BoldTrail
Real Estate's Growth Engine

Powering a 600-Agent Empire: How Homes of Idaho Scales with BoldTrail

"Without BoldTrail, we couldn't do what we do as a brokerage."

THE CHALLENGE:

Colby Lampman, CEO and Broker of Homes of Idaho and Homes International, leads a rapidly growing brokerage with 600 agents and over 20 offices across multiple states. Managing growth at this scale comes with serious complexity: disconnected systems, limited visibility into agent performance, inconsistent adoption, and challenges in offering a unified agent experience—all while trying to expand into new markets.

Colby needed more than just a tech platform. He needed an integrated ecosystem that could support the entire lifecycle of the transaction, simplify operations, and give his agents tools they'd actually use.

Inside Real Estate

THE SOLUTION:
BoldTrail's End-to-End Real Estate Platform

Homes of Idaho adopted the entire BoldTrail ecosystem—Front Office and BackOffice—and hasn't looked back. With a focus on automation, data transparency, and scalability, BoldTrail has helped transform how the brokerage operates at every level.

"We're basically all in as a brokerage," Colby shared. **"BoldTrail is always innovating**—acquiring new capabilities that check every box across the client lifecycle."
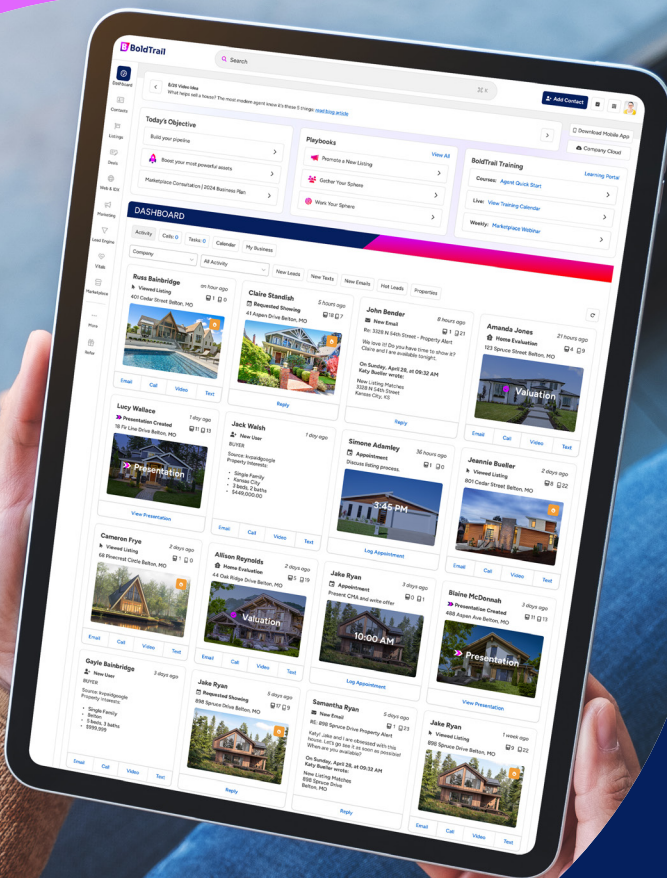
Learn More

Driving Agent Productivity at Scale

With **BoldTrail's Front Office**, agents get:

- **Automated lead alerts,** customized apps, and listing alerts to keep clients engaged and off third-party platforms.

- A **fully integrated CRM** that surfaces hot opportunities and keeps follow-up consistent.

- **Centralized access** to all tools through a single login, saving time and reducing friction.

BoldTrail's BackOffice has also become indispensable for Homes of Idaho:

- Transparent **commission management**

- Real-time oversight of transaction files and audit trails

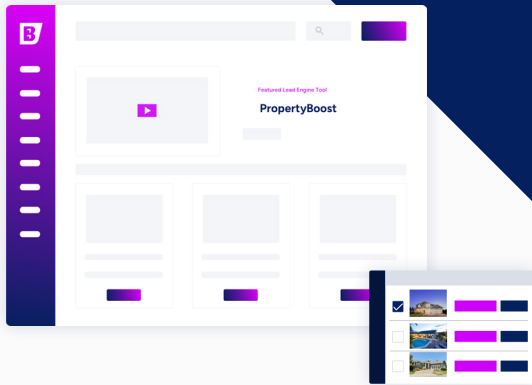- Team-level autonomy with custom lead routing and dashboards

"Our agents navigate seamlessly between platforms, manage their deals, and know exactly where things stand. It's simplified everything," said Colby.
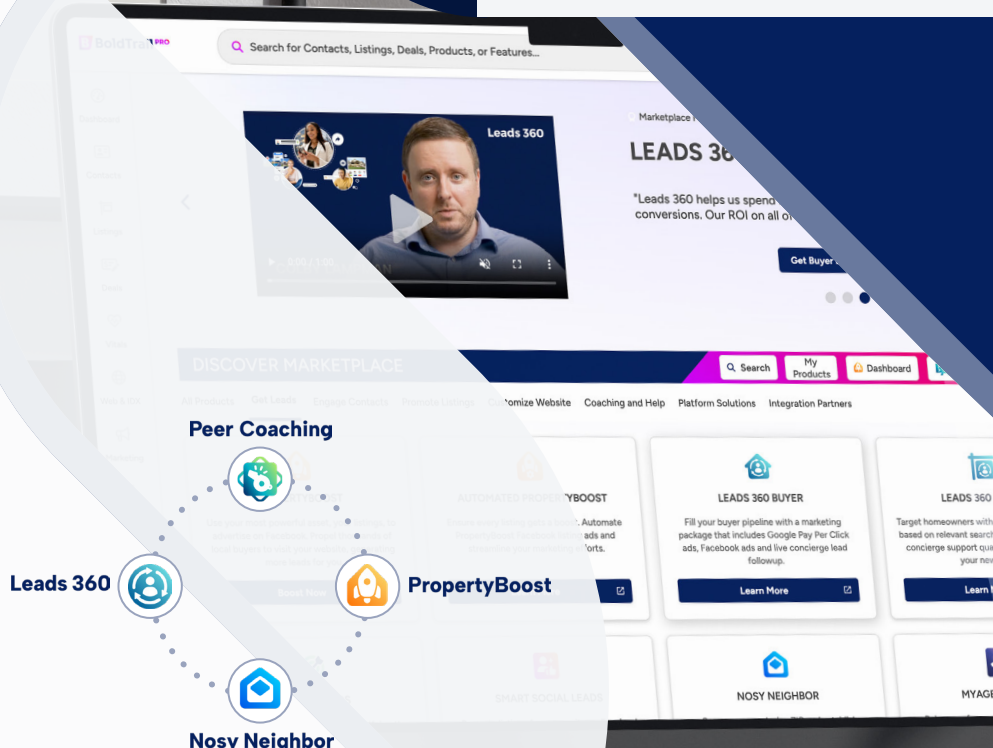
Brokerage-Level Insights & Automation

For Colby's leadership team, BoldTrail offers true visibility into agent performance and system engagement. They can monitor logins, follow-ups, and automate lead distribution based on usage—no manual intervention needed.
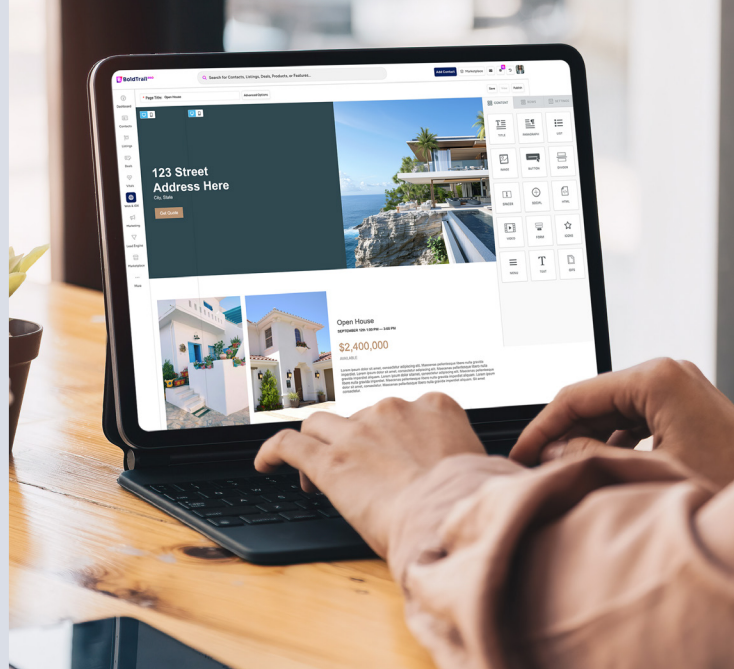
> "If an agent isn't logging in or following up, the system shuts off lead routing. **It's all automated, which creates better adoption and accountability** across the board."

Powerful Add-Ons to Empower Every Agent's Unique Needs

With the BoldTrail Marketplace, agents can customize their own tech stack with best-in-class tools that grow with their business. Brokerages can centrally offer lead gen and marketing tools, or agents can self-serve and invest in what works for them.

Peer Coaching

Leads 360

PropertyBoost

Nosy Neighbor

> "Marketplace has been huge for retention," said Colby. "We meet agents where they're at, and **BoldTrail helps us do that with real-time, flexible solutions.**"

The Impact: Seamless Expansion & Scalable Growth

Thanks to BoldTrail's multi-office, multi-MLS capabilities and team-level autonomy, Homes of Idaho has been able to expand its footprint without skipping a beat.

> "We couldn't do what we do without BoldTrail," said Colby. "It supports our entire operation—from our teams to our offices to our agents in different states. No other system does what BoldTrail does."

Ready to Dominate the Market?

See What's Possible with BoldTrail

GET A DEMO

BoldTrail