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An overview of the best CRM for real estate

What is Freshsales

Freshsales is a sales CRM for teams who don’t want to juggle between multiple tools. It offers everything a salesperson needs—built-in phone and email, lead scoring, customizable reports, event tracking and a visual sales pipeline—in one single platform.

Why Freshsales is the best CRM for Real Estate business

Built-in phone and email

Get smarter with email

Find the best sales leads

Customize your sales process

Manage sales pipeline better

Automate actions using workflows

Key Features for Real Estate Agents

Easy and effective communication

- Email, Phone and Chat
- Schedule Tasks, Appointments and Reminders
- Calendar

Manage contacts and clients

- Lead and Deals management

Automation routine activities

- Workflows

Forecast sales and assess team performance

- Reports

Use the CRM to track customer journey

- Website and In-app Tracking

Use business apps with the CRM

- Integrations

Access all details from the CRM on the go

- Mobile App

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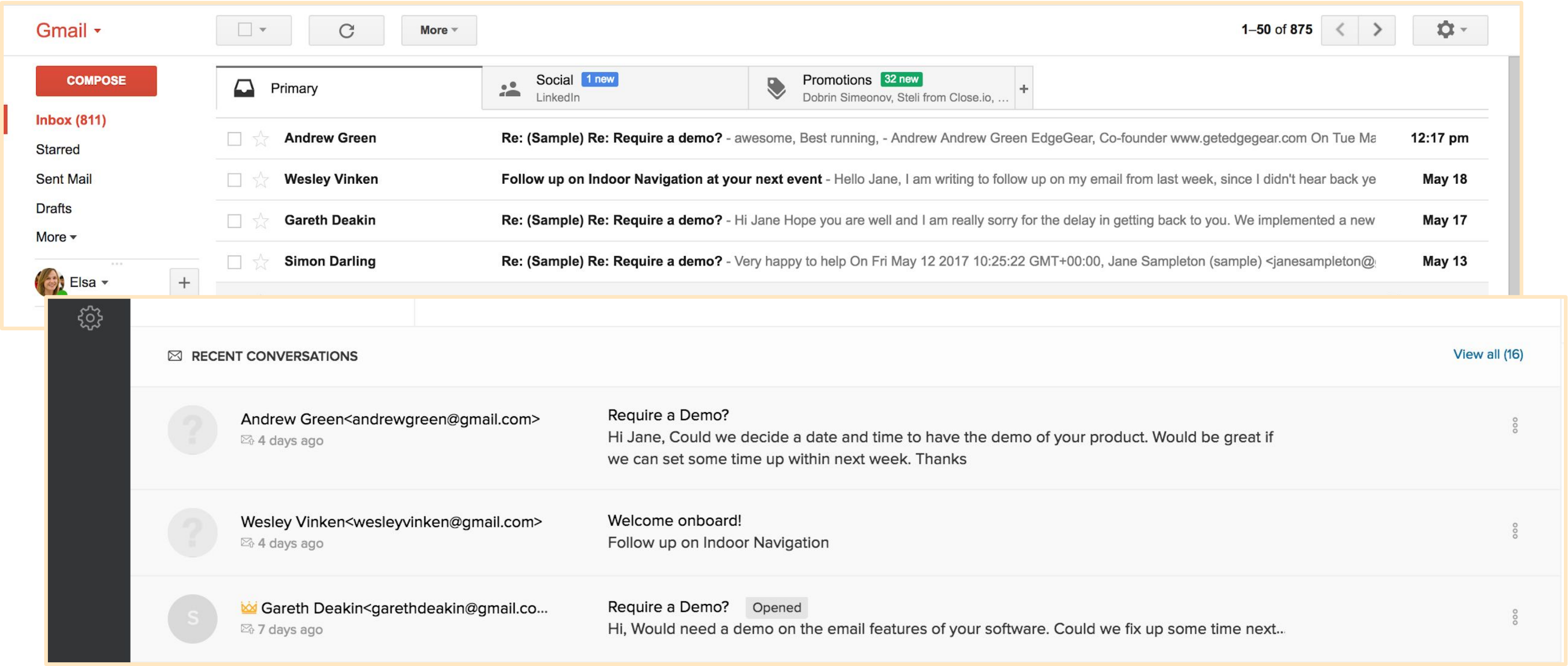
Easy and effective communication

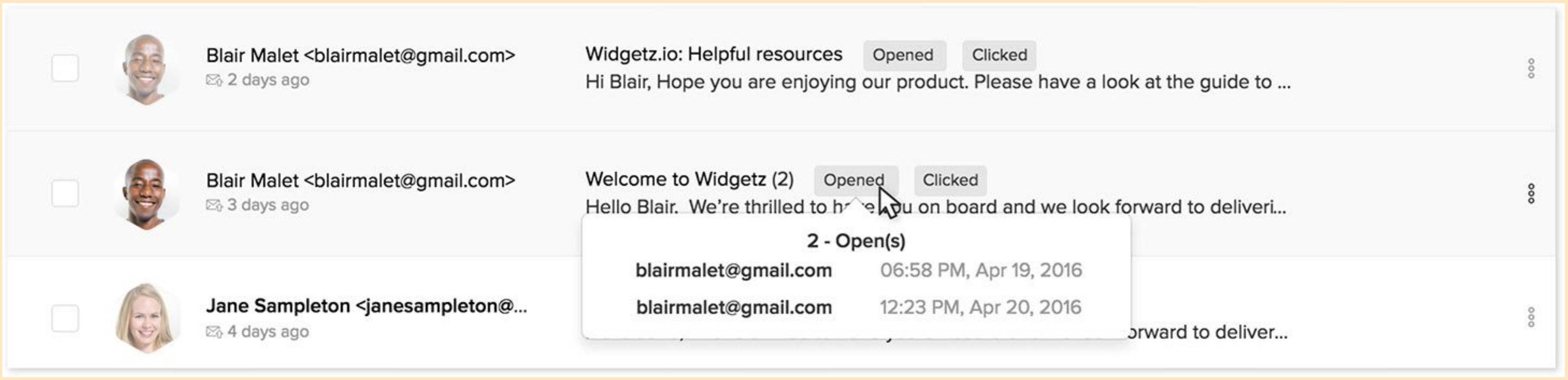
SEND EMAILS RIGHT FROM THE CRM

Connect your work email with Freshsales CRM. Don't juggle inboxes. Have all conversations right from the CRM and also have a copy of it in your work inbox.



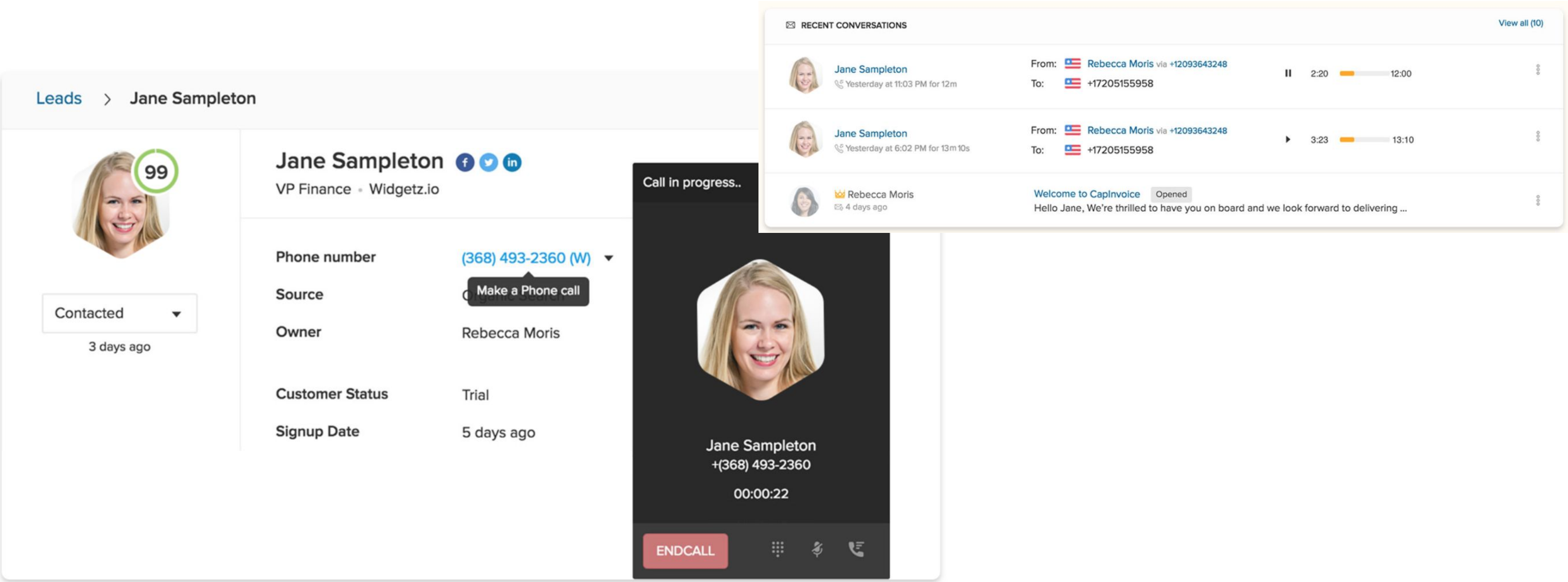
EMAIL TRACKING

Get real-time notifications on email opens and clicks, and plan your next course of action.



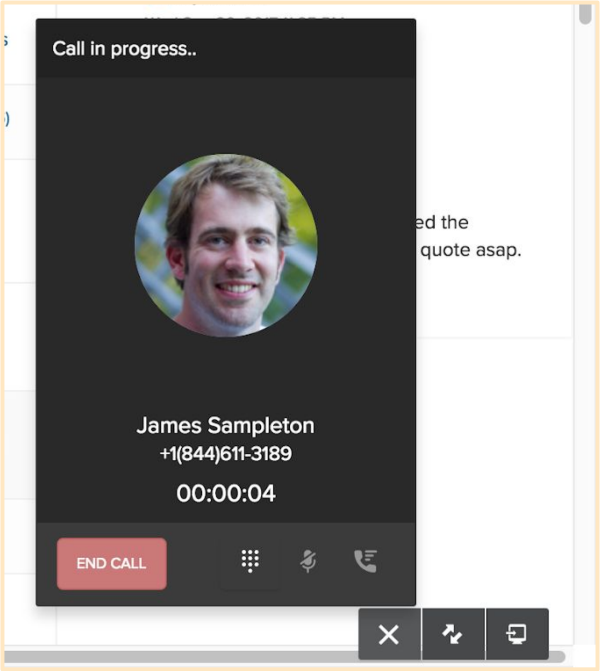
ONE CLICK TO CALL

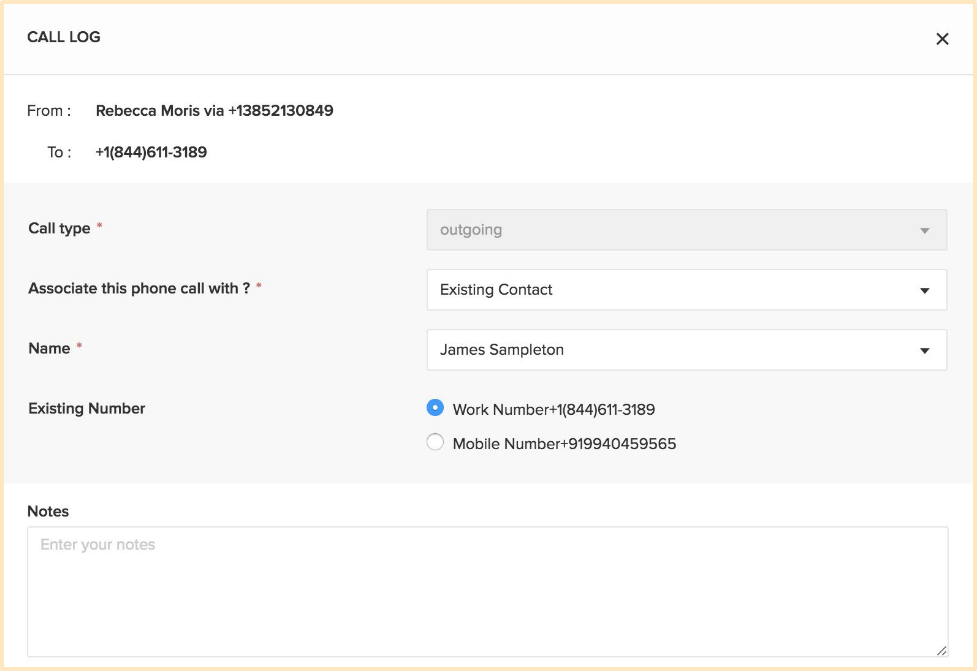
No extra software/hardware costs. Just place calls with one click from inside Freshsales using the built-in phone.



AUTOMATIC AND MANUAL CALL LOGGING

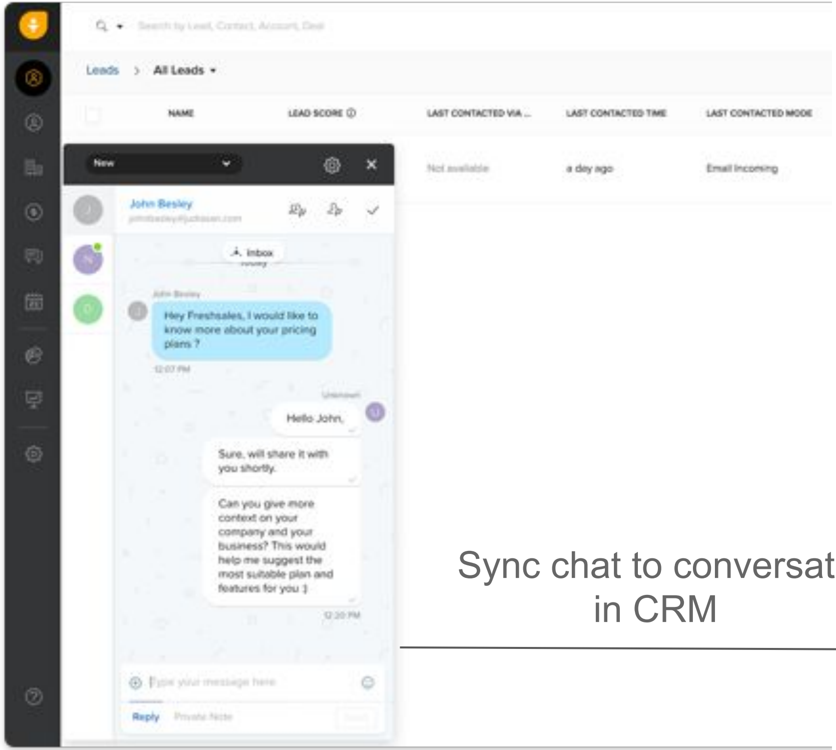
Freshsales can log all incoming and outgoing calls. Both automatic and manual call logging available.



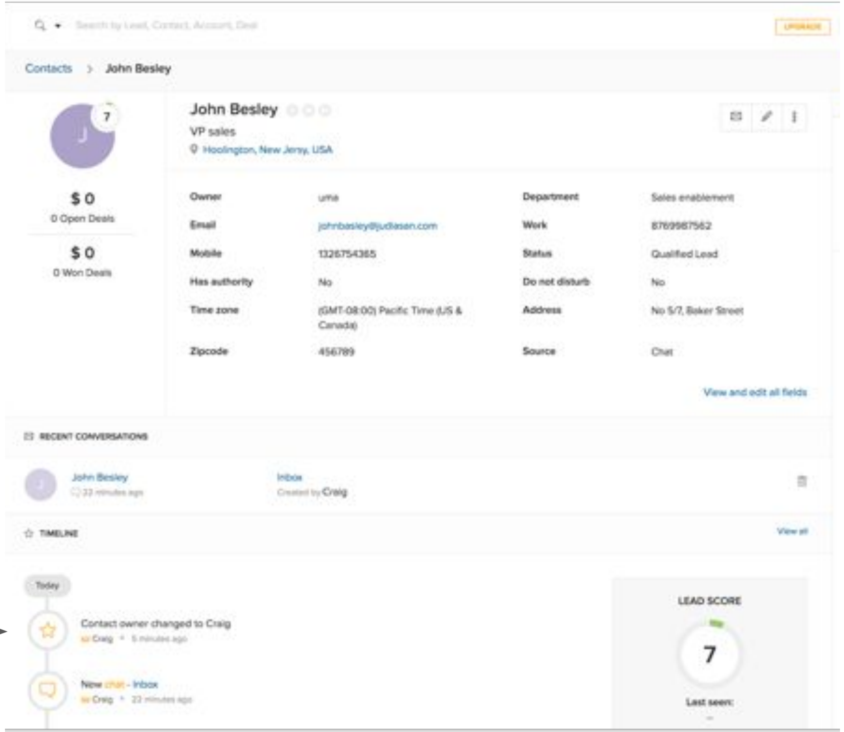


CHAT WITH POTENTIAL CUSTOMERS

Respond instantly to website visitors and add them as leads in the CRM using Freshchat.

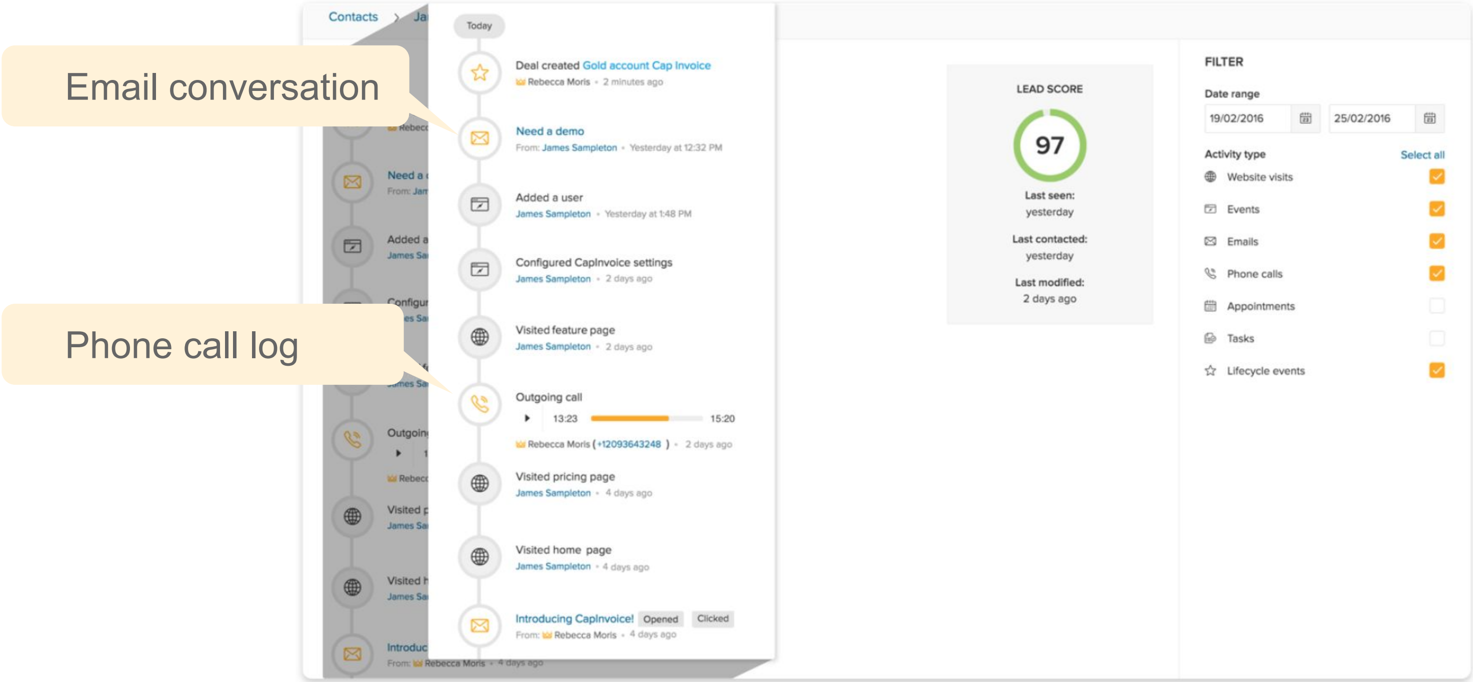


Sync chat to conversation in CRM



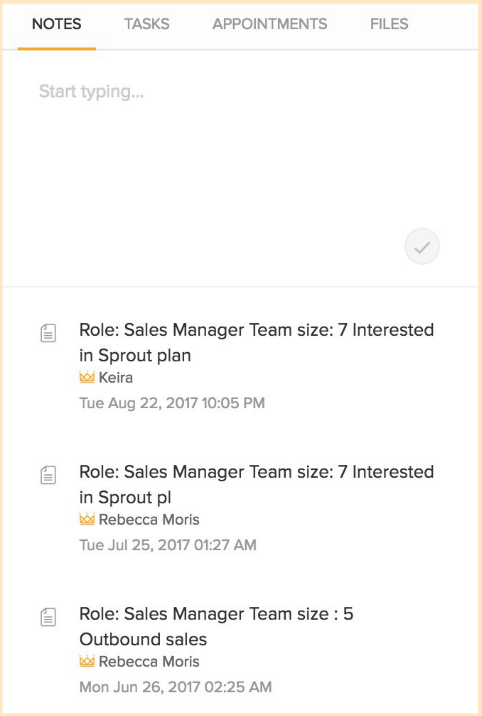
VIEW ALL CONVERSATIONS IN THE CRM

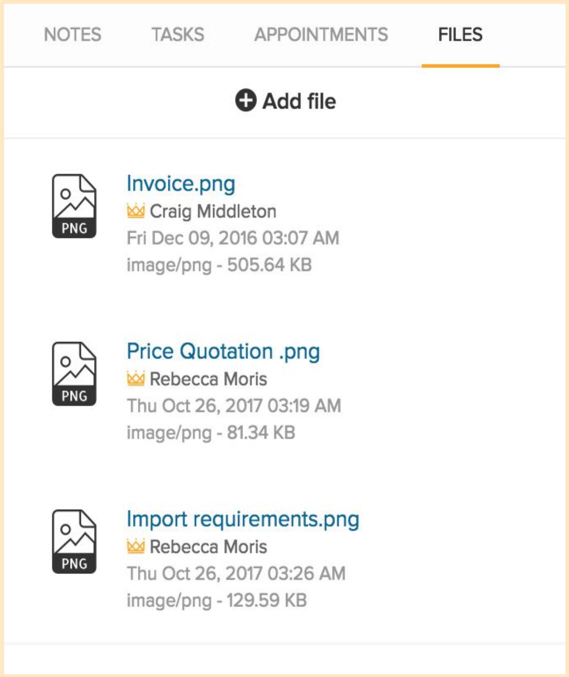
Link all email, phone and chat conversations to leads / contacts in the CRM

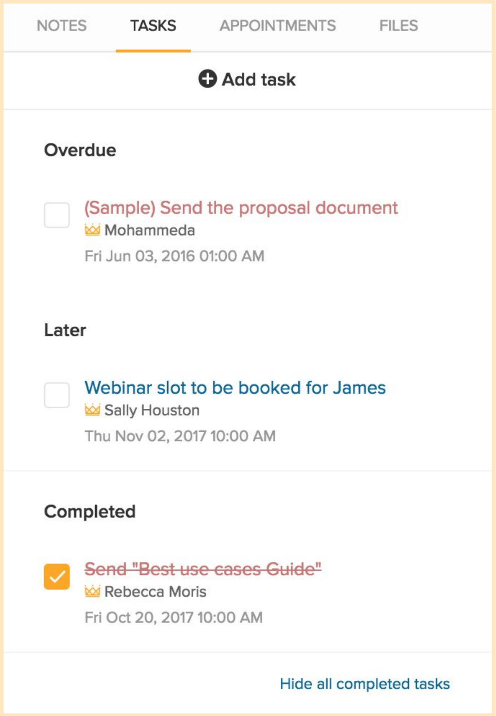


APPOINTMENT, TASKS, FILES AND NOTES

Schedule appointments, make quick notes , share files & collaborate with team on tasks.

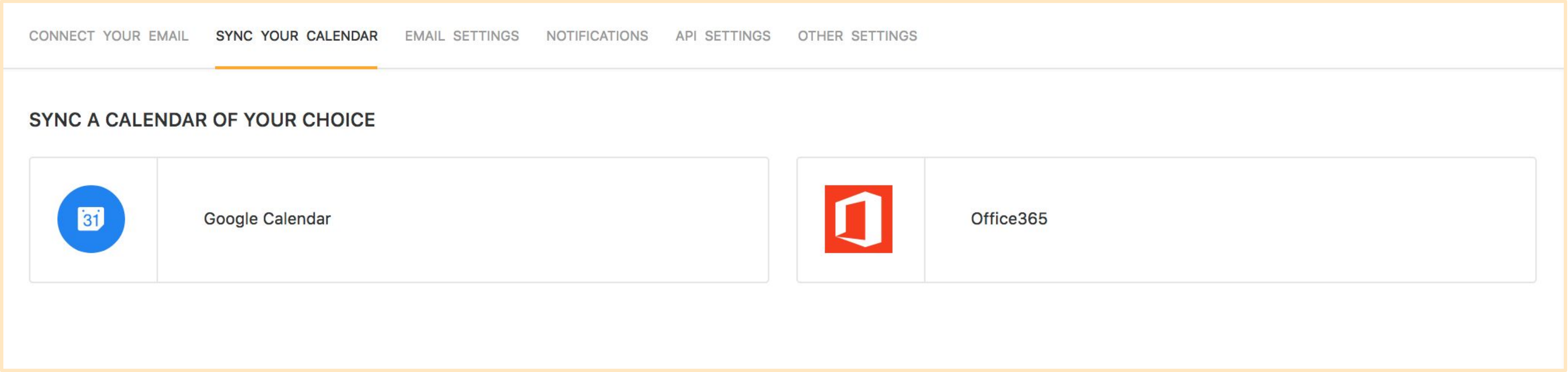






CALENDAR SYNC

Sync all your appointments between your Google and Office account and Freshsales.



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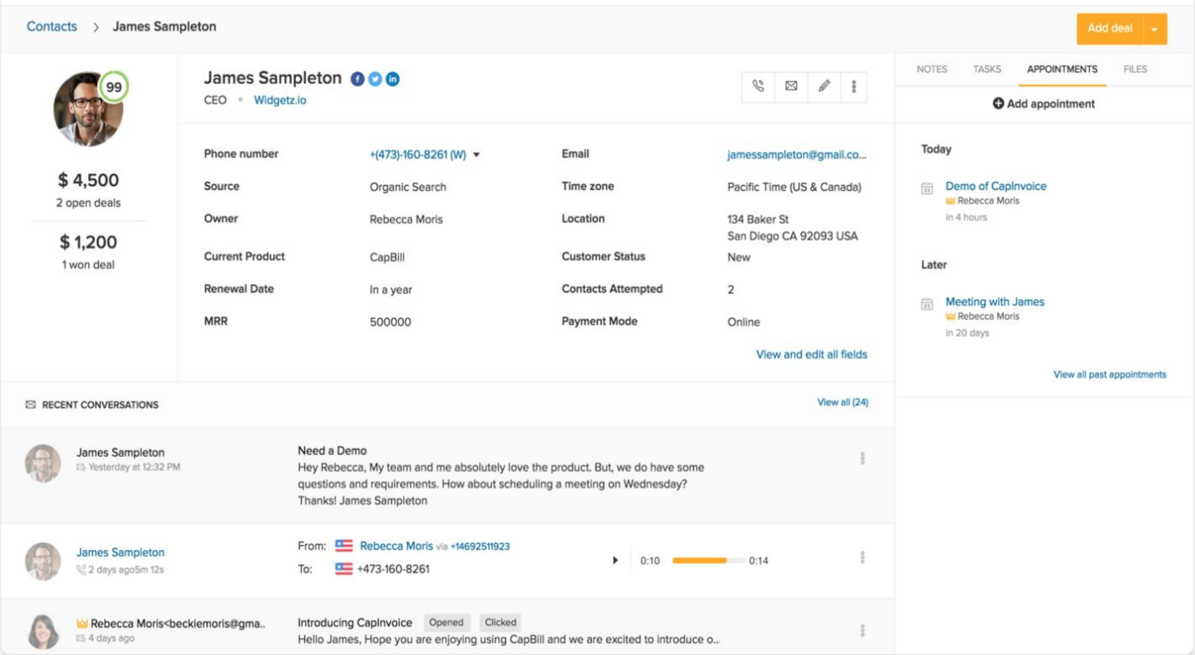
Manage contacts and clients

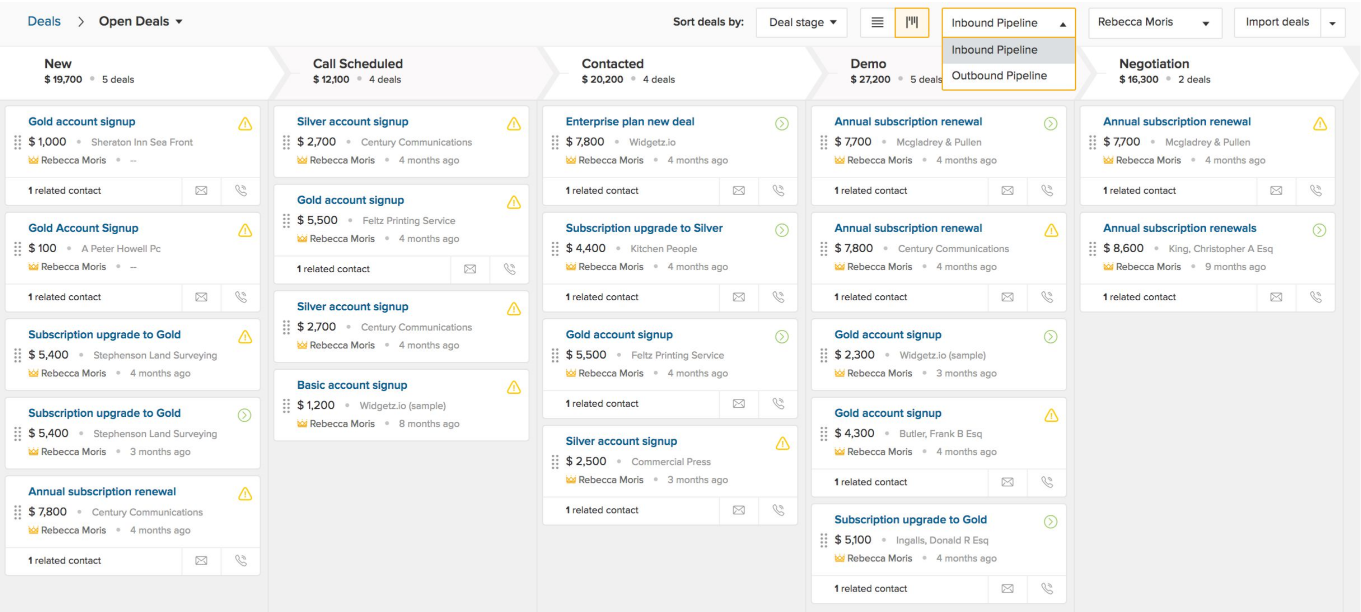
MANAGE YOUR CONTACTS AND CLIENTS

Easily store and pull out your client information (prospects, landlords and tenants) when you want to reach out to them. Access customers' social profiles and identify customer touchpoints from a single screen.



NEVER LET YOUR DEALS FALL THROUGH THE CRACKS

Monitor progress on open deals in one view with visual sales pipeline.
Instantly connect with prospects, directly using the deals dashboard.

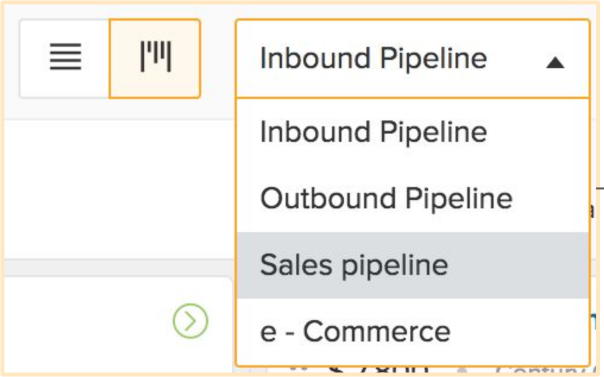


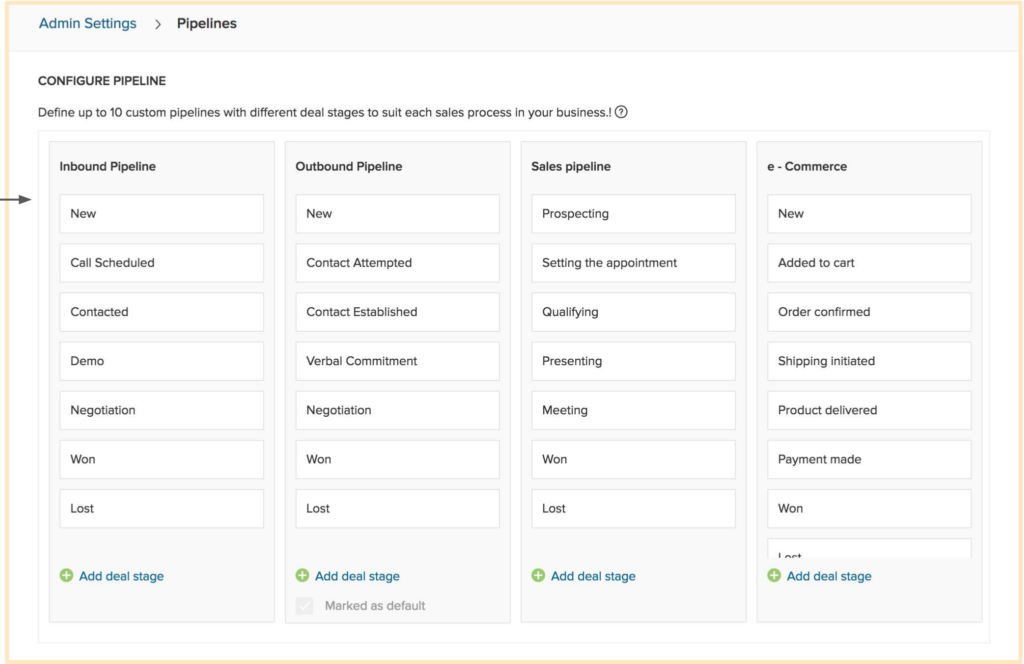
Filter & sort

Call or mail instantly

MULTIPLE DEAL PIPELINES

Create multiple pipelines to separate your sales processes. Create relevant stages and choose your own default pipeline.





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Automate routine activities

WORKFLOWS

Automate repetitive tasks, streamline processes and be more productive with intelligent workflows.

Send Emails

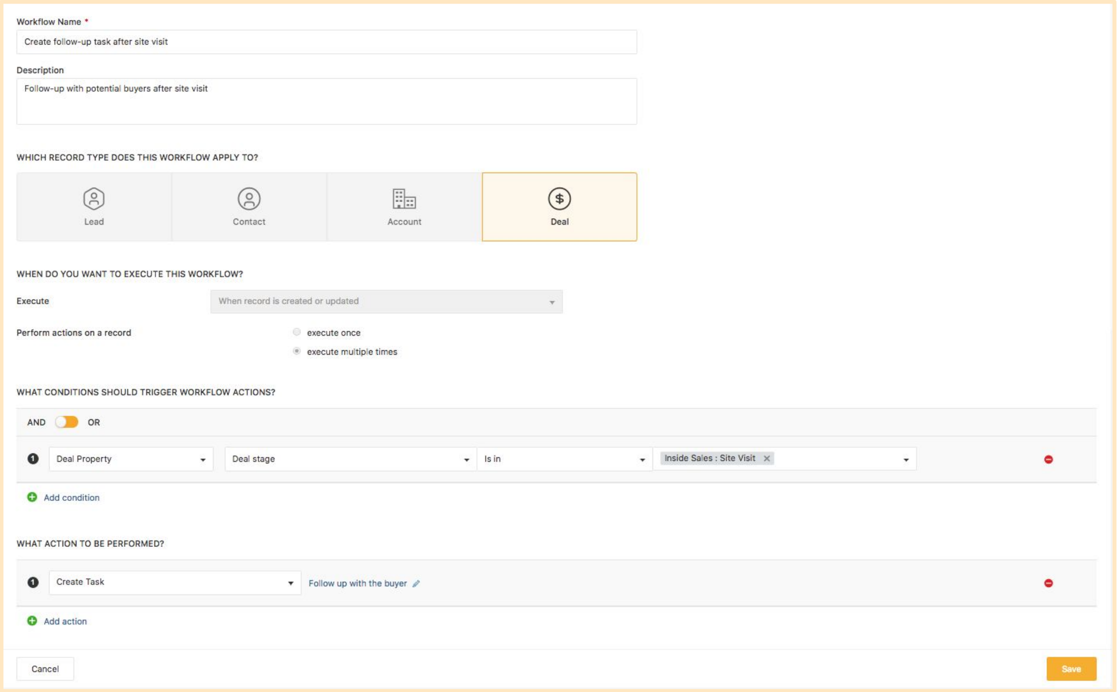
Create follow-up tasks

Use WebHooks to connect to other apps

Automatically update records

WORKFLOWS

Set up personalized response that addresses concerns and provides valuable information depending whether they want to buy or sell. Also, Automatically send a reply that tells the client that you have received the message or set follow-up tasks.



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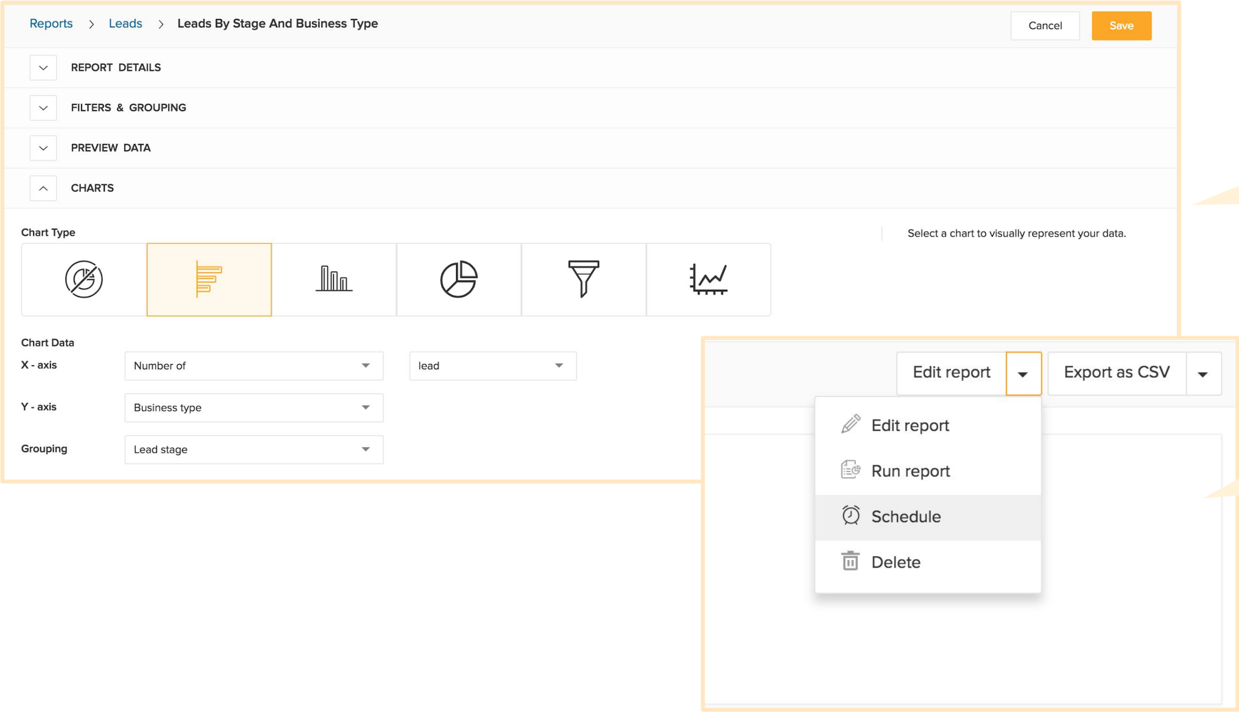
Forecast sales and assess team performance

CUSTOMIZE REPORTS

Use standard reports or create custom reports to pull out any data from the CRM. You can also schedule and export reports and share it quickly across your teams

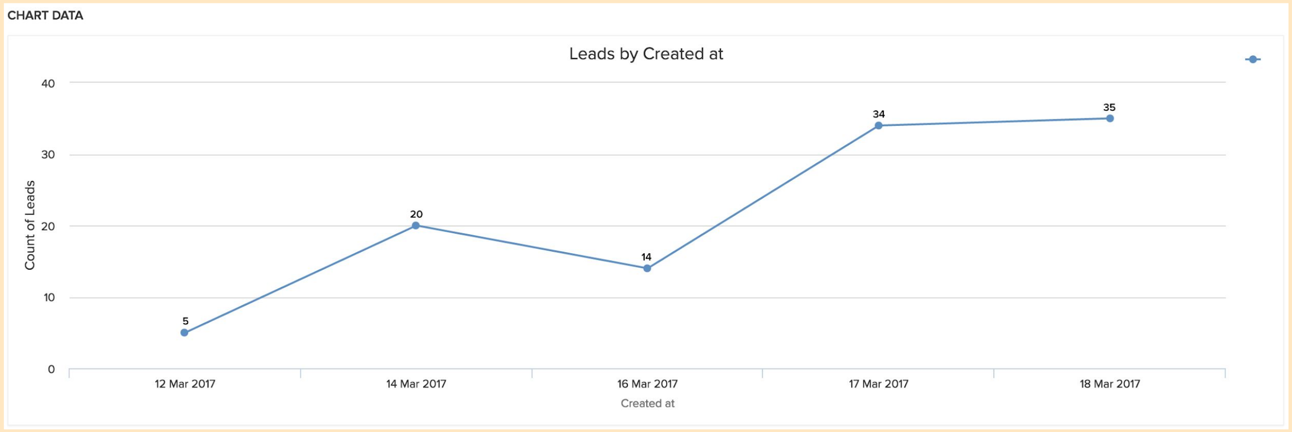


Custom reports

Schedule & Export

TRENDLINE REPORTS

Evaluate sales by time. Create reports to identify lead/deal trends over weekly, monthly, quarterly and yearly time periods.



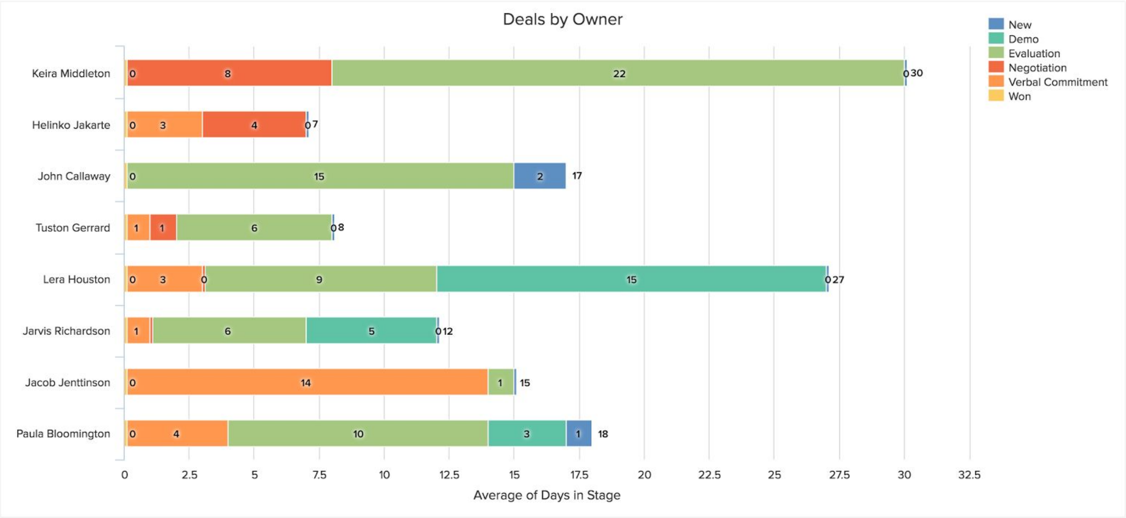
Last week's leads:
Grouped on daily basis

SALES CYCLE AND VELOCITY REPORTS

Find out how long your team is taking to close opportunities. Identify the stages where your reps spend most of their time in the sales cycle.

Sales velocity

CHART DATA



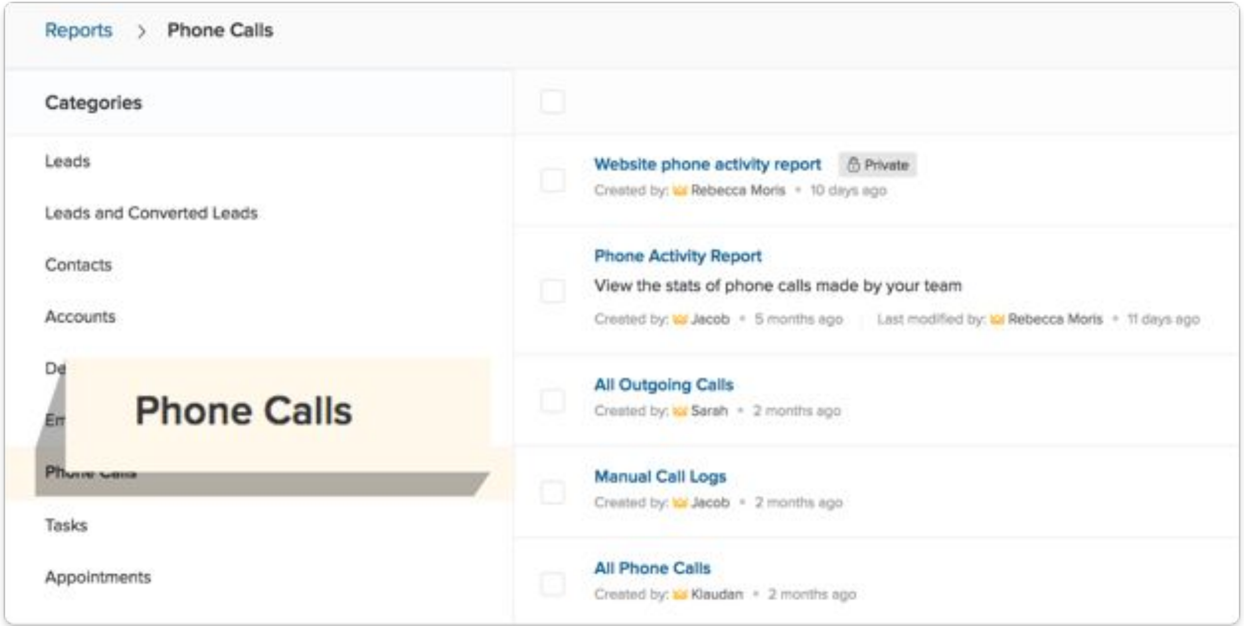
Sales cycle

TABULAR DATA

OWNER		GRAND TOTAL
Lisdon Thompson	Average Age (in days)	3
	Record Count	6
Terry Mathew	Average Age (in days)	1
	Record Count	6
Drake Freeman	Average Age (in days)	6
	Record Count	10
Sarah Jordan	Average Age (in days)	0
	Record Count	11
Taylor Krislet	Average Age (in days)	4
	Record Count	7
GRAND TOTAL	Average Age (in days)	0
	Record Count	38

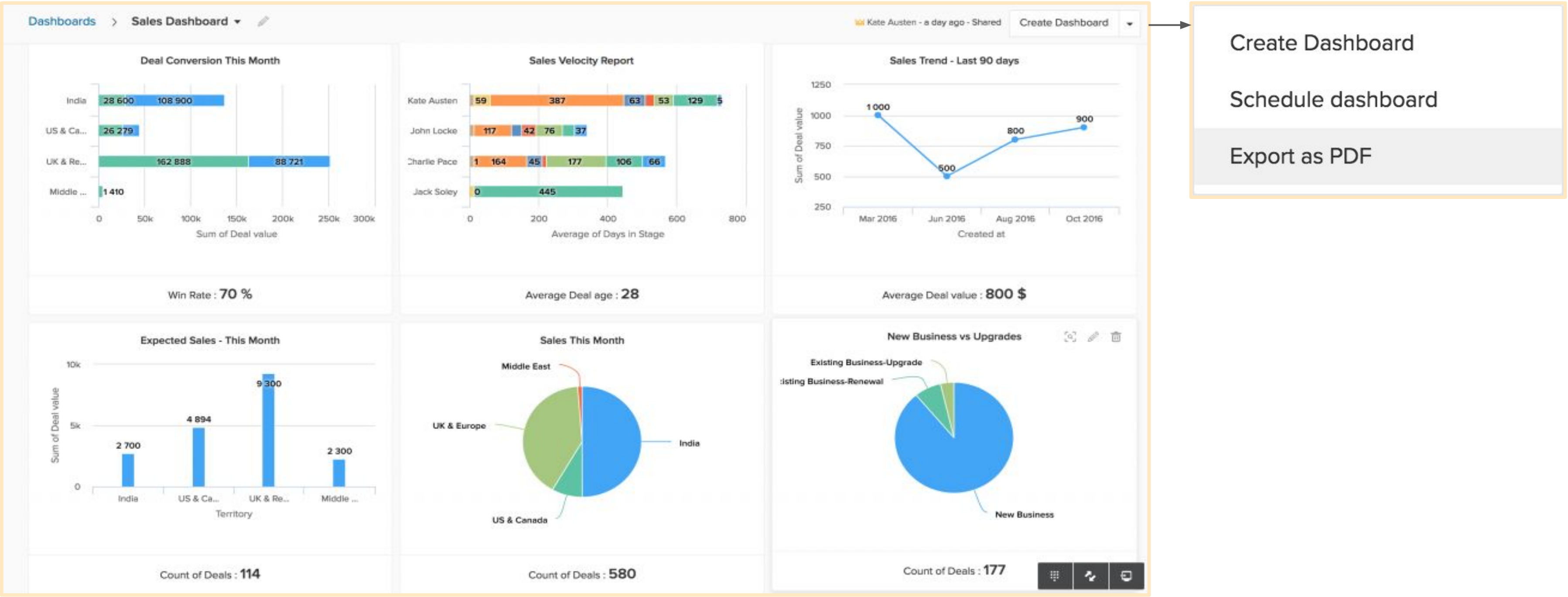
SALES ACTIVITY REPORTS

Create sales reports for four key activities: emails, calls, tasks, appointments. Use the sales CRM to get key metrics like email opens and clicks, tasks created versus tasks completed, and number of outgoing calls made by each rep.



DASHBOARDS

View multiple reports in a single screen with live customizable reports dashboard. Follow the status of your sales at anytime through schedule and export options



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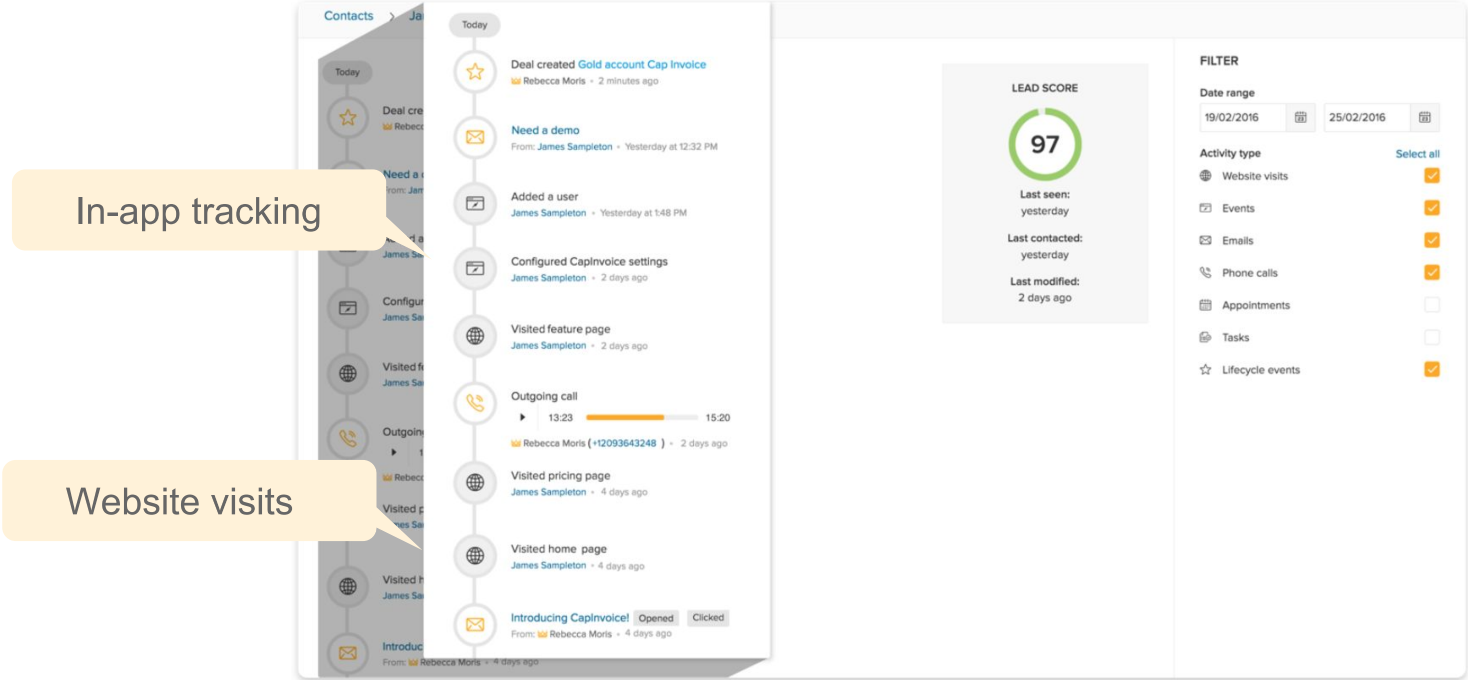
Use the CRM to track your customer journey

WEBSITE & IN-APP TRACKING

Track your prospects and know how they interact with your website and product. Plan smart, relevant conversations, and use it to configure lead scores to cherry pick the hot leads.



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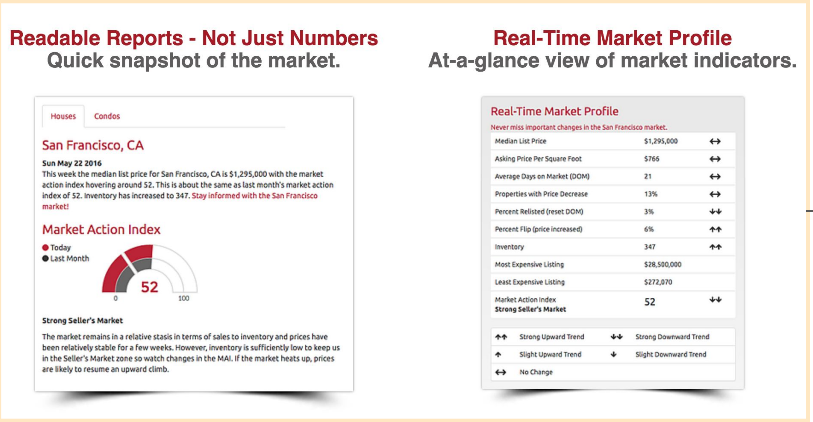
Use business apps with the CRM

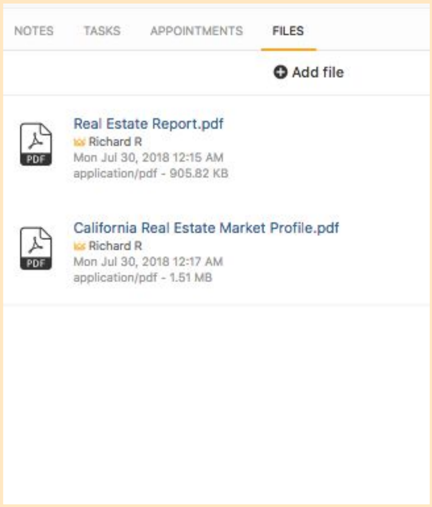
ALTOS INTEGRATION

Share market related information with buyers and sellers. Integrate Altos or other market research tools with Freshsales to instantly send reports to your clients.

ALTOS RESEARCH + freshsales



Share market reports directly from Freshsales



INTEGRATIONS

Collaborate all your data inside the CRM with our built-in and third-party integrations.

Upcoming

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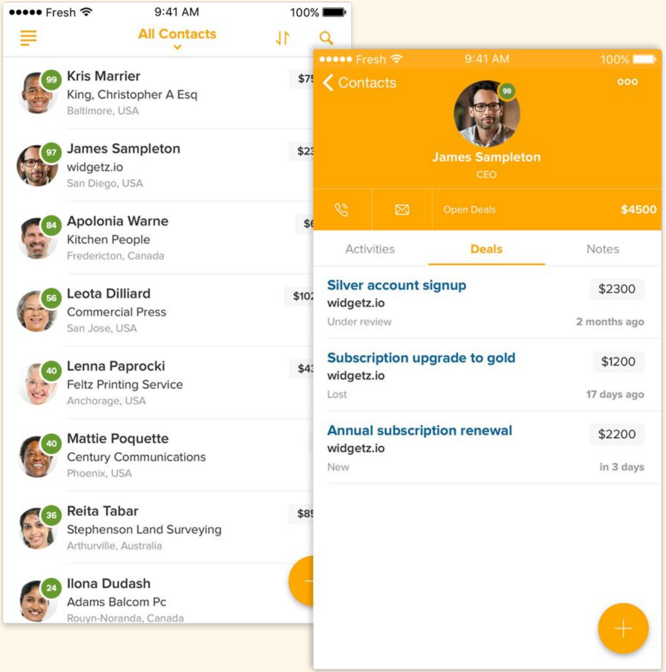
Access all deals on the go

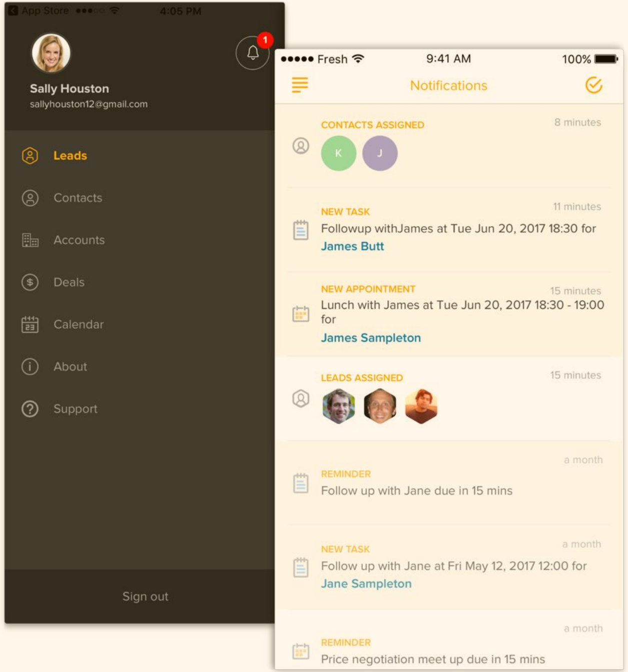
MOBILE APP

Get a 360° view of your customer on the go with Freshsales Android and iOS apps.

Stay up-to-date on your mobile



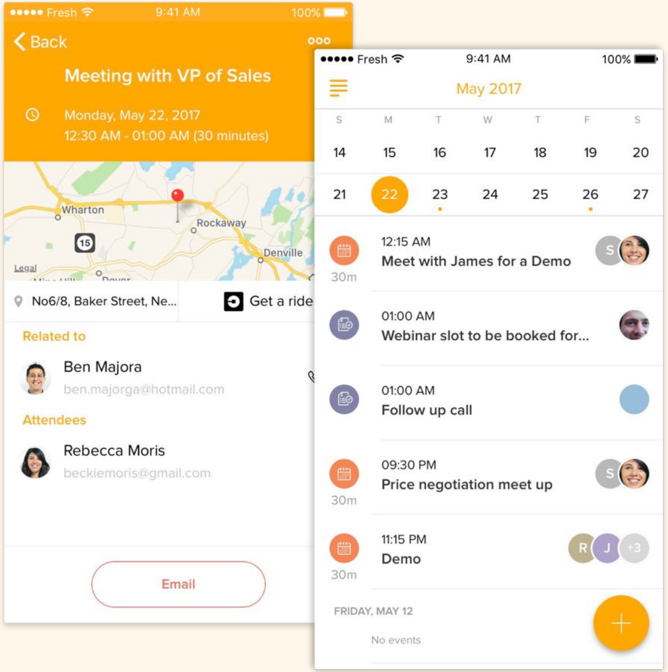
Push notifications



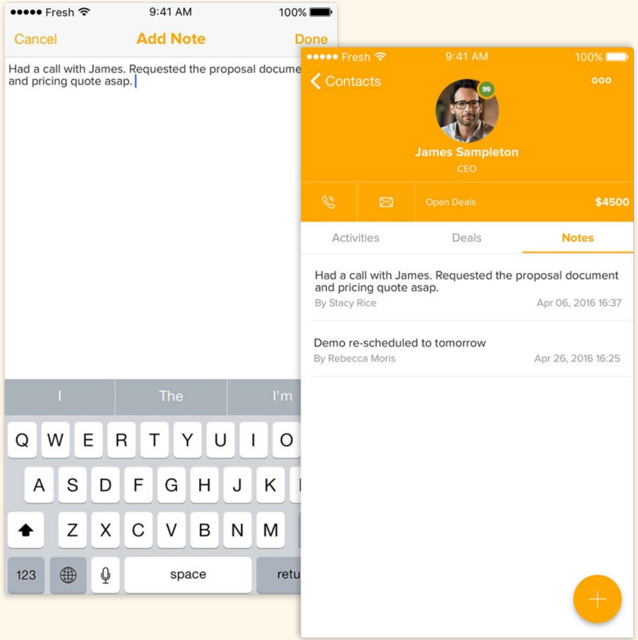
MOBILE APP

Plan your day, from your smartphone.

Google calendar, maps & uber integration



Add notes, tasks and appointments



CUSTOMER'S THOUGHTS

"Freshsales helps us prioritize and focus on our opportunities. We're able to customize our pipeline, from deal stages to filters, unique to our business process. Other CRMs did not allow us to do this as intuitively and flexibly as Freshsales does."

Brian Engles, Director of Partnerships

"Freshsales is an affordable and easy to implement CRM, even for a small business like mine."

Steve Kolb, Owner and Lead Driving Instructor

13000+ CUSTOMERS

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