How this real estate brokerage is brewing up culture, retention and fun

Best practices suggest agents leave notes in a client relationship manager (CRM) about leads and clients. For example, “Wants a view of the mountains,” or “Has not been pre-approved,” might be common notations. But if you’re an agent with Crown Point, Indiana-based Prime Real Estate, something along the lines of, “Loves our porter” or “Bring a bomber of our New England hazy as a closing gift,” might be more common.

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