ZipLogix launches its own customer relationship management tool

Real estate software provider zipLogix debuted a new tool for agents on Wednesday: zipCRM. The customer relationship management platform will send emails and newsletters to leads, track conversations and pull contact information. Its other features include branded marketing materials, appointment calendars and drip campaigns. However, it will not be included for free to Realtors as part of zipLogic's three-year deal with the National Association of Realtors to provide software at no cost to its 1.3 million dues-paying members. ZipCRM costs $27 a month. "We plan on continuing to invest and enhance up front lead management and marketing automation," zipLogix CEO Scott Strong, who took over the role in January, said in a statement. "This first release of zipCRM is the start of providing early capabilities for real estate professionals to nurture individuals along the home buying and selling lifecycle." ZipLogix already offers zipForm, its flagship workflow streamlining softwar...

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