Connect the ICSF Speakers: Sarita Dua's 5 best CRM tips in 5 minutes

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Sarita Dua at Keller Williams has built a real estate empire around one of the most simple real estate tools: **her database**. “When someone needs help, they’re going to reach out to whoever’s around — and they’re not so tied into who that is,” she noted. So Dua sees it as her job to make sure that she’s always around for her potential clients and stays top-of-mind no matter what.

It might sound simple, but any real estate agent who’s tried to stay top-of-mind over months (or even years) for just one client knows that it’s much more difficult than it appears. Lucky for you, Dua is going to share some of her best CRM tips in a quick-hit session at Inman Connect San Francisco, taking place July 17 through 20 at the Hilton San Francisco Union Square.

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As someone who worked in the technology field for 14 years — including as a CRM vendor — before landing in real estate, Dua has a unique approach to how she leverages technology to help her win clients and hearts. **“To me, the system doesn’t matter,”** she explained. “It’s really about the follow-up. If you’re sitting by a river with a fishing pole and a net, and you catch a fish that’s not quite ready to be caught, you need to put it back. So you need the net there so that you can pull it out of the river whenever you want to check on it — if you just release it back into the river, you’ll never find it again.”

For agents, that analogy means always having a follow-up planned so that you can continue to keep tabs on your clients and you know when they’re ready to be “caught” — for good, this time.

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“You can never do too much follow-up,” Dua asserted, “but you have to be really authentic. People can smell insincerity if you just put everyone in a drip email program.”

One of Dua’s tricks is to thank every single person who refers a lead to her by sending them a quick message via text message or email, then always following up with a handwritten card. And she has a special segment in her CRM for the “raving fans” who refer her business. “I want to keep track of those people,” she said. “My hairdresser has never bought a house from me, but she refers me business all the time, and I want to make sure I recognize what she means to me. So I have a workflow to keep track of her and other people like her.”

Find out what else Dua does to leverage her database with her CRM in her session at Inman Connect San Francisco in July. Your own sphere of influence will flourish as a result!

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