

# CPS CRM Feature Spotlight:

## Prospects, Diversity, and Co-Op Agents



We are all aware of the great diversity of America's population today, but what many have not considered is that a diverse population means a *diverse homebuyer demographic*, as well.

In fact, Jim Park, President of the Asian Real Estate Association of America, noted that, when hearing people talk about prospect diversity, the Asian community is frequently missed. He comments, "The last category usually is 'other.' Well, the 'other' community has a lot of people in it."

17.3 million people in the US are of East and South Asian descent, according to the 2010 US Census.

And, according to Park, Asian-Americans are a great target market for home sales. Household income is higher than other households, and they prefer buying new homes.

As a homebuilder, what is the best way to make sure you don't miss out on such great sources? Utilize your *co-op agent team* to reach out to the community. Co-op agents often specialize in specific markets, ranging from relocations to 55+ to Asian-Americans. They consistently work with their target market and become known in their community as a reliable agent.

**CPS CRM** software can help you build a strong co-op agent database: by sending emails, either automatic targeted emails highlighting particular features or custom emails for event invitations, by tracking RSVPs for followup, and by identifying and tracking your most effective agents and their prospects.

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



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