

Prospects CRM™

Client follow-up and marketing automation tools fully integrated with your listing database

Your sphere of contacts is your most valuable asset! Prospects CRM helps you organize your database and stay top-of-mind with high-impact, automated engagement tools and playbooks for every sales stage and follow-up type. It's the only CRM fully integrated with your contacts, calendar, and MLS data to save you time and help accelerate your business.

Your database is already set up!

Log in with your Matrix™ credentials and you'll find your Matrix and MLS-Touch® contacts — including sent listings, notes, and client favorites — already synchronized with your CRM account. You're ready to go from the first time you log in.

Follow up effectively

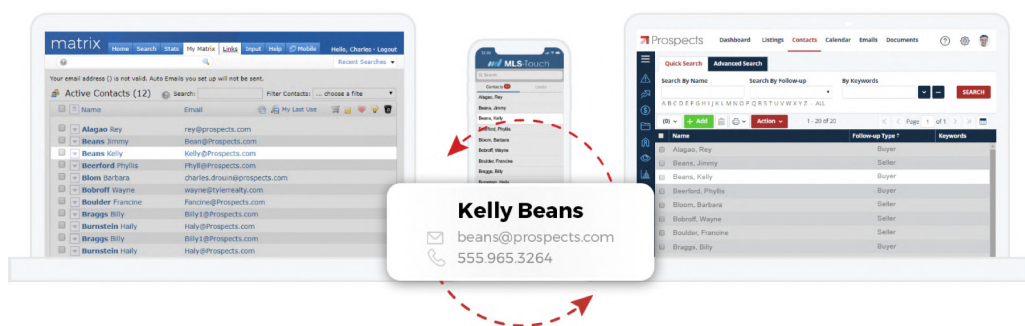
Easy-to-use sales stages and keywords let you segment and target your contacts, so you can deliver the right information to the right people at the right time.

Supercharge your marketing

Thanks to real-time integrations with your Matrix listing database, you'll have access to powerful engagement tools available in Prospects CRM. In just a couple of clicks, you can send valuable market reports and stylish listing announcements, automatically post your listings and solds on Facebook, and more.

“Prospects is an awesome CRM! I love the integration with the mobile app and having all my customer information at my fingertips. Having complete access to our Board's database from within Prospects is a huge timesaver when I'm sending listings, and the Market Report feature is pure gold!”

– Martin Dumont, Group
Sutton Synergy



Email Templates

Quality content helps build trust and authority with your prospects and clients. You'll save hours by taking advantage of the library of professionally written emails.

Action Plans

Create your own or take advantage of ready-to-use plans tailored for every sales stage and follow-up type. Plans include sample emails and texts, and suggested activities to keep you engaged with your contacts.

Market Reports

The #1 tool to stay in touch. Send professional, branded reports that establish you as the local market expert and keep your prospects and past clients informed on the latest pricing and selling trends in their neighbourhood.

Lead Management

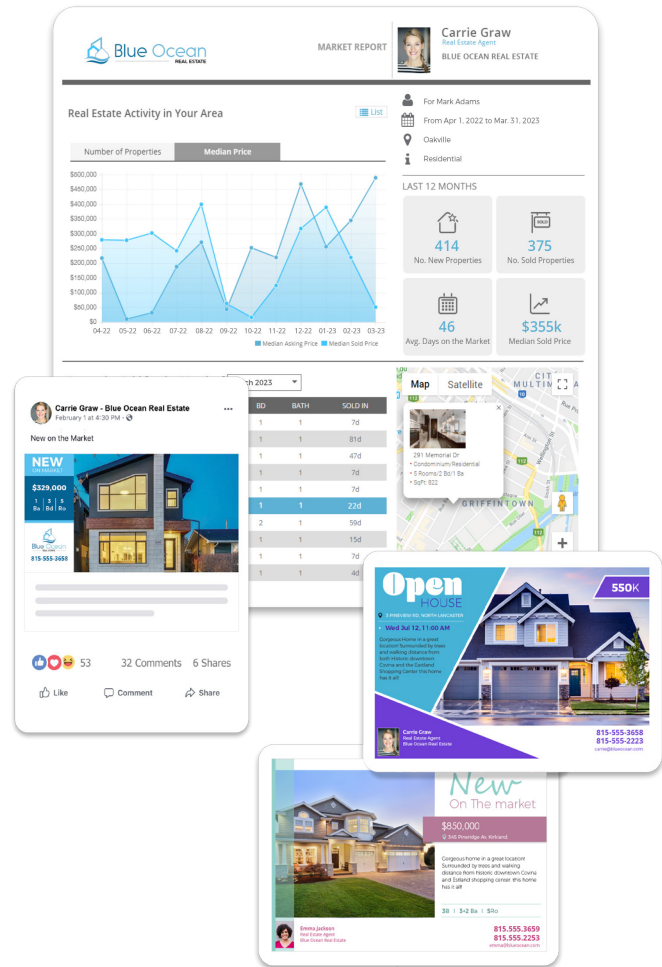
Handle your leads like a boss! Prospects CRM captures leads from a variety of online and social media sources (e.g., real estate portals, Facebook Ads, and your IDX website). Auto-responders and action plans ensure timely follow-up, so you'll never miss an opportunity again!

Facebook® Posts

Prospects CRM automatically posts your listings, open houses, and neighborhood Market Reports on your Facebook business pages.

Virtual Cards

Take advantage of ready-to-use e-cards that you can brand and personalize to announce new listings and open houses. They're perfect for birthdays, holidays, and move-in anniversaries too.



Match! Listing Alerts

Set your clients up with automatic, branded listing alerts. Receive instant notifications when a listing is viewed multiple times.

Activity Report

Keep sellers informed in real-time of all your work and completed activities, including advertisements, appointments, showings, and buyer feedback.



Innovative, connected, and mobile – that's CoreLogic.

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