The #1 CRM for New Home Sales

Convert Prospects to Home Buyers

Home builders and developers spend a lot of money on marketing and sales, but most struggle to convert leads into buyers. Lasso CRM software is custom-built to make it easier for builders to capture, engage, and convert more prospects into purchasers.

| CAPTURE EVERY LEAD | RESPOND FAST | VIEW SOCIAL PROFILES | AUTOMATE FOLLOW-UP | VIEW PROSPECT WEB ACTIVITY |

| TARGET YOUR EMAIL MARKETING | ENGAGE YOUR REALTORS | VIEW REAL-TIME REPORTING | ACCESS ANYTIME, ANYWHERE | CLOSE MORE SALES |

Connect Other Systems with Lasso's API

Reducing data entry, saving time, improving processes and accuracy, and extending reach are vital in today's competitive market. Use our general and prebuilt API's to interact with your other business systems.

Features Summary

LEAD & PROSPECT SUMMARY

- Online lead capture from any source
  - Website and social sites (e.g. Facebook)
  - Directories (e.g. Zillow, NewHomeSource)
- Instant auto-response and sales team notification
- Automatic follow-up processes and activities
- Targeted marketing and communications
- Standard (A,B,C) ratings or personalized to your needs
- Personalized qualifying questions
- Appointment scheduling including SMS reminders
- Logged contact history
- Website activity tracking, notifications, and analytics
- Media spend tracking and analytics
- Email/mass marketing and analytics
  - Builder specific template library
  - Detailed tracking and analytics
- RSVP, survey, and self-serve database updates
- Purchaser and contract date assignments

SYSTEM ACCESS, MANAGEMENT, AND SECURITY

- User roles designed for your business
- User permission based on your company structure

CONTACT MANAGEMENT

- Integrated email, contact, and appointment activity
- Outlook/Apple/Gmail connectors record all emails

REAL-TIME REPORTING

- Comprehensive standard reports
  - Traffic, activity, purchaser, and more
- Personalized reports with print and export capability
- Custom reports
  - Created by Lasso for your unique needs

DATA & APIs

- Data import from external sources
- Data export (CSV & XML) on-demand or scheduled
- General API: Integration via web hook*
- Pre-built API integrations (contact us for listing of systems*)

*Functionality available—additional fees apply

Learn how you can grow your business using Lasso!