



LEAD GENERATION

BoomTown!		kvCORE PLATFORM & btPRO
Property Boost & Marketing Central	=	Property Boost
Digital Marketing	=	Leads 360°
Landing Pages	=	Landing Pages
Home Valuation Page	=	Sell Page

CRM FEATURES

BoomTown!		kvCORE PLATFORM & btPRO
NOW Wall	=	Dashboard
Lead Central	=	SmartCRM
Lead Profile	=	Lead Details
My Listings	=	My Listings
Advanced Lead Filters	=	Filters
Vitals Reporting	=	Coming Soon to btPRO
Tags	=	Hashtags
Sharing Library	=	Sharing Token
Hot Sheet	=	Pitch Sheet
To-Dos	=	Tasks
Best Fit Leads	=	Matching Buyers
Shark Tank	=	Blast
BoomTown Number	=	Smart Number
Lead Matching	=	Lead Routing
My Deals	=	Transactions Tab in Lead Details*
Smart Drips	=	Smart Campaigns
E-Alerts	=	Search Alerts
Category	=	Status

*Only if integrated with transaction mgmt software