The facts and fictions of connected software

Connected software isn't always what you expect.

Software exists to make life simpler for those who use it, and with so many dozens of steps involved in one deal, the real estate industry needs that simplicity more than most. But it isn't always a simple matter to find the right software to connect the dots in your deals.

What's fact and what's fiction when it comes to connected software for real estate?

Fact or fiction?

FICTION	FACT	FICTION	FACT

Real estate professionals need more software options.

There are hundreds of solutions out there just for digital marketing and leads, let alone transaction management, eSignature, back office, and more.

Real estate doesn't need more software. It needs more of its software to work together.

Integrations are a good way to connect software.

With so many options out there, real estate professionals need bridges between their software to keep data flowing. Integrations are designed to do that without putting extra work on the user.

What should you look for in integrations?
[Start here.](#)

I can find better deals by comparison shopping for individual solutions.

Done properly, connected software should provide you with options that let you skip the hours upon hours spent comparison shopping—and that offer lower prices for finding everything you need, too.

37% of agents alone spend up to or over $500 every month on individual solutions. The right connected software options could cut that cost by over 50%.

Integrations don't always do everything they should.

Although they're built to keep data flowing, integrations alone don't always deliver everything real estate professionals need. They leave gaps where a step of the process isn't integrated—and can sometimes leave users logging in and out over and over to compensate.

Discover the connected software that lives up to expectations.

No matter your role in real estate, we're here to make your work simpler. How do we do it? With connected software that works the way you need it to—so it fits your work, your process, and your budget.

FOR AGENTS　　**FOR BROKERS**

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