ToolGPA

NOVEMBER 2026

REDX

The Insider's Guide

Seller lead lists and a lead manager for real estate agents

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

Made by REDX LLC · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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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 REDX's own pages, its app-store listings and our grades. Every fact in it is on REDX'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

REDX sells lists of motivated seller leads (expired listings, for-sale-by-owner, for-rent-by-owner, pre-foreclosure and circle-prospecting leads) to real estate agents. A lead manager called Vortex, a power dialer, postcards and a social ad builder sit on top, and team accounts add extra seats.

> "
>
> **The lead manager is a simple pipeline, not a full CRM.**
>
> From our report card of REDX

To get you started, here are **8 things to know about REDX**, taken from its own pages and our grades.

1 **Best for seller lead lists with a simple lead manager**

REDX sells lead lists of expired listings, for-sale-by-owner homes and pre-foreclosures, with a lead manager and a power dialer.

2 **Paid plans start at $60 a month**

As its pricing page puts it: $60 per month for one lead type, billed monthly.

3 **It runs on 3 platforms**

Web, iOS and Android.

4 **Five seller lead types**

Expired listings, for-sale-by-owner, for-rent-by-owner, pre-foreclosure and GeoLeads for circle prospecting, with skip-traced contact details.

5 **Vortex lead manager**

Gathers every REDX lead in one place to sort, filter and contact, with call scripts, objection handlers and Do-Not-Call checking. Free with any purchase.

6 **Power dialer**

Single-line and three-line dialers with voicemail drop, a call queue and call tracking, sold in the Connect and Pro bundles.

7 **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.

8 **Keep it**

To replace REDX 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.

REDX at a glance

PRICING
Paid, from $60 per month for one lead type, billed monthly

FREE PLAN
No

FREE TRIAL
None stated

RUNS ON
Web, iOS, Android

MADE BY
REDX LLC, since 2003

CATEGORY
CRM Software

OUR GRADE
1.6 GPA, weak

The report card

Best for seller lead lists with a simple lead manager

REDX sells lead lists of expired listings, for-sale-by-owner homes and pre-foreclosures, with a lead manager and a power dialer. Each lead type is $60 a month on its own and the five-type bundle is $199, so it adds up fast. The lead manager is a simple pipeline, not a full CRM.

TOOLGPA REPORT CARD	REDX	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$60 a month per lead type, or $199 for the five-type Core bundle, which is in the dearest tenth (from $169). The dialer needs $299 a month and extra users are $75 each.
Free plan and trial	F	No free plan and no trial on record. It starts at $60 a month.
Features	C	Five seller lead types, the Vortex lead manager, a power dialer, mailers and an Ad Builder. The lead manager is a simple pipeline, and the dialer and Ad Builder sit on dearer plans.
Ease of use	C	No store rating on record. You pick lead types, set up the dialer and run campaigns.
Platforms and integrations	B	Web, iPhone and Android, with Sisu, Instagram and Facebook links. No desktop app is 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 REDX is for

- ✓ Fits if you prospect for listings and want expired and for-sale-by-owner leads
- ✓ Works for agents who call leads daily and want a dialer in the same place

Who it is not for

- ✗ Not for you if you need a full CRM, as the lead manager is a simple pipeline
- ✗ Pricey if you want several lead types: $60 each, or $199 for five
- ✗ Watch out: the dialer and Ad Builder need $299 or $349 a month
- ✗ Tight if you have a team, since extra seats cost $75 to $99 a month

Good to know

Good for

- ✓ Listing agents who prospect for expired and for-sale-by-owner sellers
- ✓ Solo agents who want leads, a dialer and a lead manager from one vendor
- ✓ Teams that add seats to a shared bundle

Worth knowing

- ⓘ It is a lead-list service first; the Vortex lead manager is a simple pipeline, not a full CRM.
- ⓘ Each lead type costs $60 a month on its own, so the five-type Core bundle at $199 is the cheaper route for several.
- ⓘ The dialer and Ad Builder are only in Connect and Pro, which cost $299 and $349 a month.
- ⓘ Seats beyond the first cost $75 a month on Core and Connect and $99 on Pro.

What it costs

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

$60
A month to start

REDX is a paid product, starting at $60 per month for one lead type, billed monthly.

BUILD YOUR OWN

$60

per month for each lead type, billed monthly

Pick individual lead types (expired, FSBO, FRBO, GeoLeads, pre-foreclosure) with Plus Insights and Vortex included.

CORE

$199

per month, billed monthly ($1,990 billed yearly)

All five lead types with Plus Insights, skip tracing, Vortex, DIY mailers and postcards. Extra users $75 a month.

CONNECT

$299

per month, billed monthly ($2,980 billed yearly)

Core plus Ad Builder and a single-line power dialer with voicemail drop. Extra users $75 a month.

PRO

$349

per month, billed monthly ($3,480 billed yearly)

Connect with a three-line power dialer that calls up to 300 leads an hour. Extra users $99 a month.

Read from redx.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Yearly billing on the three bundles

Core is $1,990 a year, Connect $2,980 and Pro $3,480 when billed yearly, against $199, $299 and $349 a month.

Stated on redx.com

PART 03 · FEATURES

What it does

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

3

Places it runs: Web, iOS and Android

Seller lead lists and a lead manager for real estate agents. Here is what it does, as its own site describes it, and what it covers: sales pipeline, marketing automation, business phone line, ad creative.

> **Five seller lead types, the Vortex lead manager, a power dialer, mailers and an Ad Builder.**
>
> From our grade for features

Five seller lead types

Expired listings, for-sale-by-owner, for-rent-by-owner, pre-foreclosure and GeoLeads for circle prospecting, with skip-traced contact details.

Vortex lead manager

Gathers every REDX lead in one place to sort, filter and contact, with call scripts, objection handlers and Do-Not-Call checking. Free with any purchase.

Power dialer

Single-line and three-line dialers with voicemail drop, a call queue and call tracking, sold in the Connect and Pro bundles.

Postcards and mailers

Send branded postcards to chosen leads from Vortex, with QR-code scan alerts that tell you who looked.

Ad Builder

Builds Facebook and Instagram ad campaigns that are synced to your lead lists.

Team accounts

Extra users can be added to any bundle, and a separate REDX Teams product for teams includes Vortex.

Where it runs

Web · iOS · Android

What it works with

Sisu · Instagram · Facebook

REDX is made by REDX LLC, and has been around since 2003.

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

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

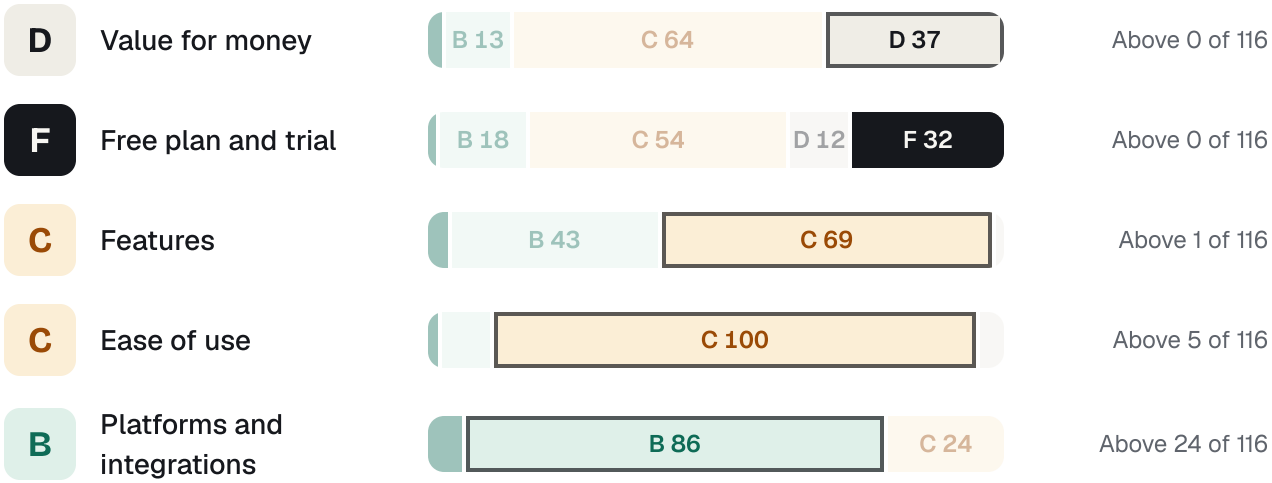
It stands best on platforms and integrations (B, above 24 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $60 a month, against a middle price of $29 for the category: 67 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 38 tools score higher and cost less.

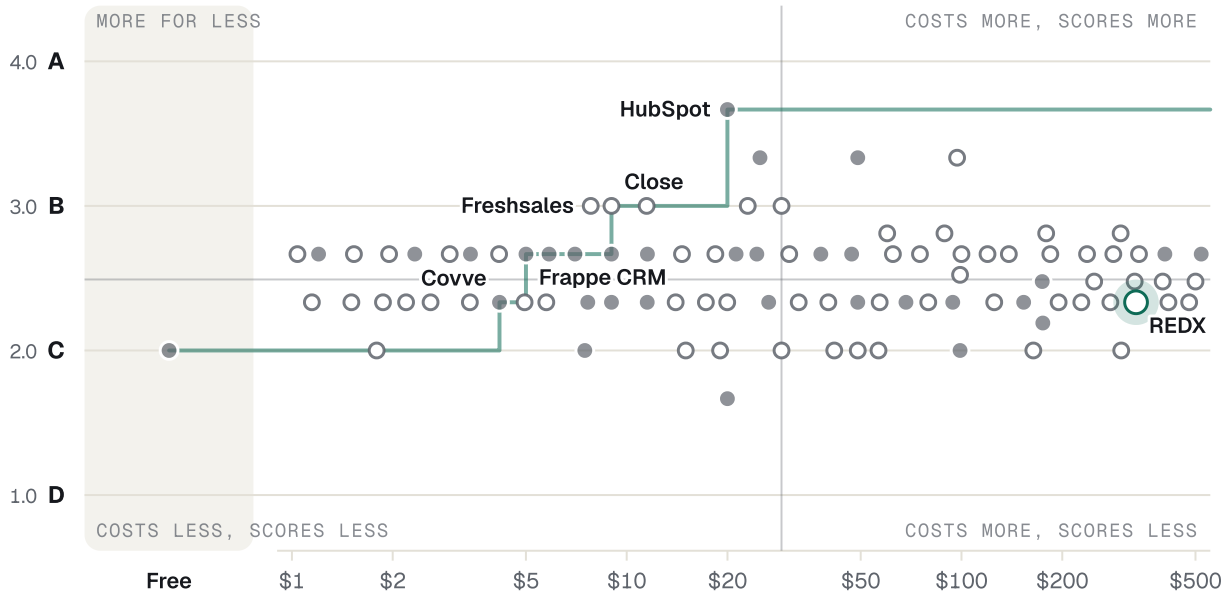
Each grade against the category

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



Price against what you get

Each dot is one of 95 CRM tools. Further left costs less; higher up scores better on features, ease of use and platforms. REDX is the marked dot.



What paid plans start at, a month (each step along is roughly double)

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 REDX 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. It costs $720 a year.

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.

- Phone numbers and calls carried over the phone network.
- Ad images and videos made to each network's sizes.
- A real app for iOS and Android. Something home-made would be a web page.

What this rests on. REDX'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, BoldTrail (kvCORE), Top Producer and Real Geeks

The 5 tools REDX 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.

- Only REDX lists iOS and Android apps.
- REDX also covers marketing automation, business phone line and ad creative.
- Follow Up Boss also covers shared inbox, workflow automation and reports.

REDX and Follow Up Boss compared in full

1.8 GPA

Lofty

Paid

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

- Only REDX lists iOS and Android apps.
- REDX also covers business phone line and ad creative.
- Lofty also covers AI agents, reports, email campaigns and sMS marketing.

REDX and Lofty compared in full

1.6 GPA

BoldTrail (kvCORE)

Paid

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

- Only REDX lists iOS and Android apps.
- REDX also covers business phone line and ad creative.
- BoldTrail (kvCORE) also covers workflow automation and dashboards.

REDX and BoldTrail (kvCORE) compared in full

1.8 GPA

Top Producer

From $179/mo

Real estate CRM with MLS reports, workflows and optional lead gen.

- Only REDX lists iOS and Android apps.
- REDX also covers marketing automation, business phone line and ad creative.
- Top Producer also covers tasks, workflow automation, reports, email campaigns and sMS marketing.

REDX and Top Producer compared in full

1.6 GPA

Real Geeks

From $399/mo

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

- Only REDX lists iOS and Android apps.
- REDX also covers business phone line and ad creative.
- Real Geeks also covers email campaigns, sMS marketing and call tracking.

REDX and Real Geeks compared in full

Quick answers

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

13

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 REDX free?

No. REDX is a paid product, starting at $60 per month for one lead type, billed monthly.

How much does REDX cost?

REDX lists 4 plans. Build Your Own: $60 per month for each lead type, billed monthly.

What platforms does REDX work on?

REDX is available on Web, iOS and Android.

Does REDX offer any discounts?

REDX publicly lists the following: Yearly billing on the three bundles.

Does REDX have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. REDX is listed for Web, iOS and Android.

Does REDX have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. REDX is listed for Web, iOS and Android.

Is REDX open source?

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

What does REDX integrate with?

REDX's listing names Sisu, Instagram and Facebook. A listing names up to eight integrations, so it may connect to more.

Who makes REDX?

REDX is made by REDX LLC. It dates from 2003.

What are the alternatives to REDX?

The closest alternatives to REDX in our directory are Follow Up Boss, Lofty, BoldTrail (kvCORE), Top Producer and Real Geeks.

How does REDX compare with other CRM tools?

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

Is REDX good value for money?

ToolGPA grades REDX D for value for money. Its paid plans start at $60 a month, against a middle price of $29 for the category: 67 of the 93 others that charge start lower.

Could I make my own version of REDX?

To replace REDX 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 REDX'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 REDX'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 REDX LLC. Prices change, so check redx.com before you buy.

redx.com/pricing
redx.com/products/vortex
redx.com/about
redx.com
redx.com/integrations

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

REDX, kept up to date

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

toolgpa.com/tools/redx

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, "REDX: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/redx
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Know someone choosing between CRM tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded CRM tools after REDX, 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 REDX'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. REDX is a trademark of its owner, and this guide is not made, paid for or approved by REDX LLC. Prices and plans change: check redx.com before you buy.