Remarketer

Remarketer CRM is the engine behind your Book of Business—designed specifically for real estate professionals, it helps you stay top-of-mind, organized, and in control of your client relationships. With Remarketer, every contact is more than just a name; it’s a profile enriched with timelines, notes, tags, automated email campaigns, and task reminders. You can track leads from first contact to closing—and even beyond—using smart follow-up plans, built-in marketing tools, and segmentation features that let you communicate with precision. Whether you’re nurturing buyers, re-engaging past clients, or working a farm area, Remarketer gives you the structure to systemize your outreach and the flexibility to personalize your approach. It turns chaos into clarity—and relationships into results.

- Getting Started
- Nurturing
- Custom E-Newsletters

Getting Started

If you have not signed up for Remarketer the instructions for Sign up and using Remarketer can be found on Youtube Here

https://www.youtube.com/playlist?list=PLvldoI7WI1__uJkBM3NMkE_q3FkcKEiv5

If you are just looking to sign-in using your Century 21 email address click below.

realtor.remarketer.ca

Nurturing

In each persons profile you have the ability to turn on an off the automated newsletter. Auto Newsletters are for the GTA market only. Custom newsletters can be sent in place of the automated ones but must be triggered monthly.

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Occasional Greetings will be sent on the following days automatically

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Custom E-Newsletters

Custom Emailed Newsletter

This section focuses on the system I use to create and send personalized email newsletters that keep me connected to my database in a meaningful way. Unlike generic drip campaigns, my custom newsletters are crafted with intention—featuring local insights, real estate tips, personal stories, upcoming listings, and community events that matter to my audience. Sent on a consistent schedule, these emails help me build trust, stay top-of-mind, and spark conversations without always being sales-focused. The goal is simple: deliver value, stay visible, and remind people I’m here to help—whenever they or someone they know needs a trusted real estate expert.

Find the Video on How to create a custom e-newsletter here: (Coming Soon)