

RE/MAX

CUSTOMER STORIES

How This RE/MAX Realtor Keeps G Suite in Sync with Copper Using PieSync

Andrew Caton used to work in the information technology business.

Today, he's a Hamilton realtor living the heart of Southern Ontario who works with his wife and team. But even though he's selling property now, his tech background is still coming in handy.

"I've always been interested in technology. When I first started to work in real estate 10 years ago, I immediately noticed technology was not being utilized as much as in other industries," remembers Andrew.

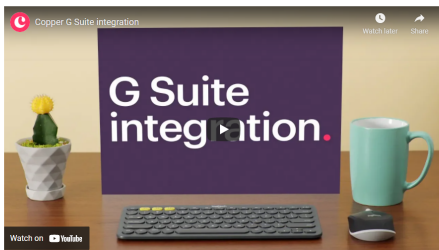
But instead of discouraging him from using technology in his new job, he saw this discovery as an opportunity—and it ended up driving him to look for the best tools to boost his real estate business.

The challenge: so many relationships, so little time.

For a realtor, contact information and **client relationships (here are some tips)** are everything.

"A few years ago, I started using a CRM. I took a look at probably around 10 CRMs, and none of them had exactly what I wanted. But then I found Copper and I saw how well it works with G Suite. I use G Suite for everything so I thought to myself: this is clearly the right CRM for me," says Andrew.

Here's how Copper + G Suite looks in action:



But this tech-savvy realtor didn't stop there. "I knew I wasn't utilizing my CRM as well as I could. I'm constantly out on the road and it became incredibly difficult to have some contacts on my phone, some on my CRM... Data was everywhere!"

One thing was clear for Andrew: he needed something that would sync the contacts of his phone with his Gmail inbox ([more Gmail tips here](#)) and other tools.

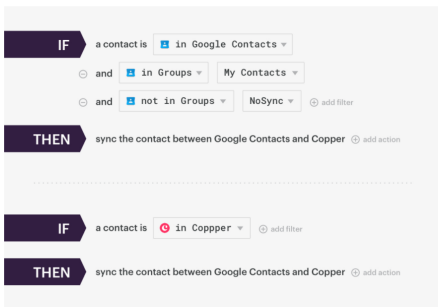
The answer: two-way syncing.

There are so many tools out there offering integrations, but what made Andrew finally decide to try **PieSync was the possibility to integrate bi-directionally**.

"When I started searching for solutions to sync up contacts, I realized there were many services that offered a type of integration, but they didn't really sync. They would simply push data in one direction. If I made an update in a contact in either app, it was not up-to-date in the other one, or vice versa. And it's not **productive** to have to change data in 4 or 5 different places," says Andrew.

PieSync's intelligent engine works two-way and in real time, meaning that PieSync is constantly checking Andrew's G Suite and Copper contacts for updates. It also allows Andrew to easily see which apps contain the most up-to-date and accurate data, and lets him decide which tags, categories, or lists to keep updated.

After a smooth setup (in Andrew's words: "virtually seamless" and "super easy"), he finally found peace of mind when it comes to contact management. "The best benefit of PieSync is accurate data. Once I turn on my two-way sync, every change I make will be replicated in both apps."



HOW TO HOOK UP CONTACTS BETWEEN DIFFERENT APPS

A realtor who's never out of touch.

Now, when Andrew gets a message from someone he sold a house to five years ago, he'll know exactly who that person is: where they live, their email address, and other key details that will help him maintain and build that relationship.

With Copper and PieSync, he knows all of this before he even gives them a call back, picking up relationships right where he left off—even if their last conversation happened years ago.

"That allows me to offer my clients a service that's 1,000 times more professional," says Andrew.

"No import, no export, no waste of time." - Andrew

What's next?

Andrew's enthusiasm for time-saving tools that help him **boost his productivity** doesn't stop here.

Currently, he's looking into syncing data between other apps too. Soon, he'll be connecting MailChimp with Copper and Google Contacts to send out **email newsletters**. The best part?

He knows it will be a piece of cake. "All I have to do is set up another connection. My data will be the same, all the time, in all my apps," says Andrew.