

# Prospects CRM

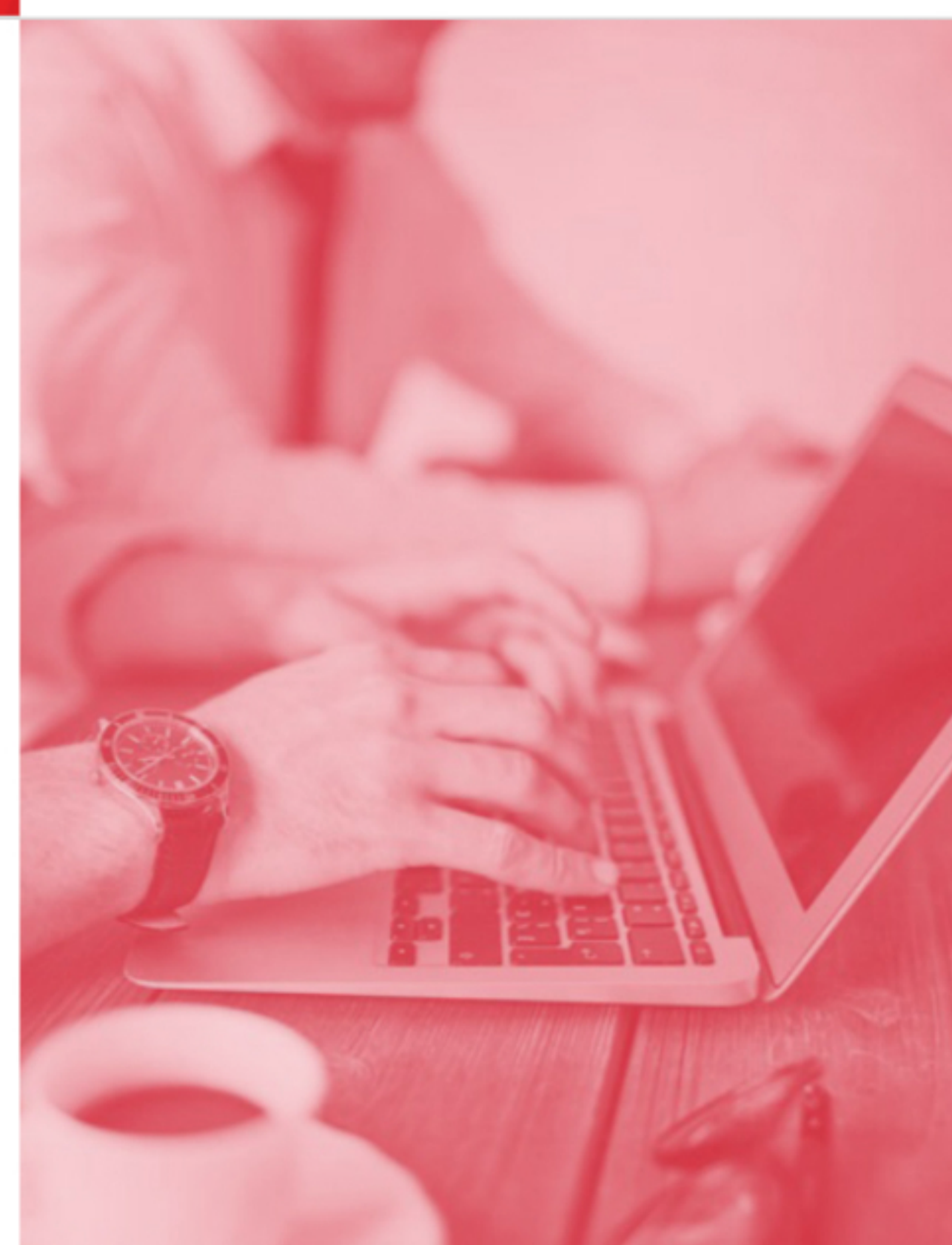
## The only CRM integrated with your MLS

Prospects CRM helps you build relationships and stay top-of-mind with your sphere, prospects and past clients. It's the only customer relationship tool that's seamlessly integrated with Matrix™ - including Client Portal and OneHome™. From the makers of Prospects Mobile, it's packed with timesaving, high-impact engagement tools to help you accelerate your business and close more deals.

**Your Database Is Already Set Up!** - Log in with your MLS credentials and you'll find your Matrix and Prospects Mobile, contacts, including Sent Listings, Notes and client Favorites, already synchronized with your CRM account. You're ready to go from the first time to log in!

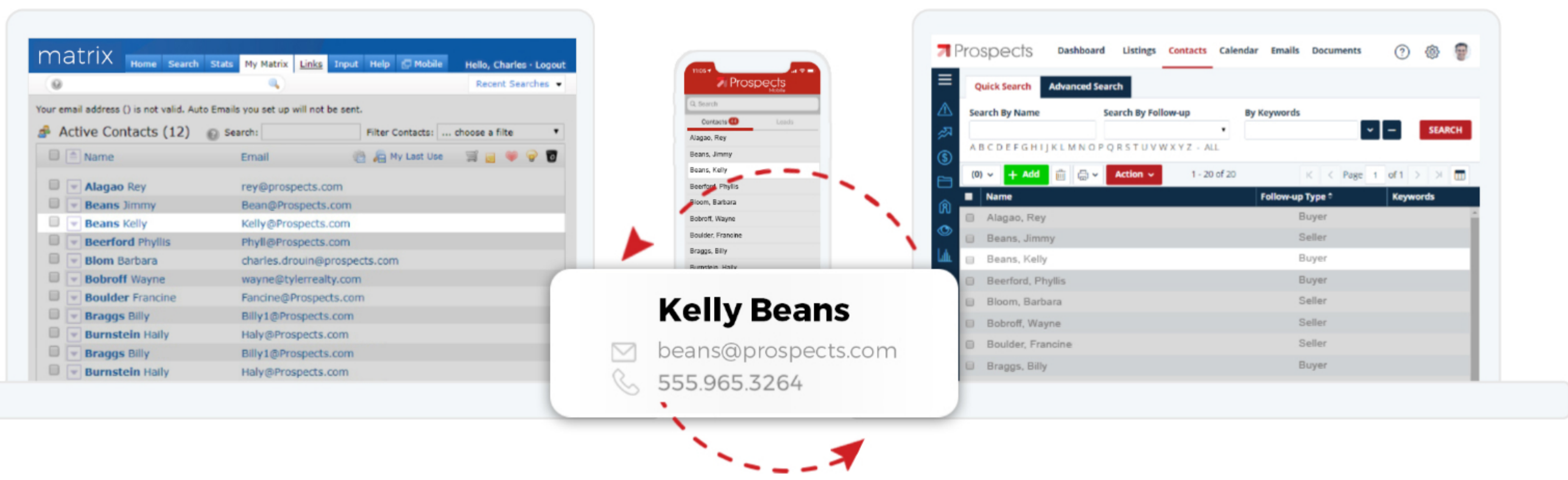
**Follow Up Effectively** - Easy-to-use sales stages and keywords let you segment and target your contacts so you can deliver the right information to the right people at the right time.

**Supercharge Your Marketing** - Thanks to real-time integrations with your MLS database you'll have access to powerful engagement tools available exclusively in Prospects. In just a couple of clicks you can send valuable Market Reports and stylish listing announcements, automatically post your listings and solds on Facebook, and more.



“Prospects is an awesome CRM! I love the integration with the mobile app and having all my customer information at my fingertips. Having complete access to our Board's database from within Prospects is a huge timesaver when I'm sending listings, and the Market Report feature is pure gold!”

**Martin Dumont,**  
Groupe Sutton Synergie



### Email Templates

Prospects CRM offers a library of email templates perfect for every occasion, as well as plenty of value-add content to build trust and authority with your prospects and clients. Easily customize your emails with your branded signature and a link to your branded mobile app.

### Action Plans

Create your own or take advantage of ready-to-use plans tailored for every sales stage and follow-up type. Plans include sample emails and texts, and suggested activities to keep you engaged with your contacts.

### Facebook® Posts

Prospects CRM automatically posts your listings, open houses and neighborhood Market Reports on your Facebook business pages.

### Market Reports

The #1 tool to stay in touch. Send professional, branded reports that establish you as the local market expert and keep your prospects and past clients informed on the latest pricing and selling trends in their neighborhood.

### Virtual Cards

Take advantage of ready-to-use e-cards that you can brand and personalize to announce new listings and open houses. They're perfect for birthdays, holidays, and move-in anniversaries too!



### Lead Management

Handle your leads like a boss! Prospects CRM captures leads from a variety of sources like Zillow, Facebook Ads, and your IDX website. Auto-responders and action plans ensure timely follow-up so you'll never miss an opportunity again!

### Match! Listing Alerts

Set your clients up with automatic, branded listing alerts. Receive instant notifications when a listing is viewed multiple times.

### Activity Report

Keep sellers informed, in real-time, of all your work and completed activities including advertisements, appointments, showings and buyer feedback.