

HOW TO LEVERAGE TECHNOLOGY TO RECRUIT TOP AGENTS

The most successful agents typically embrace all that technology has to offer, whether it's maintaining a presence on social media, using a client relationship management system (CRM) to manage their business, or adding 3D virtual walkthroughs to their listings. As tech tools become increasingly prevalent in the real estate industry, top agents must be committed to staying on the cutting edge.

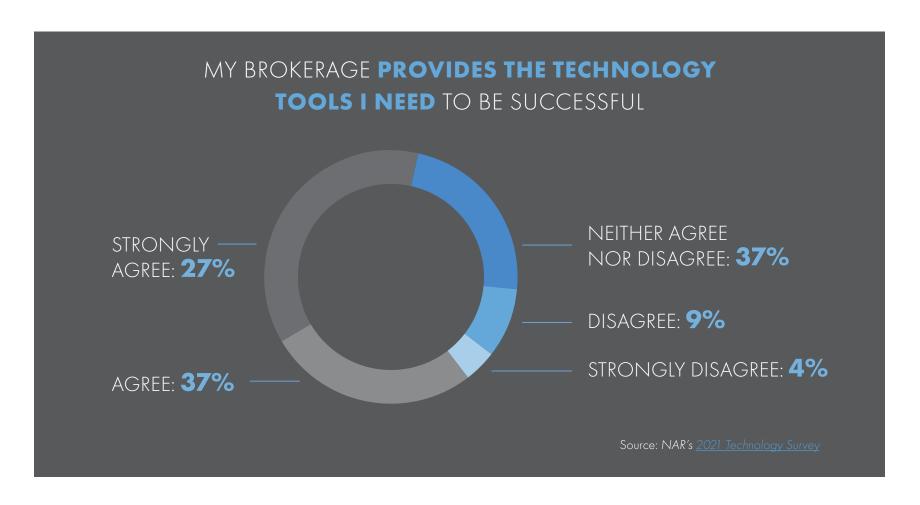
That's why brokerages hoping to recruit and retain successful agents must seek out technology solutions, both as a way to attract new talent and to directly assist with the process of recruiting.

Ready to talk tech with us? Let's begin!



BROKERAGES AND TECHNOLOGY

Only 27% of agents strongly agree that their brokerage provides them with all of the technology they need to be successful in their job, according to a report from the National Association of REALTORS® (NAR).





TECH TOOLS PROVIDED BY BROKERAGES

The most common tech tools that brokerages provide to their agents are:

ESIGNATURE SERVICES: 57%

A PERSONAL WEBSITE: **54%**

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE: **54%**

TRANSACTION MANAGEMENT SOFTWARE: 50%

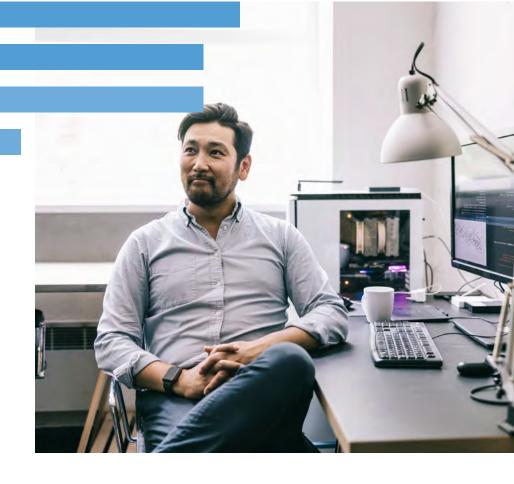
DIGITAL MARKETING PLATFORM: 32%

LEAD GENERATION SOFTWARE: 31%

A LOCKBOX: 29%

VIDEO CONFERENCE SOFTWARE: 29%

Source: NAR's 2021 Technology Survey





TECH TOOLS AGENTS WISH THEIR BROKERAGE WOULD PROVIDE

Many brokerages provide at least a few tech tools for their team, but some leave agents wanting more. These are the top tech tools that agents wish their brokerages would offer:

CYBER SECURITY: 19%

LEAD GENERATION SUPPORT: 16%

ENOTARY SOFTWARE: 11%

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE: 10%

A PERSONAL WEBSITE: 10%

PREDICTIVE ANALYTICS: 8%

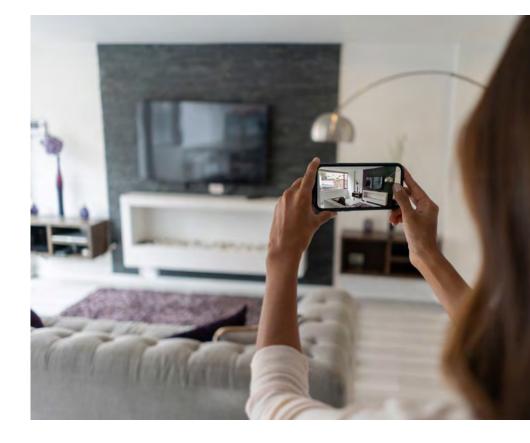
VIRTUAL TOURS: 8%

SHOWING/OPEN HOUSE SOFTWARE: 7%

DIGITAL MARKETING PLATFORM: 6%

TRANSACTION MANAGEMENT SOFTWARE: 6%

Source: NAR's 2021 Technology Survey





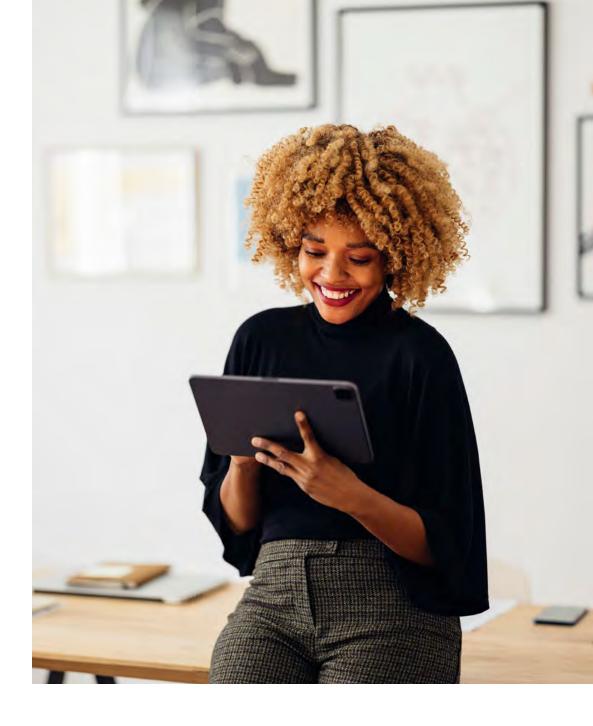




RECRUITING AND RETAINING **TOP TALENT**

It's clear that when it comes to attracting the best of the best, brokerages need to offer cutting-edge tech tools that are easy to use, cost-effective, and proven to drive results.

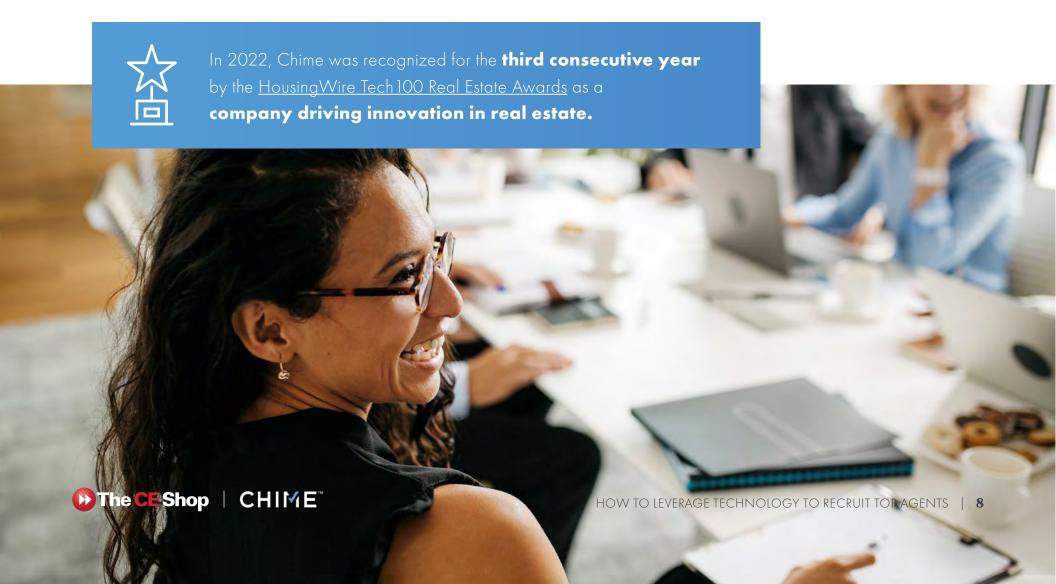
That's where Chime comes in. With a perfect blend of real estate and technology expertise, Chime offers an all-in-one CRM and sales acceleration platform designed to help real estate agents, teams, and brokerages close more deals faster.





THE CHIME REAL ESTATE SOLUTION

Chime provides an all-in-one CRM and sales acceleration platform that boosts agent productivity while lowering operational costs. Loved by agents and teams, Chime's innovative and award-winning technology drives exceptional results, making it a powerful tool for Brokers seeking to recruit and retain top talent.



CHIME BENEFITS AGENTS

Chime aims to help agents accelerate their real estate business from top to bottom, beginning with marketing and lead capturing and ending with lead conversion and nurturing.

CAPTURE MORE LEADS, IN STYLE

Customized IDX websites allow agents to create an impressive online presence and maximize lead capture.

BETTER LEAD CONVERSION

Chime's superior lead management and engagement ensure a higher percentage of leads turn into real business. You'll close more deals and see a better ROI on lead generation.

MORE TIME TO FOCUS ON CLIENTS

Marketing automation and artificial intelligence cut out 80% of the manual labor to give agents time back in their busy schedules.





CHIME BENEFITS BROKERAGES

In addition to enticing promising new agents with the latest and greatest tools, brokerages can leverage technology to automate and streamline their business for more profitable growth.

CHIME HELPS BROKERS:

- Improve Agent Recruiting and Retention
- Increase Agent Adoption of Technology
- Increase Visibility of Sales and Marketing Performance
- Lower Operational Costs
- Accelerate Profitable Growth

Chime's technology solution for brokerages is flexible to support a wide range of different organizational structures and includes extensive white-label options that help to promote and foster brand loyalty.





When introducing exciting new technology tools, it's essential for brokerages to offer training and onboarding for their agents to increase agent adoption and retention. The most robust, comprehensive tech solution is only as useful as it is accessible!



66 Technology touches our lives daily and in endless ways. Whether it makes our lives easier, improves our productivity, or opens new opportunities and communication, technology has become a staple in our daily lives, and it is no different in the world of real estate.??



Real Estate in a Digital Age, a 2021 report from NAR

OFFERING **TECHNOLOGY SOLUTIONS** IS ESSENTIAL

In this ultra-competitive real estate market, you need top agents on your team — and the best way to make your brokerage stand out is to embrace new tech tools that can make your agents' jobs easier.

Chime was built to help agents, teams, and brokerages improve productivity and convert more leads into sales. Visit Chime.me to learn more.



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