

# TechTools for Ashton Advance

## MaverickRE

Sales Tracking software etc <https://www.maverickre.com/>

## Broker Blocks

Broker Blocks takes a similar approach to our Leads to Call Today list by making a “block” list of all the people that an agent needs to follow up with. They then create content for the agent to send based on the prior communication from the agent. <https://brokerblocks.com/>

## Shilo.ai

This call recording app can review agents' calls, interpret their demeanor, either positive or negative, and then rate the call.

We can also add keywords that Shio can “listen” for to ensure the agent uses those words in phrases and sentences. This helps ensure that the agent is asking for an appointment, about mortgage info, etc.

All agents now have access to their own calls.

<https://www.shilo.ai/>

## House Whisper

House Whisperer is mostly an AI text-based assistant that helps you with reminders and CRM updates. It's essentially an AI assistant.

<https://www.housewhisper.ai/>

## Ylopo

This is a home search site on [GaryAshton.com](https://www.GaryAshton.com) that generates leads from FB and also uses AI texting and follow-up. Ylopo is also generating seller leads.

In the past, we retargeted online leads that didn't register on NashvillesMLS, but now we are trying to keep Ylopo and NashvillesMLS leads in their own lane.

**There is a section for agents to call an AI phone client and practice their calls with an AI bot and role play.**

# Open House Registration

This is through Ylopo and is found by going to [www.GaryAshton.com/tools](http://www.GaryAshton.com/tools)

The agent just has to select the MLS # and their name to create a sign-in page, and QR code that allows people to register, and then those leads are assigned to the agent in FUB.

# MyHomesIntel

[MyHomesIntel.com](http://MyHomesIntel.com)

This is designed to create a better, more cohesive vendor experience for our clients and allow us to offer them preferential scheduling and pricing. Each agent has an account, and whenever a client closes on their home, the assigned agent becomes their point of contact on MyHomesIntel. Powered by [Homeowner.AI](http://Homeowner.AI)

# CoMarketing

Used to develop a list of the vendors that are part of the MyHomesIntel program used by past clients. <https://www.comarketing.com/>

# Ruuster

A mobile app to improve the experience. It's in the Nashville Home Search app store, so it does attract some clients.

The idea is to let some agents try it and see if it created a better experience.

<https://home.ruuster.com/>

# Fello

Fello is a lead generation tool (generating leads from our database) that helps us find more home sellers by using automated marketing, like personalized emails and home value estimates. It scans databases for potential sellers, improves outdated contact lists, and integrates with existing CRM systems to streamline operations. Agents can manage everything from one platform and increase their leads and listings more efficiently. <https://fello.ai/>

## CallAction

This is a system for auto-texting clients and maintaining long-term campaigns.

<https://callaction.co/>

## RealScout

This is a combination of Fello and Ruuster. It is essentially a site that is branded to "Realscout" and co-branded with us, unlike YLOPO where you get your own website.

<https://www.realscout.com/>

## TrustScout

Email marketing <https://www.trustscout.com/>

## Listing Tool Kit via RDC

This is a new lead source through RDC that isn't tech so much as a new lead source for sellers that allows potential sellers to choose from our different programs.

<https://succeed.realtor.com/2025-ltk-growsellside-Paidads?>

## Cash Offers via RDC

This is another RDC program where the potential seller requests a cash offer through the RDC site. This is using the Homeward platform, which creates offers on RDC, but we only get paid when Homeward buys the home and then we relist it. The seller is attracted to the higher cash offer as they can share in an upside when the home is sold.

<https://slack.com/>

## Slack & CallStream

A system that tells the ISA's who and when to call. It's based in Slack and is a fully customizable backend system we developed. It also is what routes which call and text campaigns are assigned to a new lead based on our source/tag combo.

## Final Offer

<https://www.finaloffer.com/> Buying and selling homes with transparency

## Humanize & Courted

Recruiting <https://humaniz.io/> <https://www.courted.io/>

## BombBomb

Screen recorder and video email and tracking. [www.BombBomb.com](http://www.BombBomb.com)

## Mandrill

Delivers our email and helps avoid spam issues in conjunction with Alex Shakov  
<https://mandrillapp.com/>

## Shakov Consulting

Email deliverability, security and data base segmentation. <https://www.sh.company/>

## Sendgrid

It's the same as Mandrill but with different applications <https://sendgrid.com/en-us>

## Follow Up Boss

FUB :)

## Google Workspace

Our Gmail. Docs etc

## Full Frame Systems

The listing page website [www.TNSellers.com](http://www.TNSellers.com)

# Real Estate Webmaster

REW <https://www.realestatewebmasters.com/>

# Luxury Presence

Used on [NashvilleLuxuryHomes.com](https://www.luxurypresence.com/) which should be released in 4 weeks  
<https://www.luxurypresence.com/>

# HypeWire

SEO <https://www.hypewired.com/>

# Sierra Interactive

Used for [TNRealEstate.com](https://www.sierrainteractive.com/) <https://www.sierrainteractive.com/>

# Emailsrvr (Rackspace)

Used for @tareg.com email <https://www.rackspace.com/>

# LoLo Gifts

This is a gifting app that some of the agents on the team use. We are looking at a team account for team listings we close and for Preds players etc. <https://www.joinlolo.com/>

# Loom

Screenrecorder [Loom.com](https://www.loom.com/)

# Blinq

Digital Biz Card <https://blinq.me/>

# RealGrader

Instacard and managing social media profiles <https://www.realgrader.ai/>