



# OPTIMA LEADS

Your mobile assistant is here!  
Work your real estate leads  
wherever you are.

Agent app for iOS & Android



## Empower Yourself

You're always equipped with everything you need to keep your business moving and growing.

- View a live feed of your IDX website activity
- Instantly access & add leads
- Learn which listings are catching your leads' interest and prepare for follow-up conversations
- Check in new leads at your open houses, so your automated emails keep them engaged afterwards

## Satisfyingly Simple

Your life and business can be hectic, so we make managing your leads easy.

- Add leads to your email campaigns and MarketBoost report subscriptions
- Update information in your CRM, like lead stage, tags, and contact details
- Add time-stamped notes so your important thoughts and next steps are always captured

