

Contactually

The Intelligent CRM for Real Estate

Great relationships grow great businesses. Contactually empowers you to extract the most value from your relationships, by helping to do the work for you—identifying your top priorities, automating repeatable communications patterns, and providing connections to other technology tools to increase the efficiency of your daily workload. 75% of agents on brokerage accounts have logged in during the last 30 days, building stronger relationships and increased opportunities.

HOW IT WORKS

The heart of Contactually is centralizing contacts and automatically documenting the relationship touchpoints. With a layer of intelligence over everything, and the ability to fit into your brokerage's tech stack, Contactually scales actionable follow-up plans and automates relationship workflows, leaving agents free to do what they do best — build the kind of personal relationships that grow the business.

FEATURE SET

- **Get smarter about messaging** with automated relationship-nurturing programs, shared templated content, and open, click, and response tracking.
- **Bucket contacts** by the kind of relationship you want to cultivate — and set-up a personalized plan of action for each bucket.
- **Prioritize the day's efforts** with a daily dashboard and to-do email to prompt engagement and identify those that need attention.
- **Take advantage of growing AI features** to optimize agent workflow. Our Best Time to Send identifies when to send an email to a specific contact to increase the likelihood of response and allows the user to schedule it in advance.
- **Distribute best practices at the brokerage or team level**, with options to allow agents to individualize based on their own personal success.
- **Access broker-level administration and reporting** to drive adoption, increase agent productivity, and identify opportunities for recruiting, as well as retention risks.

