



## “Small Team, Big Wins”

*Leveraging BoldTrail to ramp up production and generate leads.*



### SUCCESS SNAPSHOT

2

Agents

14

Transactions in 2024



Increased GCI

**Sushil Mishra,**  
Catch the Key Inc., REMAX

Sushil is no stranger to rapid growth. Leads were coming in, business was ramping up, but staying on top of it all was a struggle for his small team.

“The biggest obstacle was managing leads efficiently. I struggled with staying on top of follow-ups, scaling my business as lead volume grew, and keeping my marketing efforts unified across platforms.”

### The Challenge:

Without a system in place to help manage their nurture and follow-up, or track their performance effectively, it was becoming increasingly difficult to stay on top of production, and scale the business.



### The Solution:

Wrapping their business around one central hub allowed the team to run things effectively and work more efficiently. The biggest wins were:



**Marketing automation to put follow-up on autopilot**



**Automatic reporting proactively alerted them to what needed attention**



**Streamlined processes to help them scale their growth**

“BoldTrail’s automated follow-up system was a game-changer. It allowed me to stay in touch with leads consistently, without missing any opportunities. The CRM centralized all my leads, helping me manage them more effectively, while the analytics provided insights to prioritize hot leads. This significantly improved lead conversion and business growth.”

## The Results:

### No lead left behind. No extra effort.

Having BoldTrail in their corner meant they were covered. Instead of leads slipping through the cracks while agents were dealing with more pressing business, their follow-up was automated, and the system kept each prospect engaged.

"I had a lead that initially showed minimal interest. Before using BoldTrail, I might have lost them due to inconsistent follow-ups. However, BoldTrail's automated campaigns kept me in touch with personalized emails and property suggestions. **After a few months, that lead turned into a sale for a \$700K home, simply because I stayed top of mind without extra effort on my part.**"

### Conversion Rates and Transaction Numbers on the up and up.

Big things happen when agents are freed up to focus on closing deals, and can leverage technology to keep the pipeline full, tracked, and effectively engaged.

"Since using BoldTrail, I've seen a **noticeable increase in lead conversion** and a significant boost in the number of transactions. The automated follow-ups have saved me valuable time each week, allowing me to focus more on closing deals. **Overall, my GCI has grown**, thanks to more efficient lead management and marketing."

### Less time and less business dollars wasted.

Investing in a platform to build structure into your business, and to automate your processes keeps you and your team efficient and effective with your prospects at every stage of the cycle.

"If you're looking for a platform that simplifies lead management and automates follow-ups, BoldTrail is worth it. It not only saves time but also helps you stay organized and consistent with your leads, which can directly boost your business. It's a powerful tool, especially if you want to scale and streamline your real estate operations."



**See how your business could look  
with BoldTrail in your corner.**

**Schedule a quick demo!**

