



Real Estate CRM Software Category

SUMMER 2026
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.

2026 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**



 **BoldTrail**  **buildout** **LIGHTBOX** | **CLIENTLOOK**

 **fub**
by  **Zillow**  **Inside Real Estate**  **ELM STREET IXACTCONTACT**

eci | **Lasso**  **Lone Wolf**  **REALGEEKS**

 **RealNex**
The Technology Behind the Deal  **Sierra Interactive**



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

 **Wise Agent**

* Companies listed in alphabetical order



2026
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

“As an agent, BoldTrail helps solve the problem of the gaps that I was missing through my conversations with clients. It’s really helped me stay on top of conversations. It helps me stay organized. And prior to using BoldTrail, I was using a different CRM and a notebook. So this helps me keep everything all in one place without having to go to different avenues to stay on top of my business.”

ASHLEE JANKOVICH
AGENT, BERKSHIRE HATHAWAY HOMESERVICES PENFED REALTY

“Easy to use CRM, helpful and organized, plus training is at hand when I need it!”

DAVID REYES
CENTURY 21 ONEBLUE

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

TINA HELMS
DIRECTOR OF OPERATIONS, RE/MAX

“Boomtown has been a great source of leads and a great CRM tool!”

KATIA CAO
COLDWELL BANKER RIVERAS

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CENTURY 21
OneBlue



COMPASS

BERKSHIRE
HATHAWAY
HomeServices
J Douglas
Properties

kw
KELLER WILLIAMS.
REALTY
DON HARKINS PROPERTIES, INC.

DRG
BELLHOUNG REALTY GROUP



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

“I've been using Market Leader leads for almost a year now and I've had lots of success with them. I've had two closed listings from these leads and have gotten at least two buyers from sign calls for those listings. The leads are very reasonably priced and I typically get more leads than I pay for each month. Love it!”

LAURA SMITH
KELLER WILLIAMS BLUEGRASS REALTY

“If you are looking for a CRM that will streamline everything for you, look no further than InTouch and Market Leader.”

TONY ALEJANDRE
COLDWELL BANKER

“The first year I used Market Leader, I doubled my income. I believe I will have a 50% increase again this year.”

HUGH ALLEN
PRUDENTIAL REAL ESTATE, SUN CITY CENTER

“I always get something out of each Million Dollar Pipeline Program webinar to help my business!”

PAUL AVRATIN
KELLER WILLIAMS REALTY

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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

“The IDX integration with Placester has made it extremely simple to call attention to areas we conduct business in and seamlessly share all of our new listings to social media. It has served as a huge driver of website traffic and assisted in generating leads over time!”

COOPER GLASS HOMES

“The best word to describe my relationship with Placester is Trust. I completely put my trust in my customer support person that she was going to build this beautiful website.”

COLLEEN KILFOIL
BROKER AND OWNER, ACAPEHOUSE.COM

“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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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

“Over 10 years ago I switched to Top Producer and have not looked back. To date, over 1156 families have been helped by my team and me in buying, selling, investing and learning about real estate trends and opportunities. This system, once incorporated into a company culture, will allow agents to stay in touch with past clients, build future prospects and keep all vendors up to date on your efforts. Tie that in with Market Snapshot, landing...”

JERRY COOK
RIVERSIDE REAL ESTATE PROFESSIONALS

“Top Producer® CRM is a great program and is there for all agents no matter where they go. If you decide to make a move, just change your logo and address in the program and you're done. Being held captive by a proprietary product isn't in my best interest.”

MARK SVRCEK
BROKER, RE/MAX REALTY SERVICES

“Top Producer is a foundational product in real estate needed by all Realtors. It helps track all your buyer / seller leads in one place, with reminders of which clients to follow up with and notes of what was last spoken about.”

ORLY MARTINEZ
KELLER WILLIAMS REALTY

“Absolutely love the CRM system. It's actually easier to use and schedule follow-ups on the fly than being at a computer. I use it constantly on my iPhone and iPad. Amazing is all I can say.”

DANNY FREEMAN
CRYE LEIKE REALTORS

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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

“I signed up to be a Premier Agent on Zillow in September 2011. I had tried a different lead generating website with other agents at my office, and I felt that I wasn't getting good viable leads. I thought “all of my clients use Zillow to look up homes, so that's what I will do to find more clients!” I have more than doubled my business since then – all because of Zillow! I have increased my marketing investment on Zillow as my income increased, and it has paid off – 90% of my business comes from my Zillow leads! More than half of the many Buyers, Sellers, and Investors that I have looking right now are leads that I got from Zillow.”

CATHY ABRAMSON
VISIONARY PROPERTIES

“Since I joined the Zillow Premier Agent program, I have noticed a considerable increase in the number of leads that I have received. To date, have been able to convert five of them into closings in the last seven months. I am very happy with the service and would recommend it (but not to my competitors).”

ROSS HARDY
RE/MAX FIRST CHOICE

“With Zillow Premier Agent, we have greater control over our leads, and we're able to consistently help today's client find success in their search.”

BILL REDMOND
WATSON REALTY

“Zillow Group has increased my business by about 30%.”

CYNDI LESINSKI
PREMIER AGENT, COBALT REALTY GROUP

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AMERICORP REAL ESTATE



REAL ESTATE

CAMERON BELL PROPERTIES





2026
REAL ESTATE
CRM
SOFTWARE

TOP PERFORMER



ABOUT BOLDTRAIL



BoldTrail combines the Inside Real Estate portfolio of solutions into one cohesive ecosystem, powering and streamlining your workflow to drive maximum productivity. It's the next generation platform, built to fuel your entire business with powerful technology plus the consultative service, support and community you need to thrive.

40

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

"The way that business flows through the kvCORE platform is unlike any other software or CRM offering that we found. It was more intuitive, it was easier to use, it offered function, it offered a mobile platform that we hadn't seen out on the market, and it also gave us the ability to move into some markets we hadn't been in because of the functionality you offer."

EZIC MALMBERG
BROKER / OWNER, RE/MAX HOME CENTER

"I've always understood the importance of accuracy and tracking interactions, and knew I needed a system early in my career. I used a lot of them, and now my business runs on BoldTrail. My team is required to use the system, period. It makes it easy to do what we need to do, stay consistent, and be successful."

JENNIFER BLANCHARD
LEAD OF THE BLANCHARD TEAM, BERKSHIRE
HATHAWAY HOMESERVICES

"BoldTrail takes about 80% of what should be my workload and does it automatically for me. That's awesome."

LANCE DONALDSON
REALTOR, EXP REALTY

"kvCORE is leaps and bounds ahead of some technologies."

JOE MACK
ASSOCIATE, RE/MAX HOME CENTER

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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

“We were really thorough with our CRM evaluation process. Our goal was to find a platform that everyone could and would use, even the guys who don't like to organize their data. Our CRM had to be extremely user friendly to get our brokers hooked. We've added [Buildout CRM] licenses since implementation, which has been driven by brokers seeing other brokers in the office finding value in [Buildout CRM] almost immediately.”

TOM ISOLA
LEE & ASSOCIATES-L.A. WEST

“One of the really valuable components within Buildout is the checklists feature in Deal Management. When you're onboarding new team members, it's a built-in training system. As they move transactions through the pipeline, a checklist is deployed, and we can measure their performance.”

AUDREY NAVARRO
MANAGING PARTNER, CLEMONS REAL ESTATE

“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 didn't have time to overhaul its design to meet our needs. I needed something built for commercial real estate.”

KEANAN HALLA
DIRECTOR OF INFORMATION SYSTEMS, TRINITY REAL ESTATE INVESTMENT SERVICES



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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

[VIEW ALL REFERENCES](#)

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...”

JUSTIN LANGLOIS
SVN GRAHAM, LANGLOIS & LEGENDRE

“We started using ClientLook at the beginning of 2019. Prior to signing up, we had demos with all of the different CRM companies, and ClientLook aligned the most with what we wanted a CRM to be. After talking with other ClientLook users and getting feedback from people who use other CRM's, we made a pros and cons list for each CRM and ClientLook was best suited for what we wanted to accomplish. It was the best choice for...”

DUANE POPPE
LEE & ASSOCIATES

“Prior to ClientLook, I was using Apto and I found that linking a few commercial real estate fields was very difficult. Plus, it didn't sync with my version of Outlook. After multiple issues with my messages and data being deleted from Apto, I made the switch to ClientLook and it's been great. The ClientLook CRM has everything I need.”

EDWIN VOSKANIAN
FOUNDER, KW COMMERCIAL

“ClientLook has really streamlined our team communication, with everything housed in one combined database. It's been very helpful with allowing our team to be more collaborative.”

ERIK LARSON
VICE PRESIDENT, CBRE

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BENSON & MANGOLD
REAL ESTATE





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

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REFERENCES**

FEATURED TESTIMONIALS

“One thing that I really love about Follow Up Boss as opposed to some other systems is the simplicity of it. And I can tell you from using Salesforce on the admin side, and in all of the other platforms we've used over the years—it's really complicated for the agent. And at the end of the day, we have to service our agents the best that we can and make their lives as easy as we can.”

KRIS LINDAHL
OWNER, KRIS LINDAHL REAL ESTATE

“Follow Up Boss has become a bigger and bigger part of what we do. We benefit from seeing the hierarchy of the deals that we've closed and the timeframe with which things happen.”

ANTHONY MALAFRONTÉ
OWNER, MY TAMPA AGENT

“Every single demo I've been in with George, he's like, 'Tell me why an agent needs this. What benefit does this have to the agent?' Culturally, it's just trickled down.”

JULIA O'BUCKLEY
OPERATIONS MANAGER, THE LAUGHTON TEAM

“The first thing I tell people now is, get your database together, and make it a part of your business every single day.”

CHRISTIAN ROSS
MANAGING BROKER, ENGEL & VÖLKERS

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David Keesee

BARRY JENKINS
YOUR FRIENDS IN REAL ESTATE TEAM

AV HOME EXPERTS

featherstone&co.

ez



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

“We are fully invested in a successful, long-term partnership with Inside Real Estate and all the ways these tools can benefit our members. The integration between all the products is only going to make it even easier for our members to focus less on the technology and more on customer relationships.”

JAMES DWIGGINS
CHIEF EXECUTIVE OFFICER, NEXTHOME

“What BoldTrail allows us to do is monitor and empower each one of our team members, in their own individual way. We run it as an ecosystem and it empowers me to grow the team, expand, contract if we need to, and do all of those things from one hub, which is just incredible in and of itself.”

BOBBY PUIM
VP OF OPERATIONS, PARADISE EXCLUSIVE

“When we got BoldTrail BackOffice up and running the streamlined processes allowed us to close the same transaction count with less support staff due to less time and improved efficiencies.”

JESSICA SOUZA
CO-OWNER, PARADISE EXCLUSIVE

“We wanted one platform that could basically do it all for our agents. What jumped out at me most about kvCORE was that it's a platform that is built for the future.”

STAR ONE REALTORS

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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

“IXACT Recruiter has helped our brokerage increase our recruiting efforts and to have better communication with our agents. The automated emails for birthdays and hire-anniversaries help us stay in touch on special dates and the e-newsletter provides great tips for agents which is great for both recruiting and retention! Our favourite part is how easy it is to add to an article to the monthly e-newsletter which keeps it more branded to our company. We have increased our additions to the team exponentially, with 7 new hires in just 3 months already this year!”

TERRA HAGGERTY
RE/MAX FINEST REALTY

“I love my IXACT Contact website. Love the modern look and content. Love the auto integration with the CRM. Also great value considering I'll have IDX on the site soon for only \$12 a month.”

ANDREW STEPHENS
EXIT REALTY METRO

“THANK YOU!!!! Wonderful to have this Realtor app for phone and iPad.”

CHRISTIAN WARD
THE BISHOP TEAM

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

KARY LINDGREN
ADDRESS REAL ESTATE

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**SIGNATURE
SERVICE**

CENTURY 21.
Millennium Inc.



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 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

“Simply put – Lasso CRM created immediate results for our online program.”

STEVE SHOEMAKER
IDEAL HOMES

“Lasso is my Sunday night go-to. It's about readily available information.”

DIANNE GORDONN
GENERAL MANAGER, ROSE & WOMBLE REALTY

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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

“There are no hidden costs in terms of ongoing maintenance, hardware or software. Indeed there are significant cost savings in terms of ongoing maintenance, support, and upgrades—all of which are free to customers.”

CAROLYN LANCASTER
VP MARKETING, DANIEL ISLAND REAL ESTATE

“Propertybase has the scalability to grow with large business which has helped us tremendously. The technology can be modified to fit any size team which is what we've been looking for.”

JOSH BARKER
TEAM LEADER, RE/MAX TOWN & COUNTRY

“Since we started using Cloud CMA, our listing retention went up 50%! It's professional, seamless, and stunning—an absolute game-changer.”

CRYSTAL VAN ES
BERKSHIRE HATHAWAY HOMESERVICES

TRUSTED BY





ABOUT REAL GEEKS



Real Geeks was built by an agent for agents. When they put this system together, they recognized the importance of saving time and leveraging technology to make agent's lives easier while increasing their income. As they continue to innovate with their solution, one thing remains the same - their dedication to helping real estate agents succeed.

98

TOTAL CUSTOMER REFERENCES

[VIEW ALL
REFERENCES](#)

FEATURED TESTIMONIALS

“Real Geeks is the bread and butter of your business. It gives you what you need, and then it's up to you to decide how much effort you want to put into it to close all of these leads.”

DAN BRAUN
OAKWYN REALTY

“[The Real Geeks team] is constantly innovating and improving. They've got very quick customer service responses, and a great portal site access to their training.”

PATRICK LUM
EXP REALTY

“Thanks to Real Geeks, I get a lot of customers, and I get a lot of leads. So it allowed me to add new members to my team to call those leads.”

ELIZABETH LA RIVA
COMPASS

“Real Geeks Has the Services, the Technology and the Community to Help You Very Quickly Ramp Up Your Business.”

TODD TRAMONTE
TODD TRAMONTE 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

“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

“RealNex has played a monumental role in marketing our commercial properties. We love that the email blasts are completely customizable and are seen by such a wide network of potential buyers. RealNex makes it easy to gather intel and track results, plus their customer service is outstanding!”

GARY GALLELLI
PARTNER, MANAGING DIRECTOR, GALLELLI REAL ESTATE

“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

“The depth of RealNex's solution has saved us thousands of dollars in subscription fees. It's one log-in, one data center, one price. The value is incredible.”

HAYIM MIZRACHI
PRESIDENT, PRINCIPAL, MDL GROUP

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ABOUT SIERRA INTERACTIVE



Sierra Interactive is a remote-first, high-growth technology company focused on residential real estate software and services. Sierra's proven lead generation and management solutions are trusted by top-performing teams and influential coaches in the real estate industry.

44

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“When I migrated RubyHome to Sierra Interactive, every engagement and conversion metric I tracked improved immediately. What’s more, I’ve not seen another real estate CRM that performs as well at keeping those leads coming back until they are ready to buy. Sierra provides savvy, serious real estate marketers the tools they need to generate cost-efficient leads from both organic and paid sources – all in one, easy-to-use platform.”

TONY MARIOTTI
RUBYHOME

“I love [Sierra Interactive’s] customer service department. Normally it’s not that I have an issue, but it’s been ‘how do I do this’ or ‘how do I do that’. Instead of me sitting here trying to figure it out, let me just call them. And they’ll run it through quick, and I can move on tech support has been phenomenal with Sierra. I love it. They’re great.”

DON PAYNE
FOUNDER, VISION REALTY

“Sierra’s PPC is one of the best features. It has landed me one of the biggest deals of all time–30x more than what I spent.”

DYLAN WOLF
MANAGING BROKER, THE WOLF’S NEST

“Every agent works differently – and Sierra lets them. The flexibility and scalability have been huge for us.”

GARRETT BELL
FOUNDER, DENOVO REALTY

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2026
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

“Credifi brings the transparency needed for my team to be successful. I trust the strength of credifi’s platform to give me visibility for prospecting, asset acquisition, for insight into borrower relationships and any instability in the market.”

JONATHAN M. HARDY
ADVISOR, BRADLEY

“With Actovia's valuable CRE contact data, our sales & marketing team quickly increased the quality and depth of our marketing data, boosting the effectiveness of our lead generation efforts leading to increased sales.”

MIKE
SVP & CO-FOUNDER, HEAT WATCH

“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

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

DARREN WESEMANN
EVP & CHIEF INNOVATION, BERKADIA



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ABOUT ASCENDIXRE



AscendixRE is an all-in-one CRM solution for residential and commercial real estate. 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...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“AscendixRE has proven to be an excellent solution for our Commercial Real Estate firm. Beyond the CRM functionality, it has been indispensable for deal tracking, inventory tracking, internal commission reporting, process management and client reporting. The platform is a strong “off the shelf” solution but can be tailored through custom development to fit a company’s particular needs. Highly recommend.”

LAURA BRIGGLE
SALES REPRESENTATIVE / MANAGER, FOREFRONT
COMMERCIAL

“Intuitive Product, Great Team. AscendixRE is highly intuitive. Coming from an older database, it was easy to pick up navigation and organization. I’ve only been using Ascendix for a few months, but it is fairly customizable and definitely gets the job done. Aside from the sleek, modern features, the people behind it are definitely a great selling point. Always receptive and helpful.”

TOM QUINLAN
NEWMARK KNIGHT FRANK

“AscendixRE really met all of our needs and additionally it had flexibility to be customized to our brokerage model that was really unique. It wasn’t just this static out-of-the-box toolkit you have to like conform to. I like that the programmers at Ascendix can manipulate it to where it the best functions with your business model and policies and your company.”

WILL NORTHERN
PARTNER AND BROKER, NORTHERN CRAIN REALTY

“We like AscendixRE’s flexibility. We coordinate as a team and have a continuous improvement program to better leverage the system. We can make desired customizations quickly and easily.”

STEPHEN SONGY
CORPORATE AND HEALTHCARE SERVICES ADVISOR,
OAKPOINT

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ABOUT 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 has been a game changer; it has taken a LOT off of our plate; it's like having a 9th team member and a huge part of our success.”

TAMMIE SLAY
BROKER/OWNER, HIP REALTY GROUP

“The CRM Real Estate has been waiting for. Finally!”

KRISTINA WISE
REAL ESTATE GOOD LIFE

“The CRM Real Estate has been waiting for. Finally!”

KRISTINA WISE
GOOD LIFE REAL ESTATE

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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

“My motto for years has been "Conversations create Opportunities, Opportunities turn into Transactions." Real Estate is all about relationships and building the relationships shouldn't be hard by the CRM that you choose. Wise Agent allows you to Build meaningful relationships that allows you to create CONVERSATIONS, conversations that turn into OPPORTUNITIES, allowing those Opportunities to turn into TRANSACTIONS.”

NAKIA BROOKS
BROKER/CO-OWNER, HEARTLAND REAL ESTATE

“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

“Wise Agent is best system I have used in years. The customer service is a 11 on a scale of 1-10. Wise Agent has helped with any question I have ever asked. They are great.”

DEBORAH CARLSEN
HOMESMART ELITE GROUP

“Wise Agent's technology enables me to share my exclusive marketing content. That's why they're my trusted CRM!”

MARKI LEMONS RYHAL
EXIT STRATEGY REALTY

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