

# Recruiting & Retention

## Offer Best-in-Class Tools to Enhance Your Brand

Retaining top talent is never easy, even for the most prominent real estate brokerages. One of the best ways you can hold onto your highest performers is to give them all the tools necessary to excel in their business. In addition to top-notch support every day, there is no better tool for real estate professionals than a customer relationship management (CRM) platform.

“When an agent makes a commitment to us, we have to make a commitment to help grow their business. If we fail, they take that book of business to another brokerage.

**EDDIE BERENBAUM**  
**PRESIDENT**  
**CENTURY 21 REDWOOD REALTY**

### **BUILD YOUR BRAND**

Offer best-in-class tech to enhance your brokerage reputation and attract the best talent. Brokerages offering Contactually make it clear that they have their agents' success in mind.

### **WITH THE RIGHT TECH, EVERYONE WINS**

CRMs increase agent productivity and allow agents to spend more time focusing on building relationships. By creating an ideal workplace, brokerages increase the likelihood of retaining top talent.

### **CRM AS YOUR RECRUITING APP**

Hiring managers can use a CRM much like a talent management system. Create buckets for “top prospects” or those “thinking about getting into real estate.” Set up reminders and automation to streamline your hiring efforts

### **TAKE ACTIONS WITH ADVANCED REPORTING**

Customizable reporting helps you understand your brokerages usage of Contactually and provides an integrated approach to following up with groups of users based on their activity. Use this valuable data to drive adoption.