



Real Estate CRM Software Category

SUMMER 2025
Customer Success Report





Real Estate CRM Software Category

Real estate CRM software helps real estate professionals to manage and track interactions with their prospective and existing clients throughout the customer lifecycle using a single platform. The system offers many features similar to generic CRM tools, but with extra focus on the real estate sector. These features include multiple listing services (MLS), real estate transaction management module, integration with MLS services, communication templates, referral management, and custom workflows suitable for the real estate arena. Realtors need to learn to effectively use real estate CRM to boost their efficiency and sales.

Customer Success Report

Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:



CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform



MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions



COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2025 Customer Success Awards

Check out this list of the highest rated Real Estate CRM Software based on the FeaturedCustomers Customer Success Report.



BoomTown! *market leader.*  PLACESTER

 **Top Producer**  **Zillow PREMIER AGENT**



 **buildout** LIGHTBOX | CLIENTLOOK  **fub**

 **Inside Real Estate**  ELM STREET **IXACTCONTACT**  **eci** | Lasso™

Lone Wolf  **RealNex**
The Technology Behind the Deal



 **ACTOVIA** COMMERCIAL MORTGAGE AND REAL ESTATE INTELLIGENCE  **ascendixRE** **realvolve**

 **Wise Agent**

* Companies listed in alphabetical order



2025
REAL ESTATE
CRM
SOFTWARE

MARKET LEADER



ABOUT BOOMTOWN

BoomTown!

BoomTown is a fast growing, web-based software company specializing in an end-to-end marketing solution for real estate. This includes an in-house digital marketing agency for lead generation, cutting-edge IDX real estate websites, and a full-featured customer relationship management system. Recently ranked as the 8th fastest growing software company nationwide on the 2012 Inc 500 list, their flagship product is being used by top-producing real estate brokerages and teams across the country. BoomTown enjoys success by combining nimble management, a top-notch technical team, and unequalled customer...

166

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“BoomTown gives us data in real-time regarding our leads. By having this at our fingertips it truly turns “cold-calling” into a warm conversation because you know what they are looking at and at what price point. You can develop that instant connection that most companies lack!”

EMILIE DAIGLE
DIRECTOR OF OPERATIONS, AMANDA HOWARD
SOTHEBY'S INTERNATIONAL REALTY

“It's so easy to look in the system, search a zip code, and let BoomTown spit out possible leads that match your criteria. It even ranks those leads by who is most likely going to take action. It essentially doubles the odds you'll have a positive result.”

MATT DELHOUGNE
BROKER/OWNER, RE/MAX VISION

“It comes down to simplicity. BoomTown is easier to navigate, and it's just all around more user-friendly. At the end of the day all of those buttons that CINC had were just noise.”

BRANDON PREWITT
BROKER, PRESIDENT, RE/MAX METRO PLUS

“This RE/MAX Office finally found a userfriendly, productivity boosting platform.”

TINA HELMS
DIRECTOR OF OPERATIONS, RE/MAX



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COMPASS



INNOVATIONS



ABOUT MARKET LEADER



Market Leader, founded in 1999, provides innovative online technology and marketing solutions for real estate professionals across the United States and Canada. The company serves more than 250,000 real estate agents, brokerages and franchisors, offering complete end to end solutions that enable them to grow and manage their businesses. Market Leader's subscription based real estate marketing software including websites, contact management, a marketing center, and lead generation services is powered by Smart Lead Technology, and helps customers generate a steady stream of prospects, plus provides the systems and training agents need to convert...

65

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Market Leader offers the best value for a real estate website since it incorporates contact management and marketing materials. Now it is also facilitating social media and online marketing techniques to help every agent build a hyper-local business.”

ANITA SCHIMMEL
BERKSHIRE HATHAWAY HOMESERVICES ROCKY MOUNTAIN

“What is really awesome about Market Leader Pro is that it gives you the best of both worlds; it's an amazing contact management program, but it also has the extras that a lot of others don't, with the training, lead-generation tools, and campaigns.”

AJ ACKERMAN
OWNER, CENTURY 21 SUNBELT REALTY

“Market Leader literally built my business. I subscribed as a newbie. It gave me the jump on my career that I needed at that time and still is a crucial part of my business 9 years later. I am now a top producer in my company.”

CARLA CONNOR
FLORIDA PREMIER REALTY

“I can log in and view the dashboard to make sure the agents are doing their jobs, responding to clients, and getting new clients on board.”

DAVID KLIER
IREALTYPROPERTIES

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ABOUT PLACESTER



PLACESTER

Placester is helping the real estate industry work smarter by building software that moves the industry online. Placester's mission is to build software that enables real estate professionals to collaborate effectively, deliver outstanding consumer experiences, and ultimately grow their businesses online.

41

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"I'm probably the least technical person on the planet, and I was able to build a beautiful, professional-looking website with no website building experience. It's easy, it's intuitive, it's simple."

JOHN WHITE
LEASKOU PARTNERS

"Placester support representatives are prompt, pleasant, easy to understand, and extremely knowledgeable. I wish more companies had customer service of this caliber."

CAROL SCHWANER
DOMINIC & CO

"It's a modern, easy on the eyes layout. The MLS link, blog articles and links to all of my social media accounts are what I think most impress my customers."

SUZANNE KRAMER
CORAL SHORES REALTY

"Placester establishes my online brand as the real estate agent they should hire! [A site] needs to work great on web & mobile with great design and photos."

CHRISTINE MCLELLAN
TODD A SANDLER REALTORS

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CURAYTOR

DOMINIC & Co
International Real Estate

Home Direct Realty

B
BRACKENDALE
REALTY

ACapeHouse.com
REAL ESTATE



ABOUT TOP PRODUCER



Top Producer has been a leading provider of real estate software since 1982. Tens of thousands of agents use their solutions to manage their businesses from lead to close and beyond. Top Producer® solutions are designed to help real estate agents and teams easily build their database, service current buyers and sellers, and nurture relationships with past clients and their sphere to generate repeat-and-referral business.

52

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I started with Top Producer® at least 11 years ago. My life is run by Top Producer and I cannot imagine doing real estate without it. The fact that it is integrated into realtor.com® is even better. My 2 biggest salse came as a direct result of realtor.com® and it is one site of choice for friends and family when they move.”

PEG POPKEN
AMERICAN DREAM REALTY

“With Market Snapshot, my past and new clients are going to love having more information about their homes/investments. Being their go-to whenever they have real estate questions is my number one goal.”

BARB GUIDEN
REMAX FINEST REALTY, RE/MAX FINEST REALTY

“Market Snapshot® reports feature your branding and data from your MLS, and they have industry-leading email open rates. I rely heavily on Market Snapshot® as part of my follow-up.”

GEORGE FOTION
CALL REALTY

“It is such a great software to keep in touch with clients and prospects! We are closing at least one or two transactions per month using this software.”

RICARDO TORRES
NATIONAL REALTY GUILD

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Carle Properties





ABOUT ZILLOW PREMIER AGENT



Zillow Premier Agent is designed to connect agents with active buyers and sellers to help them grow their business, as well as providing them with tools and resources to help them convert those buyers and sellers into lasting clients. Harness the power of Zillow & Trulia together with Premier Agent, your partner for real estate success.

96

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Zillow's Premier Agent program has been an integral part of launching my business and getting exposure as a real estate agent. I got my first lead within 24 hours, and it led to my first closing a month later! The leads that I get from Zillow have been from qualified buyers who are actively looking for property!! My Zillow sales representative is very friendly and helpful — we have a close professional business relationship — and he is always...”

SHAUNA MULLINS
HIGH COUNTRY REALTY

“The Zillow Premier Program is the best investment I have ever made in my real estate career! I started getting leads within 24 hours of going live. Within four months, I have written over 20 contracts – 17 came from Zillow. Within the four months I have used Zillow, I have built a great pipeline of buyers and have listed three homes directly from Zillow leads. I owe my success to Zillow and highly recommend it to anyone who is ready to quickly...”

BOBBY HARDING
KELLER WILLIAMS, KATY, TEXAS

“Zillow has changed my life as a real estate broker. I have been able to attract Realtors® to our company with the many leads I receive on a daily basis, share the leads, and grow my business tenfold. I am very thankful to Zillow for the maximum exposure I receive on their site and for the many leads that have turned into fantastic buyers and even listings. Zillow is so well known and I am thrilled to be prominent in my “farm” areas! I feel like a...”

SANDRA MILO
SERAFINA REALTY INC.

“Zillow has provided me with a great marketing tool and gives me additional exposure. I truly have enjoyed working with their sales staff and finding ways to increase my business.”

JOY ORTIZ-ZIMMER
SOTHEBY'S INTERNATIONAL REALTY

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REAL ESTATE





2025
REAL ESTATE
CRM
SOFTWARE

TOP PERFORMER



ABOUT BUILDOUT CRM



Buildout, the leading end-to-end solution for marketing commercial real estate listings, empowers brokerages across the nation to showcase their brand and grow their business. The cloud-based solution provides unique time saving benefits by automating the document creation process and streamlining everything else involved in listings properties. The software enables brokerages to become leaders in their markets and grow faster.

58

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“The [Buildout CRM] platform and team is fantastic and I've never used that word when speaking about software. The onboarding analyst was the best that I have ever had the pleasure of working with. She went above and beyond customizing the software to the specific needs of our team. I spent hours comparing the CRM's for real estate and [Buildout CRM] is best of class. If you put in the time during implementation then the combination of [Buildout CRM]'s product, team and support will leave you with a competitive advantage.”

KYLE LUNDY
CBRE

“We are very impressed with the fact that Buildout listens to its customers and changes, grows, and develops to fit their needs. In the few months that we have used Buildout, support has reached out on multiple occasions saying our suggestions have been implemented. It is nice to have a product that is user-friendly, fits the needs of the company, and has readily available support.”

BRITTANY NEWTON
PROJECT COORDINATOR, TREK INVESTMENT GROUP

“Buildout has freed me up to be a better broker and better manager, I'm more present. I'm not closing my door for hours to make a single marketing flyer. I'm free to focus on my clients, my staff, and my other brokers.”

BILL ALMON
JUNIOR CCIM, ALMON COMMERCIAL REAL ESTATE

“I love the Outlook integration because I can just click right in Outlook to add a contact to [Buildout CRM]. I can do whatever I need to do without getting bogged down and off focus.”

ANTHONY PALUMBO
VICE PRESIDENT, IMPACT COMMERCIAL

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Michael Saunders & Company
Commercial Real Estate



ABOUT CLIENTLOOK

LIGHTBOX | CLIENTLOOK

ClientLook is the unrivaled commercial real estate CRM that combines contact tracking, pipeline management and a client collaboration portal with property and listing management. It's the only all-in-one solution built solely for the industry. Their intuitive design delivers a training-free experience that is responsible for a 98% renewal rate. Subscribers are supported by a team of Virtual Assistants who provide data entry and task completion services for free. ClientLook is the ideal solution to help drive business growth and efficiency within any commercial real estate company...

94

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“I started using ClientLook CRM in 2014 when I joined SVN and my experience has been great! Over the years we have learned a few tricks that Nathan Hall has showed us, and it has helped our office keep everything organized exactly how we want it. As part of the on-boarding experience in our office, I have our new brokers add contacts and properties to get used to using ClientLook. I like that ClientLook provides webinars, videos, and tutorials online so new brokers can easily find the information they need to get up in running quickly. ClientLook does a great job at teaching both new and seasoned brokers and the training we've received has been top-notch.”

JUSTIN LANGLOIS
SVN GRAHAM, LANGLOIS & LEGENDRE

“Clientlook is easy to use and really understands its clientele: CRE professionals. They are continually growing and adding useful features. Their Success Managers, such as Greg Hoard, have been very helpful in refining my database so that I am set up for success. I look forward to my continued use of Clientlook CRM and to see it grow.”

PETER CAMERON
ASSOCIATE, NAI CAPITAL

“ClientLook CRM and their Virtual Assistant have put the fun back into CRE. I'm at least 30% more efficient in my daily business. Thank you for such a wonderful experience.”

MICHAEL E. DREYER
COLDWELL BANKER COMMERCIAL

“ClientLook is best in class. As a CRM it delivers a new level of simplicity, convenience and power that we've never seen before in a technology solution.”

MICHAEL J. LIPSEY
PRESIDENT, THE LIPSEY COMPANY

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ABOUT FOLLOW UP BOSS



Follow Up Boss optimizes core sales activities for real estate agents and teams to help them set more appointments and close more deals with their leads, past clients and sphere of influence. They make real estate lead conversion and sales follow up more efficient and automated, resulting in their clients making more sales and having the capacity to grow their business in a calm and organized way. Follow Up Boss enables agents to deliver an incredible customer experience at the speed and volume that today's real estate businesses require.

121

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“The first thing I do is go in and type their name into Follow Up Boss and then I can see everything. That's why I love the communication history, you can see every single thing. And the fact that you can record a call is a game-changer. I'm a bad multitasker so instead of trying to take notes on a call I'll just listen to that seven-to-nine-minute conversation so I know exactly what we talked about and they think you're an expert.”

BRANDON GRASS

“We've had Follow Up Boss since day one. It was the best thing that came from my collaboration with Zillow [since they originally referred Robert to Follow Up Boss]. We're in all of Florida so we can't do a round robin. We need to distribute by zip code and Follow Up Boss makes that easy.”

ROBERT SLACK
CO-OWNERS, ROBERT SLACK LLC

“With Follow Up Boss, it's easy to track. With us, it's not one or the other. They can work personal business and team. But if they want to take leads from the company, they have to be making their calls and follow up through Follow Up Boss.”

DEBRA BEAGLE
RE/MAX BROKER, ASHTON REAL ESTATE GROUP

“All my leads finally come to one place, and all the texts and emails are in the contact record, no matter which device I'm using. It's fast and also super mobile-friendly. It has just the right amount of features - no clutter.”

PRESTON GUYTON
FOUNDER, EZ HOME SEARCH

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featherstone&co.

RE/MAX
ADVANTAGE



BARRY JENKINS
YOUR FRIENDS IN REAL ESTATE TEAM

David Keesee

BRANDON GRASS
REAL ESTATE



ABOUT INSIDE REAL ESTATE



Inside Real Estate provides the most complete online tool for Real Estate Agents. They leverage all of the latest web technologies to create Professional Blog-Based Real Estate Sites that allow you to achieve higher results. They go far beyond just providing a tool, though, as offices can bring their trainers in for direct, personalized, in office trainings.

154

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Inside Real Estate has allowed us to leverage a complete, all-in-one solution that supports all of our agents, together with our top-producing teams - which is no small feat. We needed something that is intelligent, automated and customizable to the team's' needs. Inside Real Estate has helped not only grow our teams with top-producing agents, but to retain them as well - the platform has scaled with my business no matter its size. One of...”

RON SNOW
ENTERPRISE, RE/MAX METRO

“The CRM features are great to manage leads and clients and are being improved continuously and the technical support is top notch. An agent will get a big bang for his/her buck since the cost is only a fraction compared to other providers.”

ALEX R.
AGENT/TEAM, INDEPENDENT

“Working with Inside Real Estate has been a breath of fresh air. Not only has kvCORE given us the tools and resources our agents need to succeed, we've saved tens of thousands of dollars over our previous solutions.”

GINA BERGT
DIRECTOR OF OPERATIONS, JACK WHITE REAL ESTATE

“kvCORE and Inside Real Estate were unbelievable to work with. It was the easiest rollout that I've ever done for technology.”

WENDI IGLESIAS
CHIEF INFORMATION OFFICER, THE KEYES COMPANY

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ABOUT IXACT CONTACT



IXACT Contact is an easy to use cloud-based real estate CRM that helps REALTORS® stay organized and build lasting relationships. The integrated solution offers three powerful elements including a real estate CRM, email marketing platform, and mobile-friendly REALTOR® website all for one low price. With IXACT Contact, real estate agents can convert more leads into clients and attract more referrals and repeat business.

229

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I absolutely love this real estate CRM. My office mainly uses Top producer but most of my colleagues complain it isn't user friendly, and they don't like the fact you have to commit to a year contract. After doing extensive research I found IXACT. I love that you are given a free trial as it lets you see exactly how easy and amazing it is. It was no question after my free trial I signed up. You have the option to do it monthly or a year with an additional discount. Slowly my colleagues are starting to sign up for IXACT and love it just as much as I do. My office is going to eventually be all IXACT Contact and not Top Producer fans.”

TAINA CARRERO
EXIT REALTY SEARCH

“I simply love IXACT Contact! I've been using it since it came out 12 years ago, and it's just so simple and easy to use. The system helps me keep in touch and stay top of mind with everyone in my database, and I'd say I've grown my business by 30% or more just from using IXACT Contact. I've looked at kvCORE but it's a lot more complicated. I'm fairly technical, but for the average Realtor, I think it's just too much, and IXACT Contact is a much better fit.”

KIMBERLY FRENCH
ROYAL LEPAGE

“We wanted to provide a drop dead simple user interface to make it really easy to use and extremely useful for a real estate agent. Great software should always be designed on paper first.”

ROBB CARMICHAEL
CEO, WHITECAP

“IXACT Recruiter is amazing. I'm swamped with leads! THANK YOU!”

KARY LINDGREN
ADDRESS REAL ESTATE

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THE ADDRESS

CENTURY 21 COMMERCIAL
Advantage





ABOUT LASSO CRM



Lasso is the leading provider of “cloud-based” CRM software designed exclusively for new home marketing and sales. Home builders, real estate developers, and new home agencies use Lasso CRM to radically improve lead management, convert more prospects to buyers, and sell their communities faster, easier, and more profitably. The company’s software is deployed on thousands of diverse residential developments including single family and master planned communities, urban high rise condominiums, suburban townhomes, and global destination resorts. Lasso CRM is designed for ease of use and rapid deployment to maximize each client’s...

107

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Lasso has been a great CRM for our business. We have tried other solutions in the past, but we’ve seen a significant difference in lead and prospect conversion since using Lasso. Our team is leveraging a lot of the system — drip campaigns, mass mail, and sales process follow-up; it has helped increase our conversions dramatically. The team at Lasso is great, friendly and helpful! Lasso is great choice for every home builder!”

JÉRÔME BESNARD
TH PROPERTIES

“Lasso is not a hard program to learn, and that was one of the things we liked most about it. There’s a real point-and-click aspect to the program, and you can learn the whole thing in just a couple of hours.”

JASON HARPER
SALES MANAGER, HUNTER QUINN HOMES

“Lasso has made the sales process so much simpler. We’ve tried a few other systems and none of them are as user friendly and as easy for the sales team to use.”

TRICIA BRENNAN
VICE PRESIDENT, BRENNAN BUILDERS

“Lasso helps me keep on top of activities and when to follow up with prospects. I’m able to add notes and information about prospects for easy recall.”

BRENDA BUTKEVICH
HOMES BY AVI

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ABOUT LONE WOLF TECHNOLOGIES

Lone Wolf

Lone Wolf Technologies, Inc. is the North American leader in residential real estate software, serving over 1.5 million real estate professionals across Canada, the U.S., and Latin America. With cloud solutions for agents, teams, brokers, franchises, MLSs, and associations alike, the company provides the entire real estate industry with the tools they need to amaze clients, build their business, and improve profits-from leads to contacts to transactions to back office to analytics- all in one place. Lone Wolf's head offices are in Dallas, TX.

79

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We chose Propertybase because we needed a modern database solution, but we love it because it was so easy for our team to adapt to. After years with systems that all worked differently and did not communicate with each other, it's fantastic to have a solution our entire company uses, from the front-desk to marketing.”

CHRIS DRURY
PRESIDENT, KIAWAH ISLAND REAL ESTATE

“Propertybase has given us the ability to completely manage and communicate with our contact database. It's like a treasure trove of contacts, they are always there and updated. This allows us to keep our book full and keeps the pipeline growing.”

KENDRA CLARK
SALES LEAD MANAGER, NEWBY REALTY

“Propertybase helped turn our biggest challenge into our biggest revenue generator by automating the routing of our leads.”

BEN SMITH
CEO AND CO-FOUNDER, SMITH & KEN REAL ESTATE DUBAI

“Propertybase taught us how to use and develop our business processes in the software. Thank you!”

JASON WOODWARD
BROKER / OWNER, MADDEN REAL ESTATE

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ABOUT REALNEX



RealNex is a commercial real estate technology company focused on providing data management, analytic, and marketing tools to enhance productivity. The RealNex Suite features three principle components that, when combined, take CRE professionals through an entire deal cycle. CORE, as the central hub, manages people, property and project information. CORE includes the RealNex CRM and transaction management platform. Next, MarketEdge leverages the data in your CRM to produce cash flow projections, DCF analysis and ROI.

36

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“The RealNex Suite of products is unsurpassed in the commercial real estate industry. The new MarketPlace user interface, search abilities, and report sharing minimizes our response time to clients requirements. MarketEdge provides the tools to analyze and take on and off-market opportunities to our clients quickly. The CRM holds every call, every contact, every piece of market information we have and can be easily found and used when we need it. Thank you RealNex for providing excellent products focused on helping us do business better and faster!”

SUZETTE LAGRANGE
SENIOR VICE PRESIDENT, COLLIERS INTERNATIONAL

“RealNex has proven to be a one-stop shop for all things Commercial Real Estate. We rely on the up-to-date information, ability to run thorough surveys, have a full understanding of the properties available and most importantly impress our clients with the presentation of it all. In a time we are so inundated with new technology and listing sites it is great to be able to cut through all the noise and know we have the most comprehensive product on the market.”

NATALIE WAINWRIGHT
VICE PRESIDENT, LOGIC COMMERCIAL REAL ESTATE

“I have used the leading email marketing services with CRM integrations and have found that the RealNex CRM with embedded RealCampaigns is far superior. It is the quickest, easiest and most cost - effective way to send campaigns to highly targeted lists and then have the most promising leads readily accessible for immediate follow - up.”

ALLEN C. BUCHANAN
PRINCIPAL, LEE & ASSOCIATES

“The CRM capabilities are just really, really remarkable. I think it is the best CRM system that I have seen out there. I have found that the interfacing with the software is so great, that “even a caveman can do it” as they say!”

BOB KNAKAL
CO-HEAD CAPITAL MARKETS, JLL

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2025
REAL ESTATE
CRM
SOFTWARE

RISING STAR



ABOUT ACTOVIA



Actovia Explorer makes it easy for commercial mortgage and real estate brokers to bring in more deals with an easy-to-use search engine, the most up-to-date owner and building details, and comprehensive financial information for NYC properties. It's the first solution to offer pinpoint accuracy, relevance and timeliness to commercial mortgage and real estate brokers.

9

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"A critical part of our success, Actovia's clean and accurate data provides our team with a powerful tool. I am seeing great progress using Actovia while researching specific markets and owners. Actovia is a worthwhile investment."

STEPHEN KATZ
MANAGING DIRECTOR, GCP CAPITAL GROUP

"Actovia's data has been a boost for our business. Actovia provides us with important and detailed information. Having direct access to an account manager for support is amazing!"

PAUL MOULINS
KELLER WILLIAMS

"We use credifi to spot opportunities – the data brought about a prospect whom we were able to close a multi-million dollar deal with. The data paid for itself."

ERNEST DESROCHERS
MANAGING DIRECTOR, NORTHMARQ CAPITAL

"Credifi is fascinating to me because of the companies great innovation and expertise, particularly in cre finance."

DARREN WESEMANN
EVP & CHIEF INNOVATION, BERKADIA

TRUSTED BY





ABOUT ASCENDIXRE



AscendixRE is an all-in-one commercial real estate CRM on top of Salesforce. Empowered with 360-degree property overview, interactive dashboards for reporting and analytics, stacking plans module, document generation, inquiry/listing/lease management, functionality for tracking commissions, tenant and investor preferences, geomapping functionality to locate property data on the map, personalized email campaigns due to integration with Mailchimp, and upcoming AI Assistant, AscendixRE CRM frees you up and lets focus on what you do best – closing CRE...

58

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“As a Broker/Consultant who specializes in the real estate land niche, I have searched for a CRM that can serve Land Broker's in tracking their day to day business operations. A CRM for Land Brokers was non-existent, until now. After years of 'making do with' and reviewing quite a few of the top Commercial CRMs, the challenges were and are the learning curve for agent adoption...”

FD BELL
SOUTHEAST LAND DIRECTOR/CONSULTANT, ACADEMY
OF LAND SPECIALISTS

“Ascendix offered a real estate geared CRM – AscendixRE and created a custom Salesforce environment for us that integrated customer relationship and project management. Ascendix took all of the framework from our previous CRM and our previous project management tools, consulted with us on streamlined ways to improve, and integrated the best components of each...”

HUNTER KENNEDY
SOURCE ENERGY PARTNERS, SOURCE ENERGY
PARTNERS, LLC

“AscendixRE Land provides a one-stop shop to handle the journey of a customer from listing through closing all while quietly behind the scenes keeping your staff on task to stay in compliance. It really has taken the work out of report creation and allows us to just focus on analyzing the data it produces.”

NATHAN MRNAK
CHIEF OPERATING OFFICER, BASE CAMP COUNTRY REAL
ESTATE

“Great product, and excellent service on their end. I haven't found a better commercial real estate CRM software out there, and I have tried quite a few of them. If you are considering a CRM for commercial real estate, don't waste any more time looking.”

BRANDON VANDERMYDE
SENIOR VICE PRESIDENT, NAI UTAH SOUTH

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Highwoods

Anthology

BLACKBEAR
CAPITAL PARTNERS

Colliers
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ABOUT REALVOLVE

realvolve

Realvolve is the new standard for real estate technology. Their software-as-a-service blends elegant design, emerging technologies, and practical, thoughtful features. Real estate is all about people. Realvolve keeps you connected. Real Estate CRM to Build Your Business So You Can Build a Life. They have a responsibility in everything they put out, from the aesthetic & behavioral quality of their product to every word they speak and write because products used every day have an effect on people and their well-being.

24

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Realvolve is THE best tool that I found to streamline my systems and real estate consciousness. It's deeper and more robust than the many glorified Rolodex CRM platforms out there but it's become the backbone of my business.”

JACK ATTRIDGE
WILLIAM RAVEIS REAL ESTATE

“Realvolve is the essential Real Estate CRM and task management tool that has taken me from being a good agent to being a great agent. I've tried many others, but nothing comes close to Realvolve.”

WAYNETTE HOOVER ARAJ
RE/MAX CENTRAL REALTY

“Realvolve is the only CRM I have eyes for. It's the best platform to help get me organized, and on point with helping my clients. There is no other CRM for me.”

ROSEMARY BUERGER
BROKER ASSOCIATE, ERA STROTHER REAL ESTATE

“The Realvolve CRM is a huge step-up in productivity from Top Producer.”

TERI PACITTO
RE/MAX OLSON & ASSOCIATES, INC.

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ABOUT WISE AGENT



Wise Agent is an intuitive client influenced CRM and Real Estate software company. Built and loved by agents all over the US, it's no wonder why they're the most coach recommended CRM in the industry. Wise Agent helps Realtors become Pros by automating their leads, responses, appointments, and transactions with free training and 24/7 Customer Support included.

34

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Wise Agent's new Lead Automation is why we refer them to everyone. They make it simple to import and distribute leads immediately, email or text them automatically, and convert sales better than anything I've seen. Since we create Email Marketing Touch Programs for top agents and teams nationally, we've come to know Wise Agent as a leader in real estate automation tools.”

RICHIE LASER
CEO, FOLLOW UP RESULTS

“Wise Agent is the perfect CRM for real estate! I promote it everywhere I go so much so that I started a complete training on it for our agents. Also, other people can work on it while I am using it which is a nice feature. I would be lost without Wise Agent.”

TERRY BISHOP
RE/MAX EXCALIBUR

“We have been in real estate about ten years and have, in the past, used several different contact management systems. Wise Agent is, by far, the most user friendly and easiest to use and has all the features we need to be successful in our business.”

JERRY RYAN
BENCHMARK REALTY LLC

“For years Wise Agent has been one of the key components of my real estate business. I feel it is important to give my agents the tools to succeed.”

RYAN DEAMARAL
OWNER, TWIN OAKS REAL ESTATE

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