

Top Producer® CRM

Your real estate business, all in one place!



General Features

- Real estate specific CRM
- Web-based (cloud) - no synchronization required
- Mobile access - all smartphones and tablets
- Outlook and gmail synchronization (calendar, contacts, e-mail)
- Unlimited support
- Live onsite launch and ongoing training
- Supports Windows and Mac operating systems

Core Capabilities



Automation

- Automated website lead capture from website partners
- Activity plans - automate follow up
- My business - daily activity list
- Contextual coaching - what's next?



Contact Management

- Rich contact profiles (notes, activities, history, contact details)
- Contact categorization - groups and sales pipeline
- Simple and advanced contact search
- Document storage within contacts
- Listing and closing management
- Calendar and scheduling



Marketing

- Library of email and letter templates - 500+ templates
- Library of postcards, with direct print from Top Producer
- Drip email through marketing campaigns
- Mass email
- Printing of envelopes/labels
- Create listing presentations/CMA's
- "Things to talk about" - instant view of active and sold properties within a neighborhood



3rd Party Integration

- Integration with MLS - import listings and create presentations
- Integration with realtor.com® to receive leads from your listings
- Integration with Facebook and Twitter



Other

- Team support



www.topproducer.com/guiderequest