

# Lead Management

Manage your shared leads and contacts in one CRM to effectively build customer relationships alongside your lending partners.

## A POWERFUL CRM



### Stay Connected

Send relevant messages (including tailored emails), set property alerts, notifications, and more to stay connected with potential home buyers.



### Track Lead Activity

Track lead activity to identify opportunities to market to and deliver value to leads at critical moments of their home-buying experience.



### Sell More Homes

Import leads automatically from any lead sources, including LOS, POS, and more to quickly view and follow up with hot leads while putting cooler leads on drip campaigns.

Contact your referral partner to learn more.