

WHO IS CRAIG BROWN?



The Craig Brown Group with RE/MAX consists of experienced full time professional Real Estate Agents offering a wide range of real estate services to buyers and sellers throughout Maryland and Virginia. We value people; we value service; we value excellence; we value integrity.

QUANTITATIVE IMPACT



Through better organization and accountability to follow up, Craig has seen a higher level of interaction with folks that he previously did not engage with as frequently, and has seen more referrals from doing so.

“What I love about Contactually is that it is so user-friendly, live chat is immediately available, and it’s so attractive in the way it’s setup, that I actually enjoy using it. It’s not, ‘Oh I have to go do something,’ but ‘Who can I reach out to today?’”

PROCEDURAL IMPACT

1. Organizing each lead and client to their specific category is now quick and easy, allowing Craig to maintain more relationships
2. Lead routing through direct integrations saves time and ensures prompt follow up
3. Personalizing messages through email templates saves hours each week
4. Using the Dashboard’s reminders each day holds Craig accountable to performing to his fullest potential

FAVORITE FEATURE

“The Dashboard presents me opportunities every single day. When I open up my Dashboard in the morning, it’s like accountability—I have numerous opportunities to reach out to different people. Essentially I’m forced, as a customer service professional and a real estate professional, to respond to them.”

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