



Harness the Power of Your Real Estate Database

A REAL ESTATE EBOOK FROM



INTRO.

It's no secret that real estate is all about relationships, but there's much more to success than simply shaking hands and kissing babies. New and veteran agents alike often underestimate the importance of their online relationships, particularly their pipeline of leads.

Savvy agents have discovered that managing their pipeline with a comprehensive database is one of their strongest business assets. A well-developed database can bolster your clients' experience, set you up for success down the line, and increase your money-making potential. Don't leave revenue on the table or locked away in a clunky, outdated CRM — bring more money home by following our tips and improving your database.

A well-developed database includes a few key aspects:

- A sizable **pipeline**
- **Consistent** follow up
- Plenty of **patience**
- The right **tools**





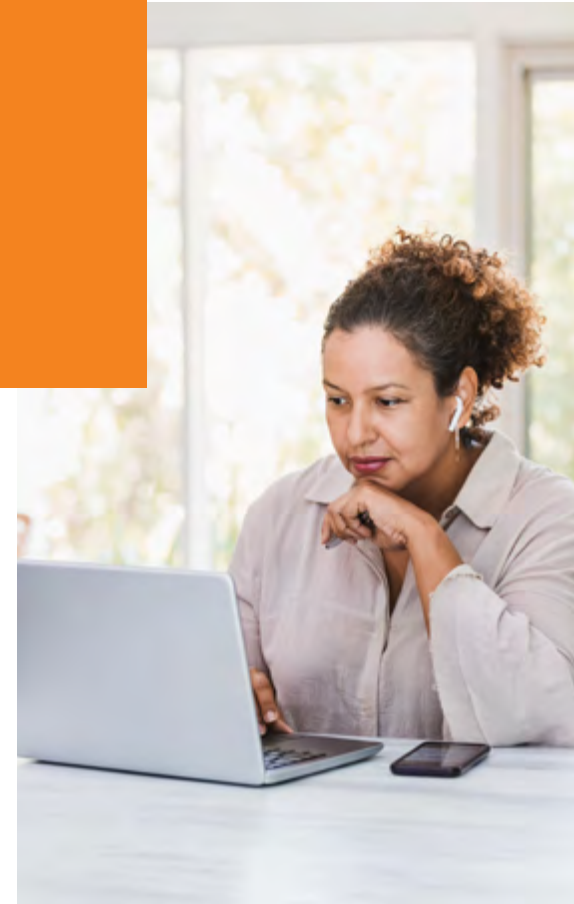
The Importance of a Sizable Pipeline

In general, a larger pipeline yields more money. As you may guess, having more leads translates into more potential sales and revenue in real estate and beyond.

Greg Dallaire, Broker-Owner of Wisconsin-based Dallaire Realty, can speak to the profitability of an expanded pipeline firsthand. Since 2014, he's effectively leveraged **BoomTown**, a popular real estate CRM that seamlessly automates marketing and sales initiatives, to grow and nurture his pipeline.

“[We watched] our database grow from 5,000 to 20,000 to 50,000 to 60,000... [We] really [saw] **that effect of the database and how that correlates to our actual transactional unit count,**” said Dallaire.

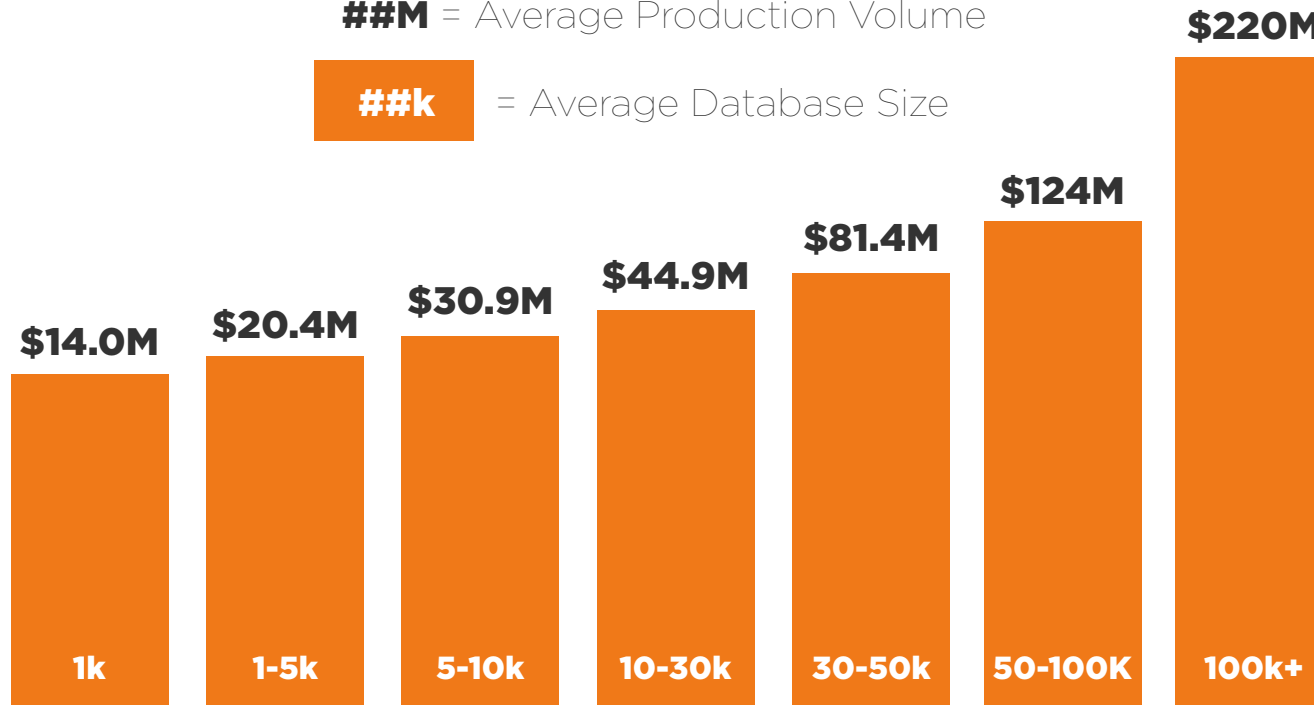
“In 2020, we closed 466 units in one of the most difficult times in our history. [In] 2021, we’re actually outpacing 2020... **Our database has grown and grown and grown.**”



YOY DATABASE GROWTH = \$\$\$\$

##M = Average Production Volume

##k = Average Database Size



In fact, BoomTown's own data perfectly illustrates this phenomenon, which has been affectionately dubbed 'the BoomTown effect'. **Their research shows that as you grow your database, your production volume follows.**

How to Grow Your Pipeline

So, you might be asking yourself how exactly you can bolster your pipeline and boost your revenue. While in-depth industry knowledge, strong branding, and a unique value proposition can help you stand out from the crowd, employing an efficient CRM can make growing your pipeline completely seamless.





The Importance of Follow Up

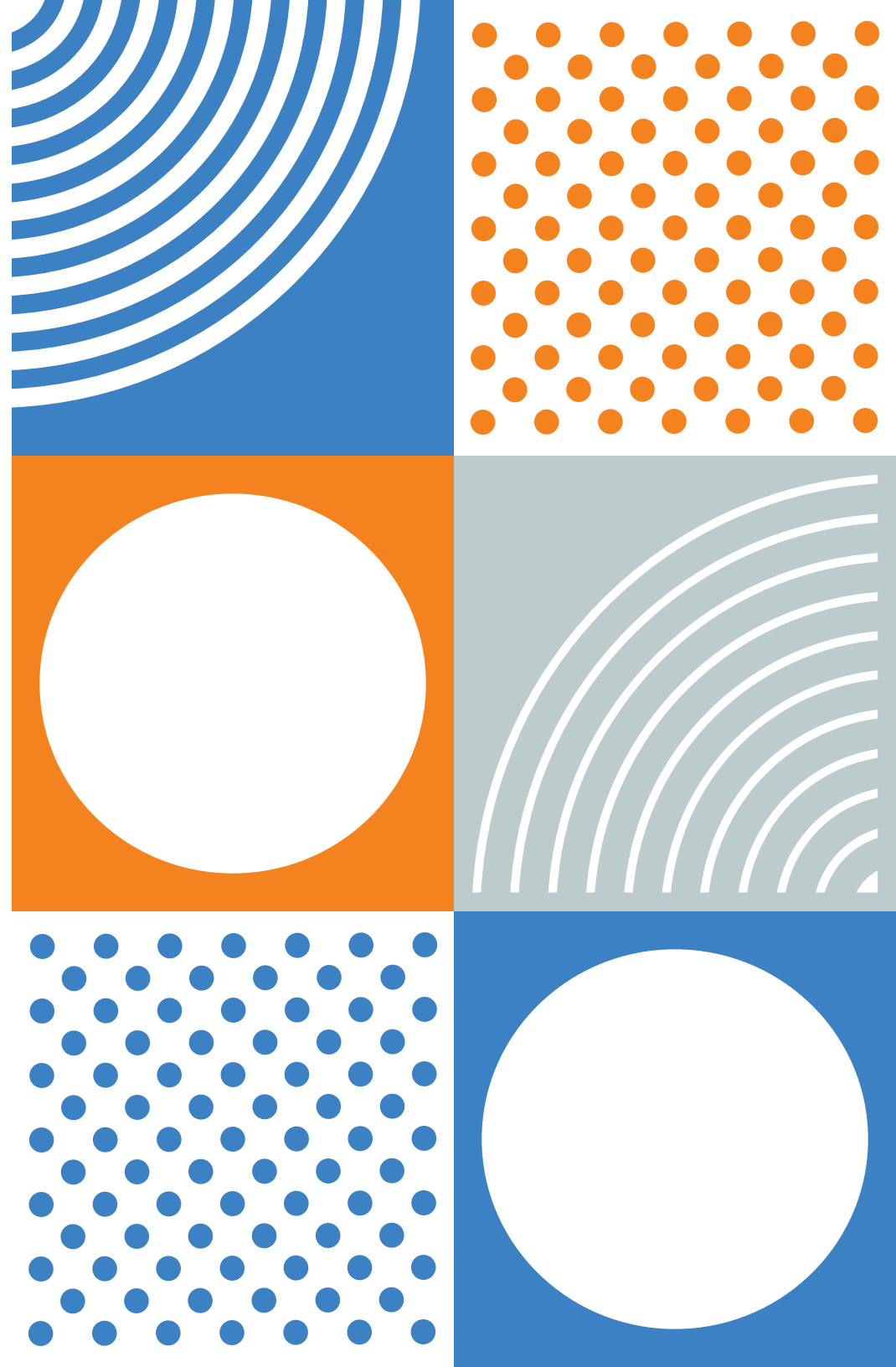
The power of the pipeline is about more than just numbers. Effectively organizing, managing, and working your database can lead to increased business both now and in the future. But there's no use in assembling numerous leads without a comprehensive follow-up plan.

“Every lead that comes in... if they don't buy a house or we miss that opportunity, then we should still be following up with them because **we might get them on the next go-round.**”

- Mahala Landin, Managing Partner and Broker with Rachel Kendall Realty

How to Follow Up Effectively

Your CRM should make it simple to keep in contact with prospective and current clients alike. With BoomTown, you can make the most of your database at the follow-up stage by carefully tagging and categorizing leads to assemble the most relevant automated nurture campaigns. With the click of a button, you can continue to nurture long-term leads for an exponential effect over time.



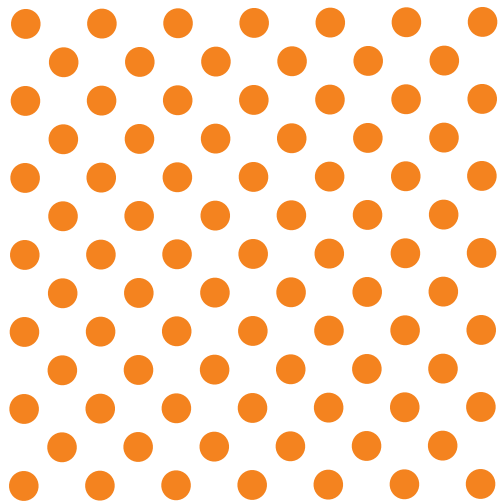


Get Your Head in the Long Game

Speaking of long-term, it's no secret that not every lead will materialize into an immediate transaction. That isn't necessarily a bad thing. While you certainly want some short-term wins, a well-developed pipeline will produce results immediately as well as in the coming weeks, months, and even years down the line.

“[A CRM] is something that you're building, [like] a long-term silo around your business. **So it doesn't happen overnight.**”

- Brandon Brittingham, CEO of the Maryland and Delaware Group of Long and Foster



How to Practice Patience When It Comes to Leads

Along with implementing some deep breathing exercises, your CRM should help you practice patience within your database. When you make a point to plug each lead into an applicable campaign and follow up effectively, they won't hesitate to make contact as soon as they're ready to convert.


PRO TIP

BoomTown offers predictive insights that will alert you when a lead has re-engaged so that you can maximize your opportunity. And, with their Success Assurance feature, their team will even handle the outreach on your behalf.

Invest in the Right Tools

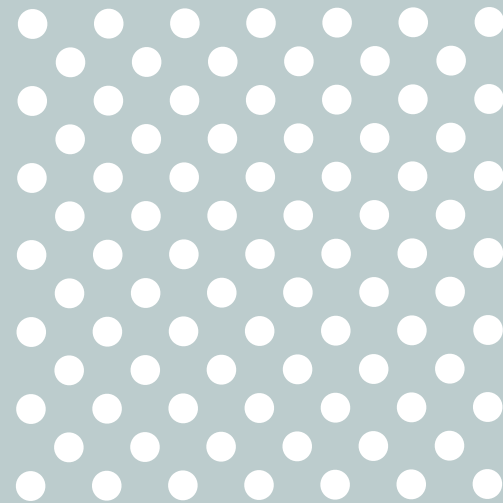
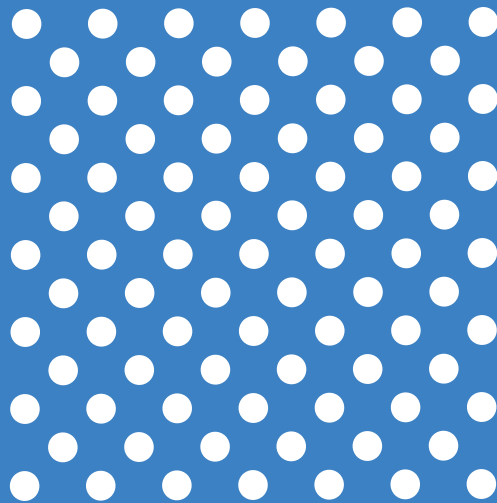
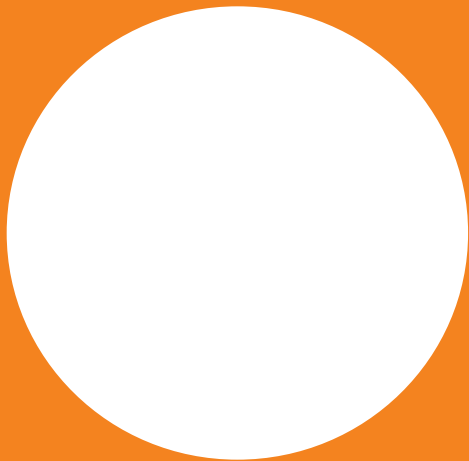
Overall, any job is significantly easier when you have the right tools. Lead generation software, customer relationship management tools, and scheduling automations can all help you nurture your database and grow your business with the click of a button.

If all this talk of maximizing your pipeline sounds exciting and you're ready to boost your business, check out BoomTown. BoomTown is a leader in database management for real estate agents. Their software and services help agents across the nation attract and nurture leads, build relationships, and streamline marketing initiatives — but don't just take our word for it. BoomTown is the top user-rated real estate CRM, according to reviews on [G2 Crowd](#).



“[Your CRM] is working when you’re sleeping. It’s always working for you... You literally have somebody that you pay one time a month, but they work 24 hours a day for you... **That’s the thing that I like about BoomTown: they are working when I’m sleeping, and they do a really good job when I’m sleeping.**”

- Tim Caudill, CEO of the Florida Life Real Estate Group





ABOUT US

BoomTown helps real estate agents across the nation close more deals and grow their business. Their software and services attract leads to your site and help you get to know them. Their automated marketing tools make building relationships simple and predictive intelligence gives you insight you can act on. With one system, you're covered from first click to closing.