

Outperforming the Market:

How This Colorado Luxury Brokerage Stays On Top with BoldTrail



Driving Lead Conversion, Adoption, & Next-Level Business Growth

Slifer Smith & Frampton knew upgrading their tech stack wasn't just about picking a new platform—it was about choosing a system agents would actually use. Instead of making a top-down decision, they involved agents in the selection process. The result? Instant buy-in and record-breaking adoption.



"We had two other tech partners, but we knew it was time for a change," says Sara Roberts, VP of Marketing. "We asked our agents what mattered most. BoldTrail checked all the boxes."

SLIFER

SMITH &

FRAMPTON

Forbes
GLOBAL PROPERTIES

One of Colorado's Premier
Luxury Brokerages



30+

OFFICES
ACROSS
THE STATE



350+

AGENTS
DEDICATED
TO TOP-TIER
CLIENT SERVICE



Sara Roberts

Vice President of Marketing

25+ Years Experience Leading
Marketing and Tech Innovation

The Smart CRM Agents *Actually* Use

Why agents love it:



**Automated Follow-Ups
Keep Them Top-of-Mind**



**Smart Database Activation Turns
Past Contacts Into New Deals**



**Seamless Lead Management Means
More Time for Warm Leads**



“

“Seeing the Smart CRM in BoldTrail was a lightbulb moment for me. Our agents have amazing databases they’ve been building for years. BoldTrail gets their database active and working for them. I always tell them their next deal is already in their database.”

The Results Speak for Themselves:

10x Lead Conversion: *“We launched the Success Assurance program in BoldTrail and our conversion rates have skyrocketed. Our conversion rate went from 1% to 10%!”*

How?



24/7 concierge service responds to new leads in 90 seconds



Nurturing system keeps leads engaged until they’re ready to transact



White-glove experience aligns with the brokerage’s high-end service



Instant Agent Buy-In:

Adoption soared when agents helped choose BoldTrail as their tech solution. Smarter CRM, Bigger Wins: Agents uncover new deals in their existing databases with BoldTrail's automation and insights.

"It would take a whole team to do what Leads360 does," says Roberts. "That easy button has made all the difference."

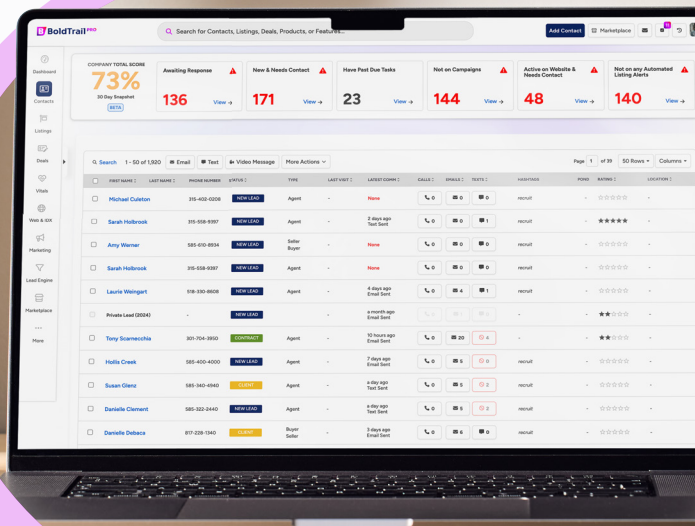
"The support from Inside Real Estate is next level. It's tailored to our needs and far beyond what I've seen from any other tech vendor."

A Win for Recruiting:

Tech adoption isn't just about productivity—it's a major driver for recruiting and retention.

The Impact:

- ✓ Happy agents = **higher retention**
- ✓ Excited recruits = **business growth**
- ✓ A modern, stable partner = **long-term success**



"It was important for us to find a partner that was large and stable to help us through any market. We didn't see a downturn the last few years like other companies did."



Ready to transform
your brokerage?

**Learn how BoldTrail
empowers agents
and fuels growth**

B BoldTrail
Real Estate's Growth Engine