



The Permanent Record

**Opening the door to productivity**

## **Contact Relationship Management (CRM) Real Estate Professionals – Offline Options**

### **ACTive Agent for Outlook** – <http://www.sonomaenterprises.com>

Sonoma Enterprises - \$149.00

- Single click access to follow-up appointments, email campaigns (aka email blasts), distribution list management
- Store personal information about the entire seller's/buyer's family – great for keeping track of birthdays, anniversaries, etc.
- Access to all of the property and transaction information records for each of your contacts
- Ability to store buyer requirements as well as all of the records of all of the properties you have ever shown to this client and their comments/feelings

### **Agent Business Builder** – <http://www.powermatecorp.com>

Powermate Software (Agent and Broker versions available) - \$399.00

- Address book database
- Interactive Calendar & Planner
- Built-in point-and-click mail merge (116 pre-written letters included)
- Auto-Dialler (phone number and email capable)
- Built-in word processor

### LeadCommander Professional Series – [http://www.leadcommander.com/select\\_lc.html](http://www.leadcommander.com/select_lc.html)

By DataBasix Technologies - \$229.00

- Lead generator – access new leads and import data from multiple sources
- Prospecting System
- Marketing Campaign Manager – market prospects based on multiple pieces of criteria
- Track and evaluate your marketing campaigns
- Customer Tracker
- Client Follow-up Program
- Auto-Dialler
- Multiple user-defined fields

This is just a brief overview of a few of the options that are available.

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