



Salesforce Solutions for Real Estate

Helping Realtors Strengthen Relationships & Revenue



Salesforce Gold Partner

Overview

The real estate sector deals with numerous clients and multiple listings at the same time and the stakeholders are expected to understand individual needs to close the deals. Whether your real estate company is independent or franchised, small or large-scaled, building healthy relationships and providing personalized customer services are sure to bring home more business. However, that doesn't come easy; especially when you are trying to manage everything manually and on paper. Here's when Customer Relationship Management (CRM) software can be a savior for the real estate space.

With expected revenue of over \$80 billion by 2025, the CRM software market stands as the fastest growing software market today. And, the world's no.1 CRM, Salesforce, has a 20% share of the overall CRM market.

Damco Solutions, a Salesforce Gold Consulting Partner, helps real estate companies and agents implement customized Salesforce solutions to manage and strengthen the relationship between buyers, agents, brokers, sellers, and developers. Damco enables real estate companies with a centralized database and better communication strategy- building trust and personalized experience for the clients.

Why Salesforce for Real Estate?

Most of the real estate firms and agents are using CRM in some capacity. Most successful real estate agents are approximately two times likely to adopt a CRM and lead management solution as compared to their peers. Let's discuss some of the reasons why real estate companies need to invest in a CRM.



Consolidated Data Silos

The real estate space often deals with a huge amount of data. Lead generation is done through different channels, both online and offline such as advertising, referrals, direct mail, social media, and word-of-mouth. Maintaining volumes of data from diverse sources and following up personally with every lead can be overwhelming. On the other hand, Salesforce can help consolidate all the siloed data at a single centralized platform for easy access of information and to build personalized and effective communication. It makes the whole information retrieval process a hassle-free experience, resulting in effective and efficient lead management.

Faster Response Rates

Purchasing property is an expensive affair and the buyers want the realtors to be quick with their responses. However, it gets difficult while managing multiple leads at the same time. Damco Solutions provide custom Salesforce solutions for realtors to ensure quick conversations with the leads. Realtors get notified immediately when someone tries to reach them and also send automated messages to help buyers with their general queries.

Automated Communication

Along with the automated messages and responders for the buyers, it is also important to touch base with the leads after certain intervals to turn them into customers. The real estate industry often deals with clients who are not ready to make immediate decisions, but that does not mean the lead can not be converted later. It is important to stay in touch with even the cold leads and send out timely offers and notifications about the new properties to convert when they are ready to re-enter the market.

Healthy Customer Relationships

The real estate industry is known to run on word-of-mouth, thus maintaining existing relationships is imperative for the space. Salesforce CRM for real estate sends out subtle, non-intrusive, and occasional automated emails and notifications to clients without bombarding their inboxes. It can be as simple as a birthday wish or season's greetings. Such occasional communications foster a sense of trust and accountability, which leads to more referrals, ensuring more prospects and deals in hand.

Better Integration

Damco Solutions enables third-party integrations to ensure improved productivity. Damco helps companies integrate all the required business systems such as HR, accounting, and ERP, among others with Salesforce CRM for real estate. Now streamline all the complex processes and get access to all the data at a single platform

Quick Evaluation & Analysis

The real estate space seeks immediate resolutions and backup plans to make quick decisions. Salesforce CRM provides real-time evaluation reports for better analysis and to evaluate the effectiveness of the running campaign or process. It helps companies save time and money.

Benefits of Salesforce CRM



Marketing

Plan and execute data-first digital campaigns and ensure efficient lead management.



Sales

Know your prospects better and build deeper connections. Monitor the progress in real-time and manage all activities on a single platform.



Service

Enable faster resolutions to user queries and provide personalized customer service and communication.



Integration

Leverage easy flow of data by integrating your CRM with all the required systems such as ERP, accounting, and HR.



Analytics

Evaluate ongoing activities and make quick decisions. Pivot fast whenever required and make informed and data-driven decisions.

Want to know how Damco Solutions can help you make the most of Salesforce CRM?

[Request a Free Demo](#)

About Damco

Founded in 1996, Damco Solutions is a trusted software and IT partner for businesses from different industry verticals spanning across the world. With over two decades of technology experience combined with immaculate execution capability and unwavering focus on customer success, Damco has empowered businesses to improve customer engagements and profitability with its tech-integrated solutions. Salesforce consulting and development are among the core services offered by Damco that have a strong delivery capacity in North America, Luxembourg, and India.

Contact us for more information on Damco's Salesforce Services.

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