ToolGPA

NOVEMBER 2026

BoomTown

The Insider's Guide

Real estate CRM with IDX websites and managed lead generation



Every plan, grade, refund rule and rival among CRM tools, read from BoomTown's own pages.

Made by BoomTownROI · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from BoomTown's own pages, its app-store listings and our grades. Every fact in it is on BoomTown's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 3 of the 116 other CRM tools we grade

BoomTown is a real estate platform sold in four packages (Launch, Core, Grow and Advance) that bundle an IDX consumer website, a CRM, a mobile app and a lead generation service run by the vendor's staff. Prices are not published; buyers book a demo or call sales.

To get you started, here are **7 things to know about BoomTown**, taken from its own pages and our grades.

> "
>
> **But no price is published and every package goes through a demo or the sales line, and the pages name no integrations or phone platforms.**
>
> From our report card of BoomTown

1 **Best for a real estate CRM with IDX sites and leads**

BoomTown is a real estate CRM that comes with an IDX consumer website, lead distribution, drip campaigns and managed lead generation.

2 **It runs on Web**

Web.

3 Predictive CRM

Tracks lead activity and surfaces the leads most likely to engage, using an Opportunity Wall and Best-Fit Leads matching for listings.

4 Lead distribution

Routes leads to agents by round robin or agent-on-duty, or through an ISA first, before they reach the agent's list.

5 Drip campaigns and texting

Smart-Drip campaigns send emails and texts for the agent. Bulk email and texting tools start with the Core package.

6 A 1.6 GPA, above 3 of 116

That is against the other CRM tools we grade, on value, the free plan, features, ease of use and platforms.

7 Keep it

To replace BoomTown you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

BoomTown at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY BoomTownROI	CATEGORY CRM Software
OUR GRADE 1.6 GPA, weak	

The report card

Best for a real estate CRM with IDX sites and leads

BoomTown is a real estate CRM that comes with an IDX consumer website, lead distribution, drip campaigns and managed lead generation. But no price is published and every package goes through a demo or the sales line, and the pages name no integrations or phone platforms.

TOOLGPA REPORT CARD	BoomTown	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price on record, so it sits at the ordinary grade. Packages are quoted through a demo, so you cannot compare it with the category's $29 middle.
Free plan and trial	F	No free plan and no trial. You have to book a demo or call sales to see it.
Features	C	A predictive CRM, lead distribution, drip campaigns and texting, an IDX website and managed lead generation. It is built for real estate, and the lead service is a separate sale.
Ease of use	C	No store rating on record, and a sales-led setup with websites, lead routing and campaigns to configure.
Platforms and integrations	C	Web only on the pages read. A BoomTown Now app is mentioned without saying which phones it runs on, and no integrations are listed.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who BoomTown is for

- ✓ Fits if you run a real estate team that wants a CRM and an IDX site together
- ✓ Works for brokerages that also want leads delivered to the same system

Who it is not for

- ✕ Skip it if you want a price before talking to anyone, as none is published
- ✕ Not for you if you are not in real estate: it is built for agents, teams and brokers
- ✕ Watch out: the pages name no integrations, and the app's platforms are not stated
- ✕ Watch out: managed lead generation is sold separately, so budget past the CRM quote

Good to know

Good for

- ✓ Real estate teams that want a website, CRM and lead service in one
- ✓ Brokerages that need round robin or ISA lead routing
- ✓ Teams that prefer a vendor-managed lead generation program

Worth knowing

- ⓘ No prices are published; every package is quoted through a demo request or the sales line.
- ⓘ Built for real estate agents, teams and brokers, not general sales teams.
- ⓘ A mobile app called BoomTown Now is listed, but the pages read do not name the platforms it runs on.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

BoomTown's current pricing could not be confirmed from its own site.

> **No price on record, so it sits at the ordinary grade.**
>
> From our grade for value for money

We could not confirm BoomTown’s current prices from its own site, so this guide lists no plans. boomtownroi.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Real estate CRM with IDX websites and managed lead generation. Here is what it does, as its own site describes it, and what it covers: sales pipeline, marketing automation, workflow automation, email campaigns, sMS marketing.

> **A predictive CRM, lead distribution, drip campaigns and texting, an IDX website and managed lead generation.**
>
> From our grade for features

Predictive CRM

Tracks lead activity and surfaces the leads most likely to engage, using an Opportunity Wall and Best-Fit Leads matching for listings.

Lead distribution

Routes leads to agents by round robin or agent-on-duty, or through an ISA first, before they reach the agent's list.

Drip campaigns and texting

Smart-Drip campaigns send emails and texts for the agent. Bulk email and texting tools start with the Core package.

IDX consumer website

Each package includes a home-search website with listing data from an IDX feed and qualifying questions that rate each lead.

Managed lead generation

A vendor team runs lead generation across search ads, social media and re-marketing; the site says it uses 20+ certified experts.

Where it runs

Web

What it works with

Its own pages name no integrations.

BoomTown is made by BoomTownROI.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

3/116

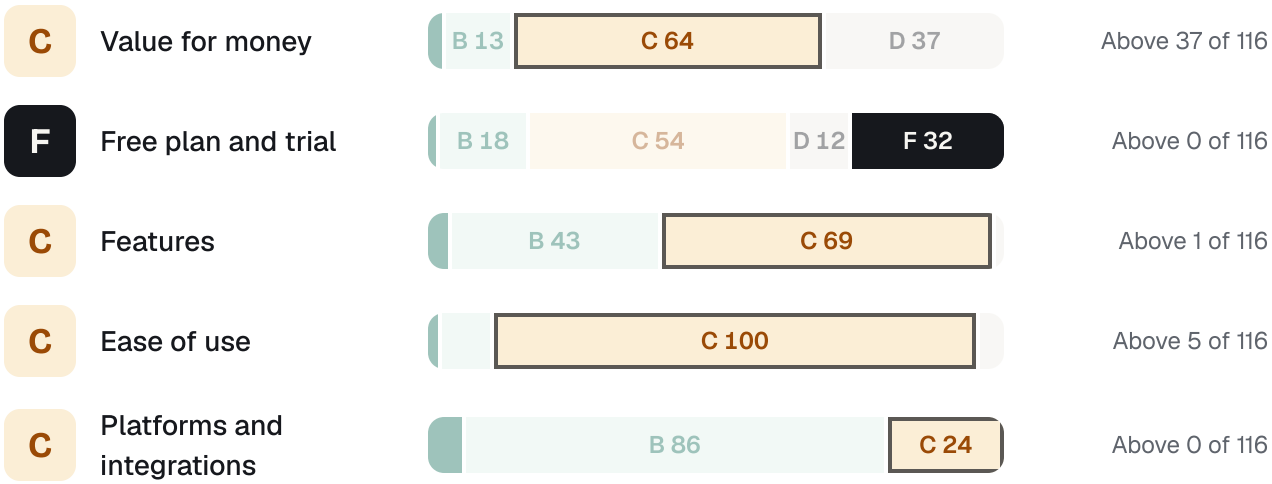
Other CRM tools it is graded above

BoomTown's GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

It stands best on value for money (C, above 37 of 116) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. BoomTown's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace BoomTown you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 101 of the 116 other CRM tools grade higher.

What you could make

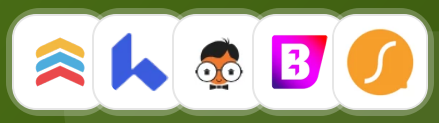
- Sales pipeline: an app builder makes this well.

What you could not

- Email sent in volume that still reaches the inbox.
- Newsletters sent to thousands of people that still reach the inbox.
- Texts to thousands of numbers, registered with the carriers.
- Connections to other products, each kept working as those products change.

What this rests on. BoomTown's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives



The tools it is most often weighed against, side by side

Follow Up Boss, Lofty, Real Geeks, BoldTrail (kvCORE) and Sierra Interactive

The 5 tools BoomTown is most often weighed against, with where each one differs from it.



2.0 GPA

Follow Up Boss

Free trial · from $58/mo

Real estate CRM that routes and follows up on incoming leads.

- BoomTown also covers marketing automation, email campaigns and sMS marketing.
- Follow Up Boss also covers shared inbox and reports.

BoomTown and Follow Up Boss compared in full



1.8 GPA

Lofty

Paid

Real estate CRM with IDX websites, AI agents and lead generation.

- BoomTown also covers workflow automation.
- Lofty also covers AI agents and reports.

BoomTown and Lofty compared in full



1.6
GPA

Real Geeks

From $399/mo

Real estate platform with an IDX website, CRM and lead packages.

- BoomTown also covers workflow automation.
- Real Geeks also covers call tracking.

BoomTown and Real Geeks compared in full



1.6
GPA

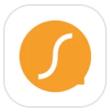
BoldTrail (kvCORE)

Paid

Real estate platform with a Smart CRM, IDX websites and lead tools.

- BoomTown also covers email campaigns and sMS marketing.
- BoldTrail (kvCORE) also covers dashboards.

BoomTown and BoldTrail (kvCORE) compared in full



1.4
GPA

Sierra Interactive

From $299.95/mo

Real estate CRM with IDX websites and ad management.

- BoomTown also covers email campaigns and sMS marketing.
- Sierra Interactive also covers reports.

BoomTown and Sierra Interactive compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is BoomTown free?

No. BoomTown is a paid product.

What platforms does BoomTown work on?

BoomTown is available on Web.

Does BoomTown have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. BoomTown is listed for Web.

Does BoomTown have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. BoomTown is listed for Web.

Is BoomTown open source?

BoomTown is not described as open source on its own site, as read on Nov 13, 2026.

Who makes BoomTown?

BoomTown is made by BoomTownROI.

What are the alternatives to BoomTown?

The closest alternatives to BoomTown in our directory are Follow Up Boss, Lofty, Real Geeks, BoldTrail (kvCORE) and Sierra Interactive.

How does BoomTown compare with other CRM tools?

BoomTown's GPA of 1.6 is higher than 3 of the 116 other CRM tools we grade, and level with 12.

Could I make my own version of BoomTown?

To replace BoomTown you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from BoomTown's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from BoomTown's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by BoomTownROI. Prices change, so check boomtownroi.com before you buy.

boomtownroi.com/
boomtownroi.com/core/
boomtownroi.com/launch/
boomtownroi.com/features/predictive-crm/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

BoomTown, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/boomtown

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "BoomTown: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/boomtown
```

Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/boomtown/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after BoomTown, each with an Insider's Guide of its own.

CRM Software Insider's Guide

Every one of the 117 CRM tools we grade, compared

HubSpot Insider's Guide

Free CRM at the center of a marketing, sales and service suite

3.2 GPA

Frappe CRM Insider's Guide

Open-source CRM with unlimited users, billed by hosting

3.0 GPA

Givebutter Insider's Guide

Free fundraising platform with a built-in nonprofit CRM

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what BoomTown's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. BoomTown is a trademark of its owner, and this guide is not made, paid for or approved by BoomTownROI. Prices and plans change: check boomtownroi.com before you buy.