Entrata CRM

BUILD COMMUNITY BETTER
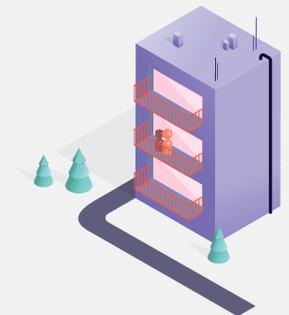
Entrata CRM

With Entrata Customer Relationship Management solution effectively spend your time focused on what matters most, building relationships with your community of prospects, leads, and residents.

The Entrata CRM is managed all in one place and provides you with lead management and organization tools, a communication platform to connect you to your community throughout the entire customer journey, centralized dashboards to capture key data to help make strategic decisions, and more.

BENEFITS OF ENTRATA'S CUSTOMER RELATIONSHIP MANAGEMENT TOOL

LEAD ORGANIZATION
Never lose track of a lead again. Find all the information you need about a lead, including the lead source, to waste less time and focus on conversion and retention.

EXCEL IN CUSTOMER EXPERIENCE
Your time is valuable and so is your customers. That's why Entrata CRM makes it easy to build crucial relationships with your community of prospects, leads, and residents by enhancing productivity, capturing key data, improving communication strategy, and more.

GAIN TIME BACK
With Entrata CRM you can automate everyday tasks at the corporate and property level so that you can focus on what's important the most important experiences you can provide to help your communities thrive.

BUILD EFFICIENT TEAMS
With Entrata CRM your team can leave detailed notes of "to-do's" for a lead and keep track of them throughout the entire lead to lease process. No dropoff points equals no leads lost.

RELIABLE DATA AND REPORTING
Because Entrata is a single-sign-on platform, your data reports give you full visibility into your leasing performance and you will spend less time gathering data and more time serving prospects and residents.

DATA VISUALIZATION
Entrata CRM has a variety of dashboards and interactive tools to help you visualize and analyze your data to make better decisions. From where and how to spend your marketing dollars, to receiving a birds-eye view of crucial property statistics to help you track progress with leads, move-ins, and renewals, you'll receive the data you need in a consumable, easy to understand way.
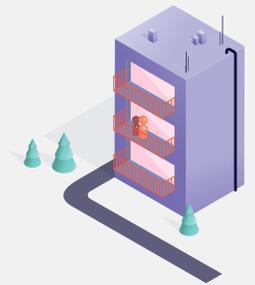
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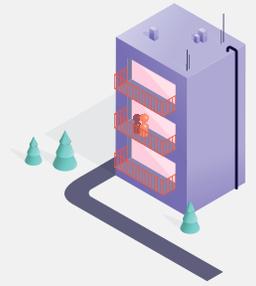
 **BUILD A STRONGER SENSE OF COMMUNITY WITH ENTRATA CRM FEATURES**

Call Tracking
Lead Scoring
Email Marketing
Lead Management
Calendar and Reminder System
Marketing Integrations
Task Management
Artificial Intelligence
IBM Watson Chatbot
Communication Tools
Dashboards
Call Center
Chat and Text Features
Reports and Visualization

entrata
Platform With Full
CRM Functionality