

Tools, Systems & Automations

Not an exhaustive list.

I will anchor my conversion process in the Coldwell Banker tech stack:

- MoxiWorks: Lead capture, automated tasks, drip campaigns, follow-up reminders, and database segmentation.
- Marketing Center: High-quality digital assets, listing brochures, postcards, property social graphics, and customizable templates.
- Listing Concierge: Professional listing preparation: photography, brochure creation, property-specific marketing, video, and print.
- Prospect Square: Automated newsletters, market reports, and Clients for Life promotional emails.
- Canva (CB Edition): Brand-consistent social media posts, video reels, postcards, event flyers, and Substack/website graphics.
- My Deals & Transaction Manager: Keeps conversions organized beyond contract execution: reduces error risk and improves client experience.