



BoldTrail
Real Estate's Growth Engine

Smart Agent Alliance's Edge: Growth at Scale with BoldTrail

How Karrie Hill Uses BoldTrail to Power One of the Fastest-Growing Teams in Real Estate

Impact at a Glance

- ✓ **3,300+ agents** supported across markets
- ✓ **100% centralized communication** — no more scrambling between inboxes and phones
- ✓ **Automated lead capture** tied to landing pages, video, social, and print
- ✓ **Ready-to-launch onboarding** with training, pre-built funnels, and follow-up campaigns
- ✓ **Faster recruiting & revenue share growth** with plug-and-play systems



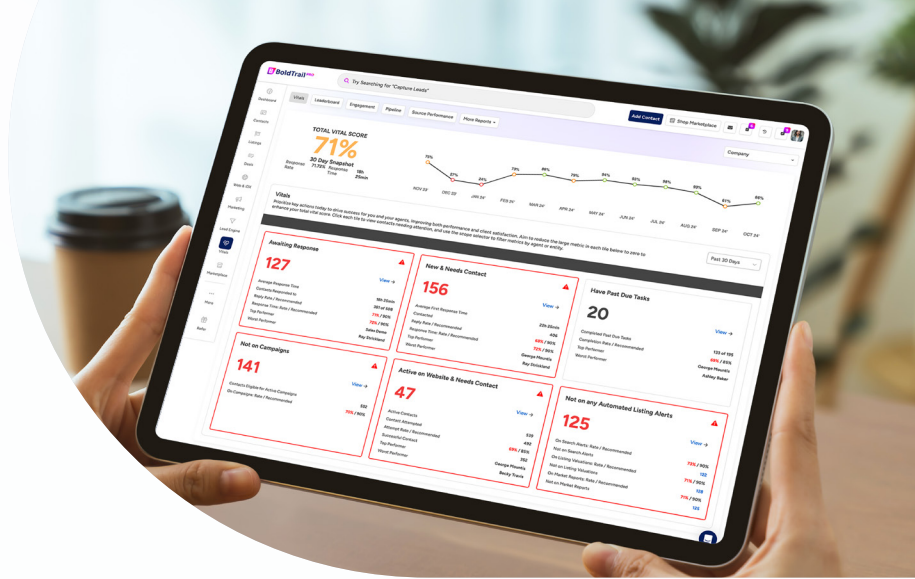
Karrie Hill

Co-Founder, Smart Agent Alliance
Brokered by eXp Realty

Team Size: 3,300+ agents across the U.S.

One System, Full Visibility

With thousands of agents and countless conversations happening daily, Smart Agent Alliance needs more than a CRM—they need a system. BoldTrail keeps it all organized and accessible in one place.



“We show our agents how to set everything up so all their communications with clients stay in one place. **Total game changer—lifesaver!** Somebody emails, texts, or calls and you don’t have a clue who they are anymore, but all the info is right there in BoldTrail.”

Agents no longer juggle texts, emails, and handwritten notes. They work from a single, synced platform that makes it easy to pick up every conversation right where they left off.

“Their name, phone number, and email lands right into BoldTrail. **BoldTrail sends an immediate email reply and connects them to further automations—weekly, biweekly, or monthly depending on the landing page topic.**”

Lead Generation on Autopilot

Smart Agent Alliance trains every agent on how to use BoldTrail’s built-in lead gen tools to launch high-converting campaigns across platforms. From YouTube to Instagram to mailers, all paths lead to a lead—and BoldTrail does the heavy lifting from there.

Consistent follow-up without constant effort = more conversations, **more conversions.**





Built-In Agent Success System

Recruiting and onboarding at scale isn't easy. But Karrie's team turns BoldTrail into a plug-and-play accelerator. Every new agent receives pre-built landing pages, automated drips, and on-demand training so they can start generating leads right away.

"We give eXp agents training, eight pre-made landing pages, and a full automated email drip for each. BoldTrail has tons of campaigns ready to go. **Our agents are up and running fast—no time wasted figuring it out from scratch.**"

By systematizing onboarding and marketing, agents can focus on connecting and converting—without ever starting from a blank page.

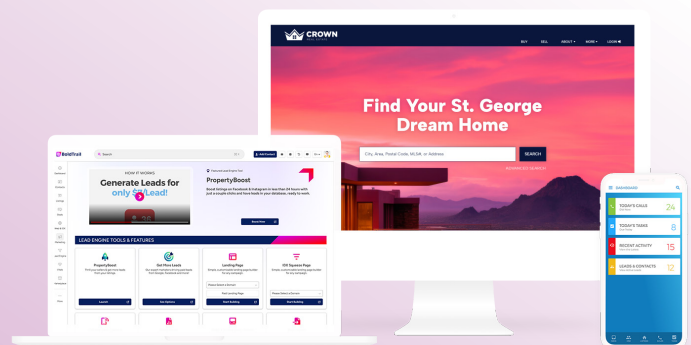
"BoldTrail lets us support agents with structure and strategy. They feel connected, **they feel empowered, and they get results.**"

Structure replaces overwhelm.
Automations replace guesswork.
Growth becomes inevitable.

B BoldTrail

Fueling Growth and Retention

BoldTrail powers both sides of the Smart Agent Alliance business: production and expansion. Karrie's team uses the platform to help agents close more deals, and grow their revenue share through streamlined recruiting and outreach.



The Engine Behind the Growth



For Karrie Hill and Smart Agent Alliance, **BoldTrail is more than just a CRM**—it's the engine that powers growth, connection, and momentum for over 3,000 agents and counting.

Ready to ramp up your team's success?
Let BoldTrail show you what's possible.

GET A DEMO!

