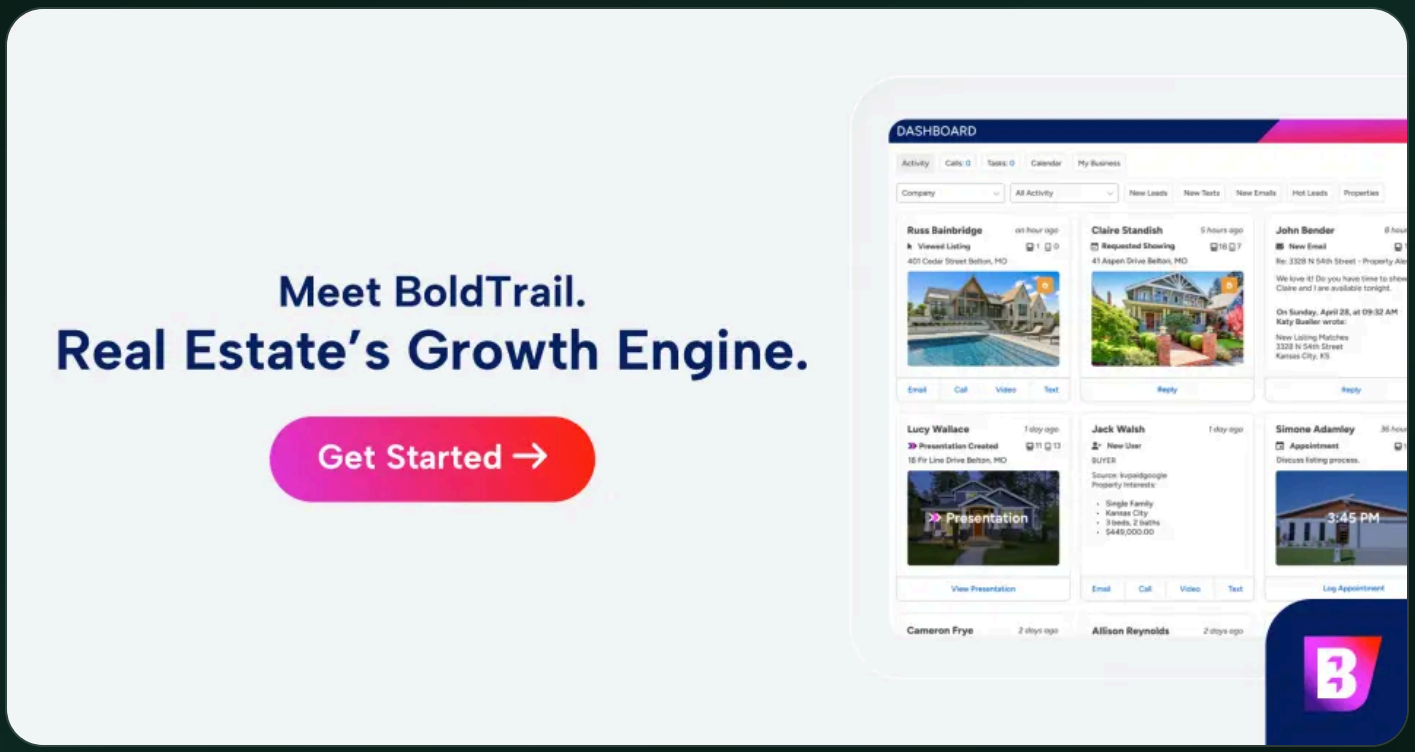
ToolGPA

NOVEMBER 2026

BoldTrail (kvCORE)

The Insider's Guide

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



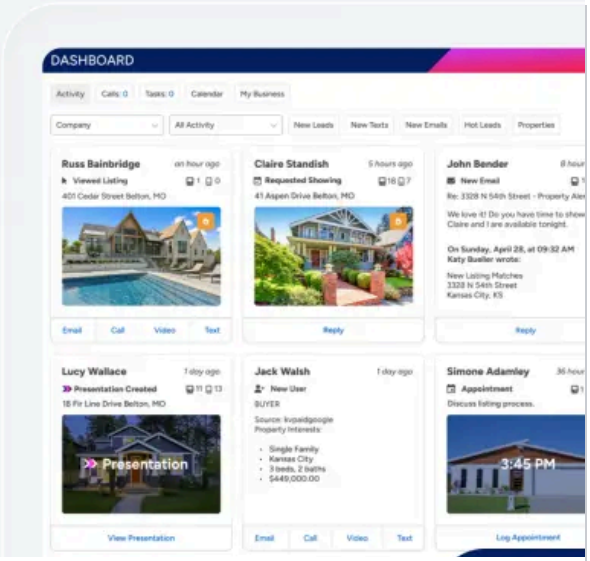
Every plan, grade, refund rule and rival among CRM tools, read from BoldTrail (kvCORE)'s own pages.

Made by Inside Real Estate · checked Nov 13, 2026 · toolgpa.com

1.6
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Meet BoldTrail.
Real Estate's Growth Engine.

Get Started →



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

ToolGPA put this guide together from BoldTrail (kvCORE)'s own pages, its app-store listings and our grades. Every fact in it is on BoldTrail (kvCORE)'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

kvCORE is a legacy brand of Inside Real Estate, which now sells it under the BoldTrail name. The BoldTrail Platform bundles IDX websites, a lead engine, a Smart CRM, marketing automation and AI tools for agents, teams and brokerages. Pricing is not published and is given after a demo.

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

> "
>
> **A broad suite with websites, lead routing and back-office tools to set up.**
>
> From our grade for ease of use

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

BoldTrail, which used to be kvCORE, is a real estate platform with a CRM, IDX websites, lead engine, back office and recruiting tools.

2 **It runs on Web**

Web.

3 **Smart CRM**

The CRM inside the BoldTrail Platform, listed with Marketing Autopilot, transaction integration and business analytics.

4 **IDX websites and lead engine**

Customizable IDX home-search websites and a lead engine for capturing buyer and seller leads.

5 **Integrated AI**

AI tools are listed as part of the platform, with a separate AI search page on the vendor's site.

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 BoldTrail (kvCORE) 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.

BoldTrail (kvCORE) at a glance

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

The report card

Best for a real estate platform with CRM, IDX and leads

BoldTrail, which used to be kvCORE, is a real estate platform with a CRM, IDX websites, lead engine, back office and recruiting tools. No prices are published, the old kvcore.com address now leads to a login page, and what you get depends on which package the sales team quotes.

TOOLGPA REPORT CARD	**BoldTrail (kvCORE)**	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price on record; pricing comes after a demo, with a package quiz on the site. That leaves it at the ordinary grade.
Free plan and trial	F	No free plan and no trial on record. A demo request is the way in.
Features	C	A CRM, IDX websites and lead engine, AI tools, back office, recruiting and add-ons from a marketplace. The add-ons mean the quote can grow past the base.
Ease of use	C	No store rating on record. A broad suite with websites, lead routing and back-office tools to set up.
Platforms and integrations	C	Web only on the pages read, with QuickBooks as the one integration named.
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 BoldTrail (kvCORE) is for

- ✓ Fits if you are a real estate team that wants CRM, website and back office from one maker
- ✓ Works for brokerages that want recruiting tools in the same suite

Who it is not for

- ✗ Skip it if you want a price list, as pricing only comes after a demo
- ✗ Not for you if you sell anything but real estate, because it is built for agents
- ✗ Watch out: it was renamed from kvCORE, and the old address leads to a login page
- ✗ Watch out: add-ons are sold separately through a marketplace

Good to know

Good for

- ✓ Brokerages that want front office and back office from one vendor
- ✓ Real estate teams that need IDX sites and a CRM together
- ✓ Large brands standardizing technology for their agents

Worth knowing

- ⓘ kvCORE is now sold as BoldTrail; the kvcore.com address leads to a login page.
- ⓘ No prices are published; pricing comes after a demo, with a package quiz on the site.
- ⓘ Built for real estate professionals rather than general sales teams.
- ⓘ Inside Real Estate also sells BoomTown, which is a separate product on the site.

What it costs

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

BoldTrail (kvCORE)'s current pricing could not be confirmed from its own site.

> **No price on record; pricing comes after a demo, with a package quiz on the site.**
>
> From our grade for value for money

We could not confirm BoldTrail (kvCORE)’s current prices from its own site, so this guide lists no plans. boldtrail.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 platform with a Smart CRM, IDX websites and lead tools. Here is what it does, as its own site describes it, and what it covers: AI features, sales pipeline, marketing automation, workflow automation, dashboards.

> **A CRM, IDX websites and lead engine, AI tools, back office, recruiting and add-ons from a marketplace.**
>
> From our grade for features

Smart CRM

The CRM inside the BoldTrail Platform, listed with Marketing Autopilot, transaction integration and business analytics.

IDX websites and lead engine

Customizable IDX home-search websites and a lead engine for capturing buyer and seller leads.

Integrated AI

AI tools are listed as part of the platform, with a separate AI search page on the vendor's site.

Back office and recruiting

Separate BackOffice and Recruit products add agent billing, commissions and QuickBooks integration, and recruiting dashboards.

Marketplace add-ons

A marketplace lists PropertyBoost, Success Assurance and Leads360 as extras to customize the platform.

Where it runs

Web

What it works with

QuickBooks

BoldTrail (kvCORE) is made by Inside Real Estate.

PART 04 · STANDING

Where it stands

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

3/116

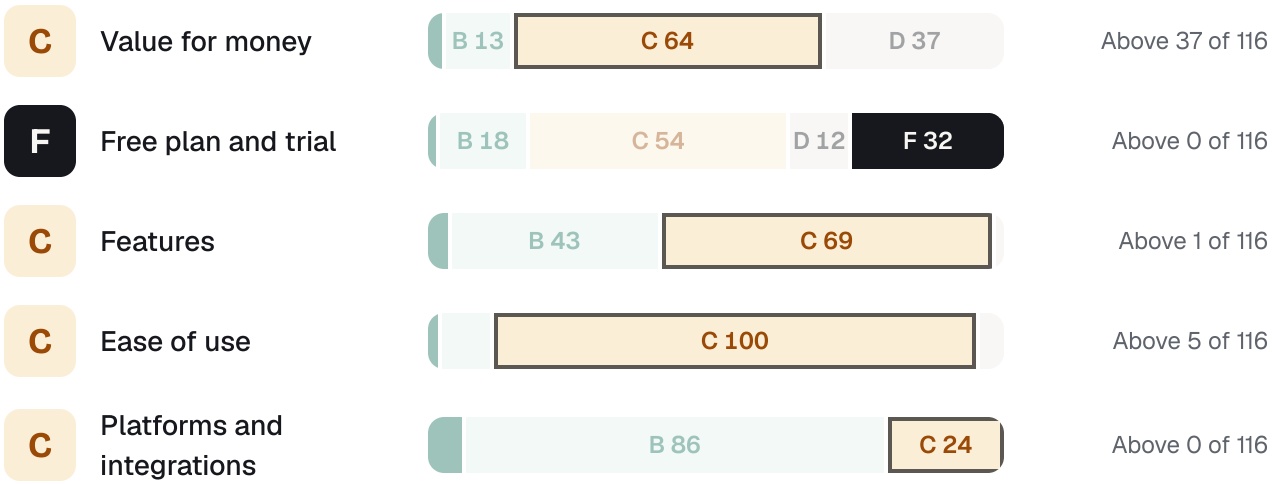
Other CRM tools it is graded above

BoldTrail (kvCORE)'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. BoldTrail (kvCORE)'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 BoldTrail (kvCORE) 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.
- Connections to other products, each kept working as those products change.
- Connections that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. BoldTrail (kvCORE)'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



BoomTown, Follow Up Boss, Lofty, Real Geeks and Sierra Interactive

The 5 tools BoldTrail (kvCORE) is most often weighed against, with where each one differs from it.

B

1.6
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BoomTown

Paid

Real estate CRM with IDX websites and managed lead generation.

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

BoldTrail (kvCORE) and BoomTown compared in full

2.0
GPA

Follow Up Boss

Free trial · from $58/mo

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

- BoldTrail (kvCORE) also covers marketing automation and dashboards.
- Follow Up Boss also covers shared inbox and reports.

BoldTrail (kvCORE) and Follow Up Boss compared in full



1.8
GPA

Lofty

Paid

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

- BoldTrail (kvCORE) also covers workflow automation and dashboards.
- Lofty also covers AI agents, reports, email campaigns and sMS marketing.

BoldTrail (kvCORE) and Lofty compared in full



1.6
GPA

Real Geeks

From $399/mo

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

- BoldTrail (kvCORE) also covers workflow automation and dashboards.
- Real Geeks also covers email campaigns, sMS marketing and call tracking.

BoldTrail (kvCORE) and Real Geeks compared in full



1.4
GPA

Sierra Interactive

From $299.95/mo

Real estate CRM with IDX websites and ad management.

- BoldTrail (kvCORE) also covers dashboards.
- Sierra Interactive also covers reports.

BoldTrail (kvCORE) and Sierra Interactive compared in full

PART 06 · QUESTIONS

Quick answers

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

10

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 BoldTrail (kvCORE) free?

No. BoldTrail (kvCORE) is a paid product.

What platforms does BoldTrail (kvCORE) work on?

BoldTrail (kvCORE) is available on Web.

Does BoldTrail (kvCORE) have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. BoldTrail (kvCORE) is listed for Web.

Does BoldTrail (kvCORE) have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. BoldTrail (kvCORE) is listed for Web.

Is BoldTrail (kvCORE) open source?

BoldTrail (kvCORE) is not described as open source on its own site, as read on Nov 13, 2026.

What does BoldTrail (kvCORE) integrate with?

BoldTrail (kvCORE)'s listing names QuickBooks. A listing names up to eight integrations, so it may connect to more.

Who makes BoldTrail (kvCORE)?

BoldTrail (kvCORE) is made by Inside Real Estate.

What are the alternatives to BoldTrail (kvCORE)?

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

How does BoldTrail (kvCORE) compare with other CRM tools?

BoldTrail (kvCORE)'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 BoldTrail (kvCORE)?

To replace BoldTrail (kvCORE) 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 BoldTrail (kvCORE)'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 BoldTrail'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 Inside Real Estate. Prices change, so check boldtrail.com before you buy.

boldtrail.com/
insiderealestate.com/solution/
boldtrail.com/pricing-demo/
kvcore.com/login?redir=%2F

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

BoldTrail (kvCORE), kept up to date

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

toolgpa.com/tools/kvcore

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:

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ToolGPA, "BoldTrail (kvCORE): The Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/kvcore
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Know someone choosing between CRM tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after BoldTrail (kvCORE), 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 BoldTrail (kvCORE)'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. BoldTrail (kvCORE) is a trademark of its owner, and this guide is not made, paid for or approved by Inside Real Estate. Prices and plans change: check boldtrail.com before you buy.