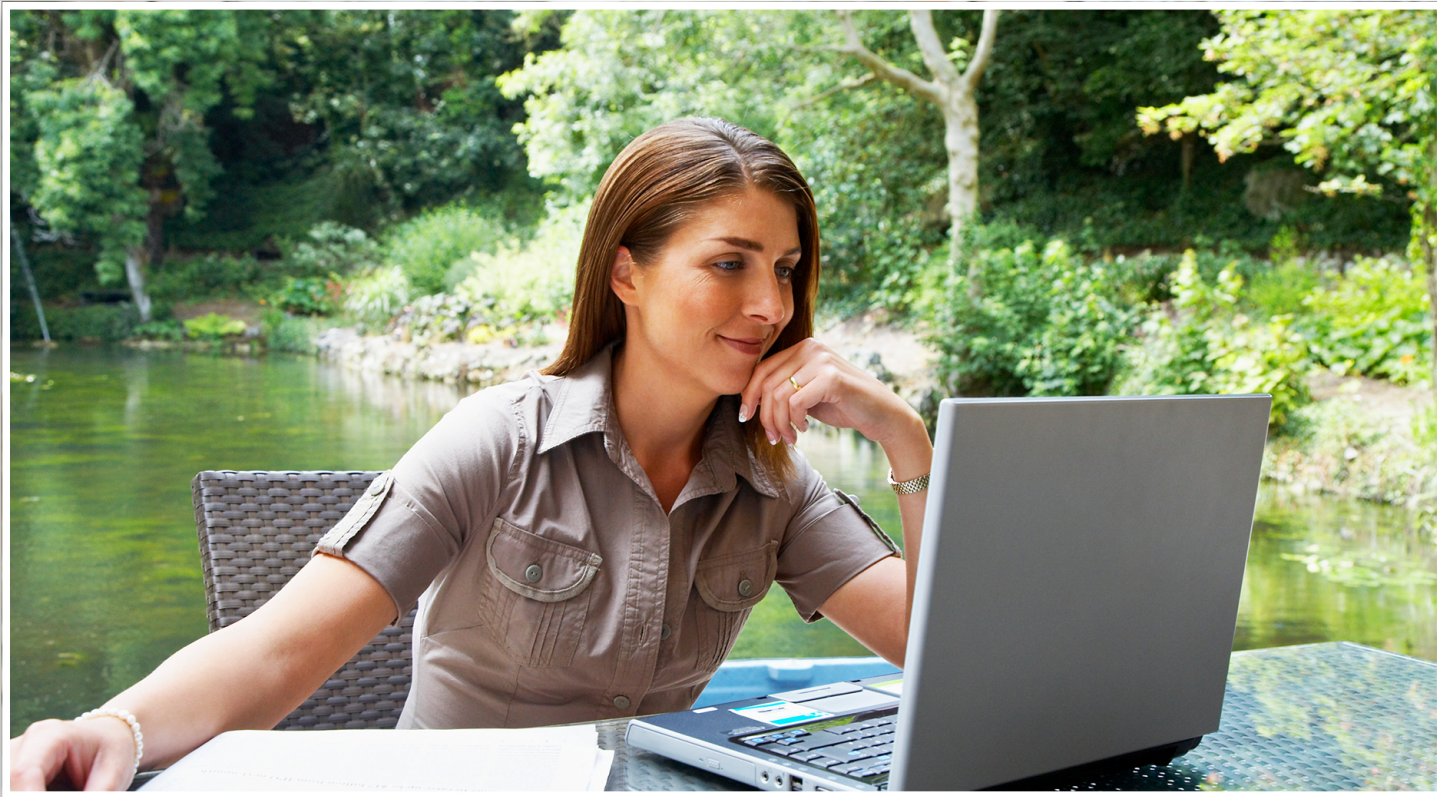


CPS CRM Feature Spotlight:

Co-Op Agents and Millennials



Don't underestimate the power of your Co-op Agents!

Co-op agents are becoming ever more important as Millennial buyers use them to shape their home buying process. **CPS CRM** provides agents with crucial features to maximize this key traffic source.

Just how important are co-op agents? According to a recent **Venture Capitalist** article, *Millennials are Buying Their First Homes and Here's What They Want*, highlighted the fact that **90%** of Millennials used a co-op agent to buy a home. Furthermore, **68%** interviewed only 1 agent.

These numbers strongly suggest that good co-op agent relations are the key to maximizing traffic from Millennials.

CPS CRM software will help you with this task. Not only can it identify and track co-agents, and their prospects, it even allows you to manage events and activities. Determine which are your best agents, which co-op agents attend your events, send custom automatic invites with CRM's Outlook integration, then CRM to track RSVPs so you know who attended and can follow up. In addition, CRM can also send detailed emails about anything from automatic targeted emails highlighting available homes to features and special events.

To learn more about **CPS CRM**, please contact us at (800) 648-6608 or at sales@cpsusa.com.



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