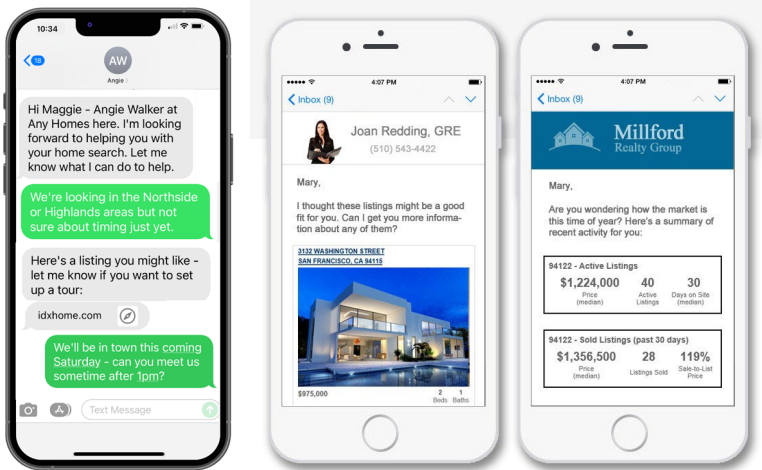




MARKETING AUTOMATION

Smart, automated text & email follow-up.



Better, Smarter Follow-up

Jump start lead engagement with personalized, dynamic follow-up text & email campaigns.

- Send automated listing recommendations and market data based on your leads' search and viewing behavior
- Keep the conversation going with content that's always current instead of stale, generic campaigns
- Mix custom content with automated Smart Content that delivers personalized, relevant market information

"Oops" Is Not An Option

Consistent follow-up for leads from all sources means nobody slips through the cracks.

- New leads from Zillow, Trulia, and over 30 third-party lead gen services automatically enter your account and follow-up campaigns
- Use rules to assign leads to different campaigns based on their source
- Ready-to-use drip campaigns are included for both buyer and seller leads, and you can create your own

