

Name	Website	Cost	Description	TAB Comments
<b>Lead Generation &amp; Management</b>				
<b>BoomTown</b>	<a href="http://boomtownroi.com">boomtownroi.com</a>	\$1500/mo	Consumer website, lead generation, predictive CRM, success management - all the tools you need in one solution	<i>Lead generation is based on PPC campaign. Up to an additional \$1500/mo. Best for teams and brokerages</i>
<b>CoreFact</b>	<a href="http://www.corefact.com">www.corefact.com</a>	Varies	Lead Generation system combines direct mail and web technology to drive prospects online and provide you with unprecedented response rates. Follow up systems and promotional products available for captured leads.	
<b>Fivestreet</b>	<a href="http://www.fivestreet.com/">www.fivestreet.com/</a>	\$25 / month	Lead response, instant reply, works with various lead generators	
<b>Kunversion</b>	<a href="http://kunversion.com/">kunversion.com/</a>	Starting at \$399 setup & \$399 / month	Kunversion can chat with your leads and email you transcripts plus create leads for you. Kunversion is totally integrated with Google Mail, Calendar, and Drive and importing all your leads from any source is as easy as sending an email. Craigslist heavy lead generation	
<b>Market Leader</b>	<a href="http://www.marketleader.com">www.marketleader.com</a>	\$600+ / month	Market Leader Professional gives you a personalized website optimized to attract and capture more leads. It include an integrated MLS listing search, and Market Insider for neighborhood data. Traffic is meant to be driven to your website using Craigslist, search widgets, and social media tools. Or, Buyer and Seller leads can be purchased from the vendor (a Trulia company). CRM and follow up tools include blast email and direct mailer templates for campaigns.	<i>Good for people who rely heavily on leads bought from Trulia</i>
<b>PipelineROI</b>	<a href="http://www.pipelineroi.com">www.pipelineroi.com</a>	\$199/mo	Content marketing driven for brokers and teams	
<b>Placester</b>	<a href="http://placester.com">placester.com</a>	\$10/mo	Plan includes website, IDX search, Lead Management, Blogging, etc. Can be used for brokerages or individual agents.	<i>Active NAR membership receives 50% discount</i>
<b>RealtyTrac</b>	<a href="http://www.realtytrac.com">www.realtytrac.com</a>	Varied	Primarily foreclosed and distressed property leads	<i>Pricing based on zip code</i>
<b>Smart Zip</b>	<a href="http://www.smartzip.com">www.smartzip.com</a>	\$400+ depending on area	SmartTargeting of Seller leads in a geographical area via print and online marketing	
<b>Zurple</b>	<a href="http://zurple.com">zurple.com</a>	Conversations: \$49/mo / Lead Generation: Varies depending on internet marketing budget	Zurple sparks and automates the critical engagement between real estate agents and their incoming leads. The software enables agents to deliver timely, personal, relevant, and insightful communication to their prospective clients	<i>They have multiple products. Conversations is an additional \$39/mo per user for multiple users</i>

<b>Contact Management - CRM</b>		<b>Managing your contacts, prospects and past clients to stay in touch!</b>		
<b>Contactually</b>	<a href="http://www.contactually.com">www.contactually.com</a>	\$29/month	Contactually aggregates and merges contacts from all your major communication channels (email, calendars, social networks, phone calls) and then ensures that you stay connected to them over time. Gives customizable template tools to help you write personalized follow-ups, along with tools for managing introductions, sharing articles, and more. It can even help you reach out to people automatically or track the progress of different business deals associated with your contacts. (Effective in aggregating info to the point of being intrusive)	<i>Not real estate specific, but many agents are using it</i>
<b>Follow up Boss</b>	<a href="http://www.followupboss.com">www.followupboss.com</a>	Varied	Useful for management and tracking of agents that have been assigned leads	<i>Good CRM option for teams</i>

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<b>Insightly</b>	<a href="http://www.insightly.com">www.insightly.com</a>	Free	Insightly is a great tool to help small businesses deal with the vital task of managing your contacts, organizations, partners, vendors and suppliers. Using CRM best practices, you can see everything about a contact — from background, email history and important dates, to any projects or opportunities in which they have participated. With Insightly's web-based contact management features you won't miss a beat	<a href="#">Watch a Introduction and Tutorial for Insightly HERE</a>
<b>LionDesk CRM</b>	<a href="http://liondesk.com">liondesk.com</a>	\$20/month or \$200/year for SAAR Members	LionDesk is a web-based CRM+ Marketing Platform specifically designed for Real Estate Agents and Brokers to help manage your Contacts, Leads, Outbound Emails, Drip Marketing Campaigns, Tasks, Properties, Deals and	Discount through SAAR
<b>Prospect Converter / RealFuture CR</b>	<a href="http://amls.prospectconverter.com">amls.prospectconverter.com</a>	FREE through ARMLS / Upgrade for advanced features	Track the details of your calls and appointments, quickly schedule a series of prospecting, listing or closing tasks, and manage drip email campaigns from your desk or while on the road.	Access through Products tab on flexMLS
<b>Top Producer</b>	<a href="http://www.topproducer.com">www.topproducer.com</a>	\$39.95/month	Referrals are the lifeblood of real estate, and satisfied clients are your best source of new business. And because 90% of leads are closed between the 2nd and 12th contact, staying in touch is critical to your success – and that's what Top Producer does better than anyone else. Top Producer keeps your sales pipeline running smoothly with automated, PERSONALIZED follow-up on a regular schedule, and you don't need a PhD to use it.	<a href="#">Watch the Top-Producer Introduction Video</a>
<b>Wise Agent</b>	<a href="http://www.wiseagent.com">www.wiseagent.com</a>	\$24.95/month	REALTOR business management tool available via the Web or from a Mobile device. Allows for Contact, Transaction, and Task Management. Also includes integrated Drip Email Marketing, and connects with other widely used services.	30-Day Free Trial available

### Transaction Management

<content/uploads/2012/11/TM-Matrix.pdf>

<b>DocuSign Transaction Rooms</b>	<a href="http://www.docusign.com">www.docusign.com</a>	Varied	Now a part of the popular digital signing platform, DocuSign, the new transaction rooms are designed specifically for managing real estate transactions	Takes some practice to learn, but can use for all documents...not only real estate.
<b>Dotloop</b>	<a href="http://www.dotloop.com">www.dotloop.com</a>	\$29/month	Complete paperless transaction platform. Service includes unlimited transactions (loops), ready to use forms, legal e-signatures, security and backup, bank-approved audit trail. Service brings Buyers, Sellers, and Agents together in a collaborative paperless workspace.	
<b>eSign</b>	<a href="http://aar.esiononline.net">aar.esiononline.net</a>	FREE to AAR Members	Electronic Signature service offered to AAR member as a free alternative to DocuSign. Syncs with Zip Forms to automatically populate signature lines on most forms, but simple drag and drop interface makes easy to use on all other forms.	AAR member benefit
<b>Reesio</b>	<a href="http://www.reesio.com">www.reesio.com</a>	\$25/mo	Transaction & Compliance Management, E-Signatures, CRM, Listing Syndication, Offers Management, Single Property Websites	Pricing is per user per month
<b>SkySlope</b>	<a href="http://www.skyslope.com">www.skyslope.com</a>	Varies	Basically, Dropbox for Agents and transactions. Pricing based on number of agents	
<b>Wise Agent</b>	<a href="http://wiseagent.com">wiseagent.com</a>	\$24.95 / month	REALTOR business management tool available via the Web or from a Mobile device. Allows for Contact, Transaction, and Task Management. Also includes integrated Drip Email Marketing, and connects with other widely used services.	



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### Property Research

<b>CoreLogic</b>	<a href="http://www.corelogic.com/solutions/property-information-analytic-solutions.aspx">http://www.corelogic.com/solutions/property-information-analytic-solutions.aspx</a>	Unknown	CoreLogic provides marketers with property, mortgage, and consumer data and analytics.	
<b>Monsoon</b>	<a href="https://mymonsoon.com">https://mymonsoon.com</a>	FREE	Tax, MLS, and property information. Property comp reports. List generation and label creation.	Created by ARMLS. Free for ARMLS subscribers
<b>REALTORS Property Resource (RPR)</b>	<a href="http://narrpr.com">narrpr.com</a>	FREE (NAR Member Benefit)	RPR provides easy access to detailed property and market information	Created/owned by NAR and available only to REALTORS®.

### Prospect List Providers

<b>Cole Realty Resource</b>	<a href="http://www.colerealtyresource.com">www.colerealtyresource.com</a>	Unknown	"We offer real estate professionals unlimited leads". Search by neighborhoods, renters, commercial.	
<b>Landvoice</b>	<a href="http://www.landvoice.com">www.landvoice.com</a>	Unknown	FSBO's, expireds, Just Listed, Just Sold	
<b>Rebogateway</b>	<a href="http://www.rebogateway.com">www.rebogateway.com</a>	\$395 / year	Advanced research and reliable data for real estate farming purposes. Farming Categories such as: Expired Listings, For Sale by Owner, Notice of Default and Sale, Just Listed and Sold. Search also by geography, character, demographics, profession, and lifestyle, etc...	
<b>RedX</b>	<a href="http://www.theredx.com">www.theredx.com</a>	\$50 / month	Provides daily call list for Expireds and FSBOs	
<b>Vulcan 7</b>	<a href="http://www.vulcan7.com">www.vulcan7.com</a>	\$250 / month	Provides daily call and email lists for Expireds and FSBOs. Service also includes auto-dialer and basic CRM	More expensive, but delivers owner cell numbers and emails

### Market Statistics

<b>Altos Research</b>	<a href="http://www.altosresearch.com">www.altosresearch.com</a>	Starting at \$79 / month	Charts and reporting. Real time market data.	
<b>CoreLogic</b>	<a href="http://www.corelogic.com/solutions/real-estate-analytics-solutions.aspx">www.corelogic.com/solutions/real-estate-analytics-solutions.aspx</a>	Unknown	Monitoring and projections on zip code, county, CSBA, state and national levels. Benchmarks, trends.	
<b>Cromford Report</b>	<a href="http://cromfordreport.com">cromfordreport.com</a>	\$35 / month	ARMLS market data presented in chart and graph format for easy interpretation and addition to social media, blog, or marketing materials	
<b>flexMLS</b>	<a href="http://gmls.flexmls.com">gmls.flexmls.com</a>	FREE (included in ARMLS fees)	Use the Statistics tab in flexMLS to access stats straight from MLS records	Available through ARMLS
<b>RBI Intel</b>	<a href="http://www.rbintel.com">www.rbintel.com</a>	FREE through ARMLS / Expert version starting at around \$20 / month	Interactive charts, market gauges, static charts, detailed reports, local market indicators, and an overview summary. Graphs can be embedded into emails, blogs, etc	ARMLS benefit. Free version is on a market/region/city/zip code level.
<b>REALTORS Property Resource (RPR)</b>	<a href="http://narrpr.com">narrpr.com</a>	FREE (NAR Member Benefit)	RPR provides easy access to detailed property and market information	Created/owned by NAR and available only to REALTORS®

