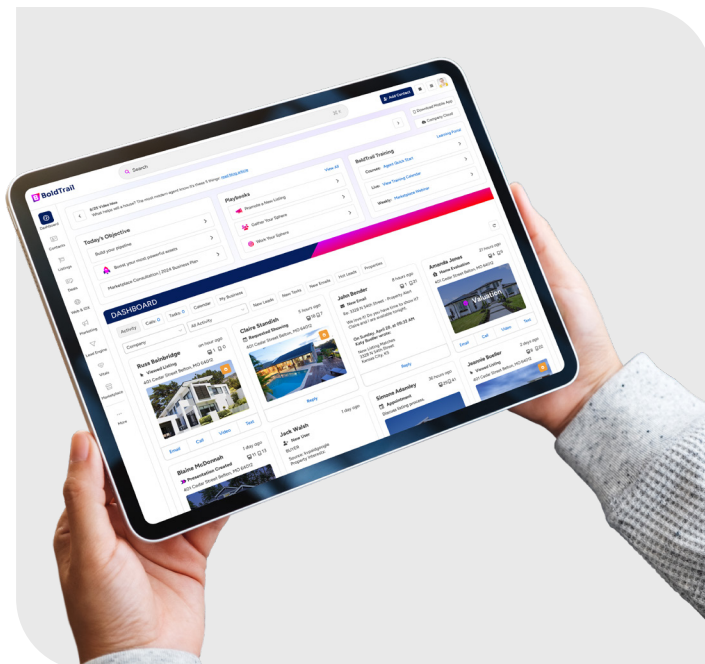
Paradise Exclusive Real Estate

Brokers like Jessica Souza recognize the need for something better in their business before it becomes too late. When adoption is slipping, when time is wasted on duplicate entry, and when teams are disconnected and data is disparate.

Switching systems can be a difficult decision, especially in an industry with rapid change everywhere else. But it's vital for your business to focus on the things that are in your control, like the way you run your business, the tools you use to empower your team, and the experience you deliver to your clients.

“We not only have to accept change in our industry, but embrace it. From interest rates to having to introduce a new form, change is everywhere. What we do have control over is how we run our business. Just like a high performance race car benefits from the nitro boost to push it across the finish line, your business can benefit with the fuel that the right software can provide for your business.”

An end-to-end solution brings your sales, marketing, and service teams together. It makes day-to-day operations easy to manage, it provides value fast, and it gives every member of your business a unified view of the consumer journey making them more effective and efficient at delivering value at every step.



- *"You can stick with your comfort zone, or you can go with too much technology that might not even make sense for our industry, and a very large price tag, or you can land somewhere in the middle, marrying reliability with industry expertise finding a product that aligns not only with your goals, but with your big picture."*

For Jessica and her brokerage the right solution was BoldTrail. Their brokerage wanted to avoid the pitfalls of too many point solutions, with multiple logins and lots of overlap. They also wanted technology that would actually benefit their business and empower their team members in their respective roles, bringing front office and back office together, and helping them manage the client journey seamlessly while growing with their business and team.

BoldTrail powers both front office sales and marketing efforts as well as every back office operation, bringing teams, tools, and data together. Systems seamlessly connect, and a single source of data makes it easy to make better, data-backed decisions. Agents, and admins are empowered with the tools they need too.



"What BoldTrail allows us to do is monitor and empower each one of our team members, in their own individual way. We run it as an ecosystem and it empowers me to grow the team, expand, contract if we need to, and do all of those things from one hub, which is just incredible in and of itself."



Bobby Puim, VP of Operations for the REC Canada team

Another key piece in the decision process for many clients was the company behind the platform. The support, the community, the dedication to innovation. No one wants to partner with a company that is lacking in any part of that.



During our decision making process, I toured products and I paid attention to more than the product itself. What does your support look like? What does your team of engineers look like? What is your leadership like? What is the vision and what does the future look like? I need a product where the leadership team is dedicated to innovation and leading the industry. And that's what I found with BoldTrail."

Jessica Souza

"The nonnegotiable for me is just having a true partner invested in your business. Who can I reliably build my business on? What's the platform that's gonna keep us going and is gonna keep innovating for us? And over time, as we're ready to innovate ourselves, who's gonna be there with those tools? I can't spend any of my time thinking about my software. I have to think about selling real estate."



James Harris, Founder and Principal at Bond Street Partners

When you bring your whole business together on a system that is designed for real estate success, and couple that with a community of support and strategic minds, there is no limit to the success you can achieve.

"It's a beautiful thing, the culture you can create when you empower the right people with the right system and strategy. It not only empowers your agents and their business, but it empowers them as a team, and your whole business grows."

Ready to Drive Scalable Growth with BoldTrail? Get Started Today!



Experience the most robust, next-generation real estate tech solution, from an AI-empowered Smart CRM and customizable IDX websites, to lead generation services, recruiting tools, and powerful back office automation.

[Learn More](#)