# RL Realty Leadership©

# REAL ESTATE CRM RATINGS
## 2019 TECHNOLOGY ISSUE



inman  Forbes  **REALTY**LEADERSHIP

# 01

# Executive Summary

**When it comes** to making purchases, few are as exciting— or potentially nerve-wracking—as buying a new CRM for your real estate brokerage or team. But you can take the guesswork out of shopping by using our independent ratings of 82 new real estate CRMs, IDX website providers, lead generators, and coaches. We factor in what matters most to team leaders and managing brokers, from mobile friendliness to features, from security to accessibility. You can

scan each category for those with the best Overall Scores—and the worst. All our CRM data are generated from evaluations conducted at RL's survey, similar to how our reliability and satisfaction data are drawn.

There is no question that providing agents with better technology not only helps teams and brokerages reach a higher production level, but also will improve your agent retention rate.

As part of our survey, we asked industry leaders how likely they were to recommend that provider to friends / family members. We removed responses such as 'none of the above' to make a clearer comparison between the providers with the most raving fans. The result of that question serves as a good summary of the overall result of this study:

*We factor in what matters most to team leaders and managing brokers, from mobile friendliness to result-producing CRM features, from security to adaption rate.*

- ■ Great Agent
- ■ BoomTown
- ■ Kunversion
- ■ Curaytor
- ■ Real Geeks

56% · 17% · 12% · 10% · 5%
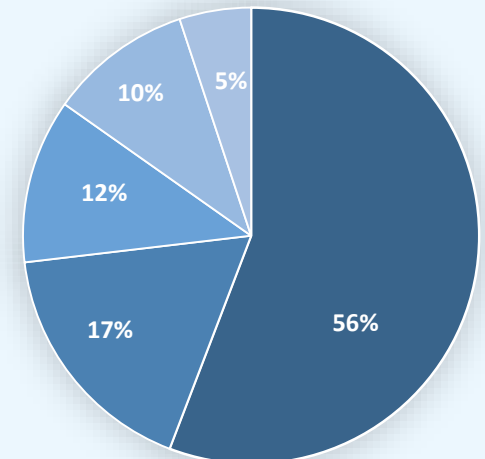
# 02

# Overview and Comparison

**While some teams prefer** to piece-meal their own solutions together using separate tools, all-in-one solutions are becoming increasingly popular. Most platforms were developed before the smartphone age, allowing them to become the devices of choice not only for the real estate professionals, but also for home buyers and sellers. Functions such as mass personalized texting is just one of the features that are crucial and yet missing from the major providers.
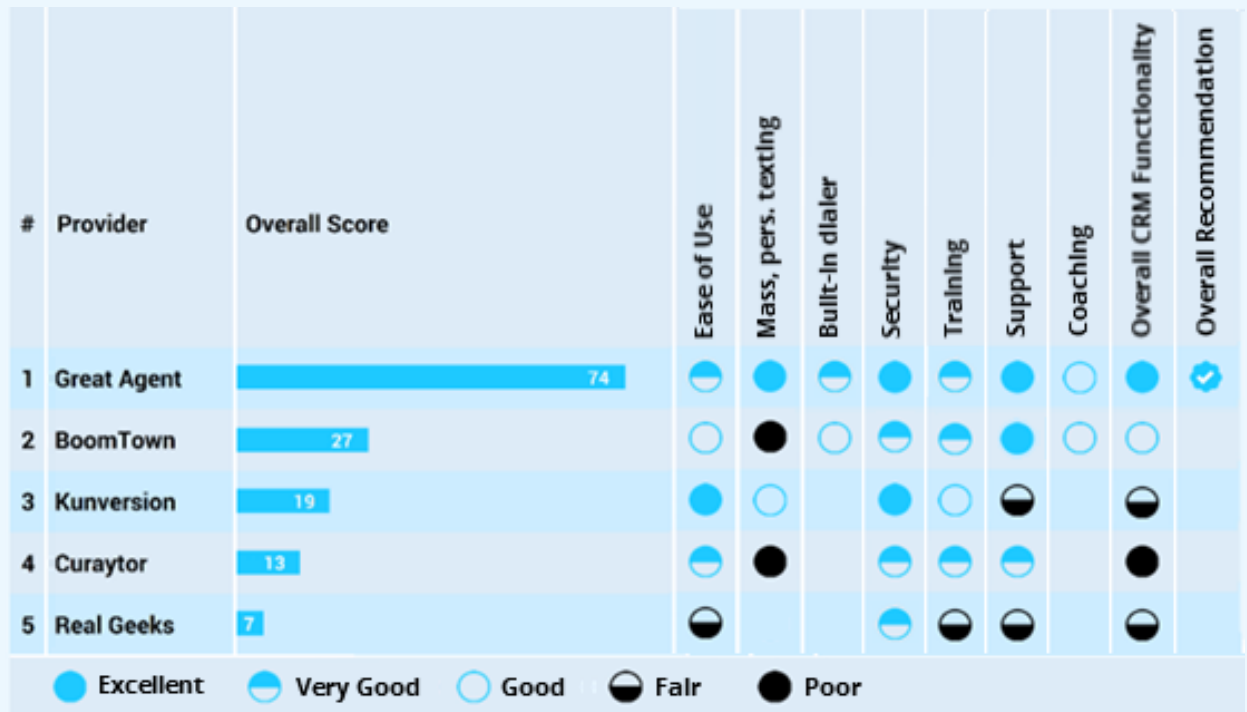
*Open rates for text messages are 98%, yet mass personalized texting is missing in most real estate CRMs.*

One provider, **Great Agent**, developed their platforms after this shift to texting in the consumers' behavior.

These limitations of **Boomtown**, **Kunversion** (**KvCore**) & **Curaytor** might be a reason that **Great Agent** is leading the survey as the top provider – and our overall recommendation.

*Most platforms were developed before the smartphone age, allowing them to become the devices of choice not only for the real estate professionals.*
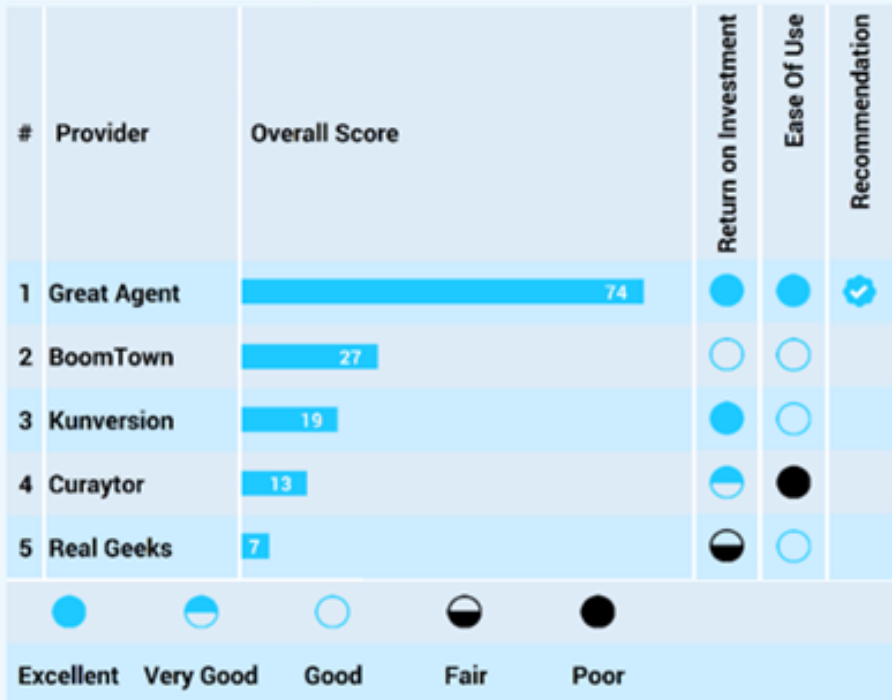
| # | Provider | Overall Score | Ease of Use | Mass, pers. texting | Built-in dialer | Security | Training | Support | Coaching | Overall CRM Functionality | Overall Recommendation |
|---|----------|--------------|-------------|---------------------|-----------------|----------|----------|---------|----------|---------------------------|------------------------|
| 1 | Great Agent | 74 | Very Good | Excellent | Very Good | Excellent | Very Good | Excellent | Good | Excellent | ✔ |
| 2 | BoomTown | 27 | Good | Poor | Good | Very Good | Very Good | Excellent | Good | Good | |
| 3 | Kunversion | 19 | Excellent | Good | | Excellent | Good | Fair | | Fair | |
| 4 | Curaytor | 13 | Very Good | Poor | | Very Good | Very Good | Very Good | | Poor | |
| 5 | Real Geeks | 7 | Fair | | | Very Good | Fair | Fair | | Fair | |

● Excellent  ◑ Very Good  ○ Good  ◓ Fair  ● Poor

# 03

# Overview and Comparison

**While some teams prefer** to piece-meal their own solutions together using separate tools, all-in-one solutions are becoming increasingly popular. One of the first provider to create this type of offering was Boomtown. While it is still one of the biggest players, their solution is becoming increasingly dated. Most platforms were developed before the smartphone age, allowing them to become the devices of choice not only for the real estate professionals, but also for home buyers and sellers. Functions such as mass personalized texting, and MLS image texting with pictures are just some of the features that are crucial and yet missing from the major providers.

## *"Open rates on text messages remain at an amazingly high 98%."*

Open rates on emails are continuing to drop to an all-time low according to **Forbes**, whereas open rates on text messages remain at an amazingly high 98%. Additionally, most consumers use their smartphone as for browsing homes, and yet the major providers are delivering a mobile experience that is inferior to leading providers. One provider, **Great Agent**, developed their platforms after this shift in the consumers' behavior.

These limitations of **Boomtown**, **Kunversion** (**KvCore**), **Curaytor**, and **Real Geeks** might be the main reason that **Great Agent** is leading the survey of brokers and teams. This result is not only for

| # | Provider | Overall Score | Return on Investment | Ease Of Use | Recommendation |
|---|----------|---------------|----------------------|-------------|----------------|
| 1 | Great Agent | 74 | ● | ● | ✔ |
| 2 | BoomTown | 27 | ○ | ○ | |
| 3 | Kunversion | 19 | ● | ○ | |
| 4 | Curaytor | 13 | ◐ | ● | |
| 5 | Real Geeks | 7 | ◖ | ○ | |

| ● | ◐ | ○ | ◖ | ● |
|---|---|---|---|---|
| Excellent | Very Good | Good | Fair | Poor |

mobile readiness, but also mass personalized texting features and ease of use, ending as the top all-in-one provider – and earning **Great Agent** our overall recommendation.

# 04

# Ease of Use

User experience is what makes agents use a platform or never touch it again. Regardless of the other merits, if something is not convenient to use, agents will not adopt the tool and the investment becomes limited at best. Think of the first iPhone release which turned the smartphone industry around. It wasn't the fastest, it wasn't the cheapest. However, it was the most convenient and user-friendly. It simply worked the way people expected it to. Even now, the iPhone industry still has yet to fix some issues. But it still remains the most frequently purchased smartphone on the planet, making billions in sales.
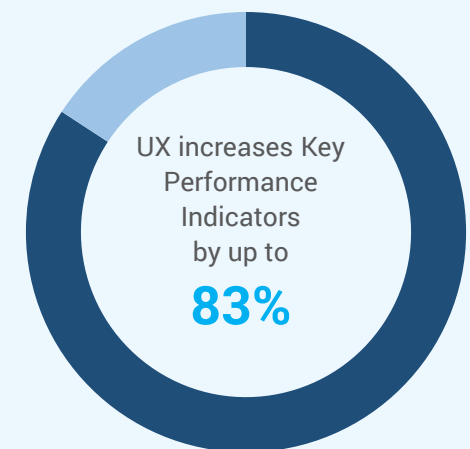
There are many reasons for it, but the main one preventing **Apple** from being overthrown is its focus on user experience. This was the main reason we selected "**Ease of Use**" as the second most important category in our survey.

**Great Agent** received an "excellent" grade, which means that the interface is clean and every element is in its place. Everything is intuitive and so thought-out that you really never wonder how to perform any action.

**BoomTown** comes in second. While it's not as intuitive or fast, and doesn't feature the clean design in **Great Agent**, it is still very user-friendly and easy to navigate.

| # | Provider | Ease of Use |
|---|----------|-------------|
| 1 | Great Agent | 84 |
| 2 | BoomTown | 29 |
| 3 | Kunversion | 23 |
| 4 | Curaytor | 19 |
| 5 | Real Geeks | 7 |

Source: Realty Leadership

**84** out of 100 possible points was given in response to **Great Agent**'s user-experience

UX increases Key Performance Indicators by up to **83%**

# 05

# Software Features

The indicators we compared and evaluated in the preceding chapters form the basis of the end price to performance ratio. But they won't give you the full picture. When it comes to software, one feature can make or break it. One product can outperform the others easily, if the right tools are offered to the user. One great feature implemented by a competitor can cost you your business. Facebook wasn't the first social network, but it was the most convenient. PayPal wasn't the first online payment processor, but it was the most secure. Thanks to these features, those companies excelled at their respective spheres of business. The Realty Leadership research team understands that better than most, so we prepared a comprehensive review of features that every software product carries.

| # | Provider | Quality Check | Available in Canada | Buyer Lead Gen | Seller Lead Gen | Advanced Routing | Video Emails | Mass Text Sending | Voice Drops | Reminders | Live Chat | True Exclusivity |
|---|----------|---------------|---------------------|----------------|-----------------|------------------|--------------|-------------------|-------------|-----------|-----------|------------------|
| 1 | Great Agent | ● | | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| 2 | BoomTown | | ● | ● | 1 | ● | 2 | | | ● | | |
| 3 | Kunversion | | ● | ● | ● | ● | | | | ● | ● | |
| 4 | Curaytor | | | ● | ● | | | | | ● | ● | |
| 5 | Real Geeks | | ● | ● | ● | ● | | | | ● | | |

1 +$2400*    2 + $1200/agent*    * annual cost

Source: Realty Leadership

1. **Mass Text Sending** - an ability to send customized text messages to over 1,000 users with 4 clicks or less. Particularly useful for large teams and brokerages.

2. **Reminders** - the availability of pop-up reminders.

3. **Advanced Routing** - an ability to redirect leads with different locations and price levels to different agents/groups of agents. Indispensable for brokerages that operate in different cities.

4. **Availability in Canada** – ability for the software to operate in Canadian Cities.

# 06

# Software Features

**5. Quality Check** - this indicator refers to how well software responds to fake accounts. We signed up 10 times, using 10 disconnected phone numbers and 10 invalid email addresses with every company under review. To fully pass the test, the system must have declined all 10 sign-up attempts; and for a partial pass, at least 5 attempts.

**6. Video emails** - an ability to embed a video directly into an email, so it can be played without redirecting to YouTube or another video hosting.

**7. Live chat** - the availability of a live chat on the website of the provider. Live chats have proved to be the most user-friendly form of communication between the company and its users.

**8. Voice Drops** – this feature is also known as Mass Voicemail Sending. We consider this feature fully functional if you can send voicemails to over 1,000 users with 4 clicks or less.

**9. Seller Lead Generation** – an ability to attract leads interested in selling their property.

**10. Buyer Lead Generation** - an ability to attract leads interested in buying property.

**11. True exclusivity** - this feature refers to the absence of overlap between 2 users of the same software, in terms of design and leads. For instance, 2 teams, independent from one another, collect the same lead by using the same solution. The true exclusivity feature grants the access to process it to the team that found it first, hence preventing the second team from discovering it in the first place.

# 07

# Customer Service

We sent email requests to software platforms, asking them to clarify whether or not we can use their product in Canada, and how much it would cost for a 10-agent brokerage here in the United States. Note that such a request contains all the necessary information for a company to provide a quote on the product, especially if we asked them to give us at least an approximate average figure, if an exact quote is impossible to get.

Those who responded with a figure and a straight yes/no answer were listed in the "Useful Reply" column. Those who started asking us unnecessary questions and wouldn't give us a quote right away were listed under "Useless Reply" column. The other two columns represent companies that ignored our requests altogether and companies that followed up on us after they'd sent quotes that we did not reply to.

It is always unprofessional for companies to ignore a potential client. We considered this the #1 criterion for determining superior customer service in our breakdown. However, the results look bleak in this respect – 2 out of 5 companies, which is 40%, didn't reply at all. In our table, they are represented by the "No Reply" column.

**84%** of people are ready to pay more for better customer service

| # | Provider | Useful Reply | Useless Reply | Followed Up | No Reply |
|---|----------|:---:|:---:|:---:|:---:|
| 1 | Great Agent | ● | | ● | |
| 2 | BoomTown | ● | | | |
| 3 | Kunversion | | | | ● |
| 4 | Curaytor | | | | ● |
| 5 | Real Geeks | | ● | | |

Source: Realty Leadership

Our #3 criterion is proactiveness. Some companies don't seem to understand that clients who are not replying to them are not yet lost. They just might have lost your email, or may have been busy enough
to forget about it. A company should want a customer regardless.

# 08

# Conclusion

While **Great Agent** was the clear winner in this survey, **BoomTown** is taking second place. **Boomtown** is more expensive when you add their base price to the tools required to perform, and is also somewhat dated and lacking important functionality, such as mass texting. These are clear disadvantages, compared to next-generation products like **Great Agent**.

While **Kunversion** (**KvCore**) is trying to leave past performance issues behind them through the renaming of their company, it seems that real estate professionals have mixed experiences leading to a less-than-ideal return on investment.

**Curaytor** is trying to improve, but according to this study, they are failing with an average Return on Investment that is less than half of this real estate survey's winner.

Even worse scores are received by **RealGeeks**, a platform where this survey's 800+ respondents are saying it barely pays for its cost. This may be caused by a difficult user experience and an usually low quality of leads.

Since the main disadvantages of **Boomtown** are around the age of its platform, leading to limited support for videos, mass texting, and mobile experience, this platform is not recommended for teams targeting middle class or above. For that segment of middle-class or above home buyers & sellers, **Great Agent** was the best platform in this study.

| # | Provider | Overall Score | Return on Investment | Ease Of Use | Recommendation |
|---|----------|---------------|----------------------|-------------|----------------|
| 1 | Great Agent | 74 | ● | ● | ✔ |
| 2 | BoomTown | 27 | ○ | ○ | |
| 3 | Kunversion | 19 | ● | ○ | |
| 4 | Curaytor | 13 | ◑ | ⬤ | |
| 5 | Real Geeks | 7 | ◒ | ○ | |

| ● Excellent | ◑ Very Good | ○ Good | ◒ Fair | ⬤ Poor |
|-------------|-------------|--------|--------|--------|