ToolGPA

NOVEMBER 2026

Sierra Interactive

The Insider's Guide

Real estate CRM with IDX websites and ad management



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

Made by Sierra Interactive · checked Nov 13, 2026 · toolgpa.com

1.4
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 Sierra Interactive's own pages, its app-store listings and our grades. Every fact in it is on Sierra Interactive'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

1.4

GPA, above 0 of the 116 other CRM tools we grade

Sierra Interactive is a real estate platform for agents and teams in the US and Canada. It combines an IDX website, a CRM with lead routing and automation, and pay-per-click ad management, along with training courses and a help center. It publishes two starting prices per month.

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

> **No store rating on record, and a demo-led rollout with a website and lead flow to set up.**
>
> From our grade for ease of use

1 **Best for a real estate CRM with an IDX site and ad tools**

Sierra Interactive bundles a real estate CRM, IDX websites and ad management for teams in the US and Canada.

2 **Paid plans start at $299.95 a month**

As its pricing page puts it: $299.95 per month and up (Agents).

3 **It runs on Web**

Web.

4 **Real estate CRM**

A CRM made for real estate teams, with lead routing, automation and reporting, aimed at faster speed-to-lead.

5 **IDX websites**

Out-of-the-box IDX website integration, with Community Pages for each sub-community and neighborhood.

6 **Ad management**

Pay-per-click ad management for real estate marketing; the vendor says nearly half of ad customers chose Sierra for it.

7 **A 1.4 GPA, above 0 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 Sierra Interactive you would be making connections to other products, each kept working as those products change. That is not a weekend's work, with an AI app builder or without one.

Sierra Interactive at a glance

PRICING Paid, from $299.95 per month and up (Agents)	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Sierra Interactive	CATEGORY CRM Software
OUR GRADE 1.4 GPA, weak	

The report card

Best for a real estate CRM with an IDX site and ad tools

Sierra Interactive bundles a real estate CRM, IDX websites and ad management for teams in the US and Canada. It starts at $299.95 a month, which is several times a general CRM, and the pricing page lists no plan limits, so the final number comes from a demo.

TOOLGPA REPORT CARD

Sierra Interactive

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$299.95 a month and up for Agents and $399.95 for Teams, against a category middle of $29. That does include an IDX website, but it is in the dearest tenth, which starts at $169.
Free plan and trial	F	No free plan and no trial on the pricing page.
Features	C	Real estate CRM, IDX websites, ad management, training and support. The page lists no plan limits, so what each tier allows is unclear.
Ease of use	C	No store rating on record, and a demo-led rollout with a website and lead flow to set up.
Platforms and integrations	C	Web only on the page read, and no integrations are listed.

Grade point average — Weak, out of 4.0 **1.4**

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 Sierra Interactive is for

- ✓ Fits if you are a US or Canadian agent or team wanting CRM and website together
- ✓ Works for teams that run paid ads and want them managed in the same place

Who it is not for

- ✗ Pricey if you only need a CRM: from $299.95 a month
- ✗ Not for you if you are outside the US and Canada, since it is built for those two
- ✗ Watch out: prices are starting points, and plan limits are not listed
- ✗ Skip it if you want a free trial, as none is on the page

Good to know

Good for

- ✓ Real estate teams in the US and Canada wanting IDX site and CRM together
- ✓ Teams running pay-per-click lead generation
- ✓ Growing teams that need to add users over time

Worth knowing

- ⓘ Prices are starting points; the page does not list plan limits, so the final quote depends on the demo.
- ⓘ At $299.95 a month and up, it costs more than general-purpose CRMs.
- ⓘ Designed for real estate teams in the US and Canada only.

PART 02 · PRICING

What it costs

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

$299.95

A month to start

Sierra Interactive is a paid product, starting at $299.95 per month and up (Agents).

> **No free plan and no trial on the pricing page.**

From our grade for free plan and trial

AGENTS

$299.95

per month and up

For solo agents or small teams: IDX website, CRM and lead tools without extra overhead.

TEAMS & BROKERAGES

$399.95

per month and up

For growing teams that manage more leads, more transactions and more agents.

Read from go.sierrainteractive.com on Nov 13, 2026.

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 ad management. Here is what it does, as its own site describes it, and what it covers: sales pipeline, marketing automation, workflow automation, reports.

> **Real estate CRM, IDX websites, ad management, training and support.**

From our grade for features

Real estate CRM

A CRM made for real estate teams, with lead routing, automation and reporting, aimed at faster speed-to-lead.

IDX websites

Out-of-the-box IDX website integration, with Community Pages for each sub-community and neighborhood.

Ad management

Pay-per-click ad management for real estate marketing; the vendor says nearly half of ad customers chose Sierra for it.

Training and support

Role-specific online courses, live Q&A sessions, weekly feature deep dives and a help center.

Where it runs

Web

What it works with

Its own pages name no integrations.

Sierra Interactive is made by Sierra Interactive.

PART 04 · STANDING

Where it stands

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

0/116

Other CRM tools it is graded above

Sierra Interactive's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

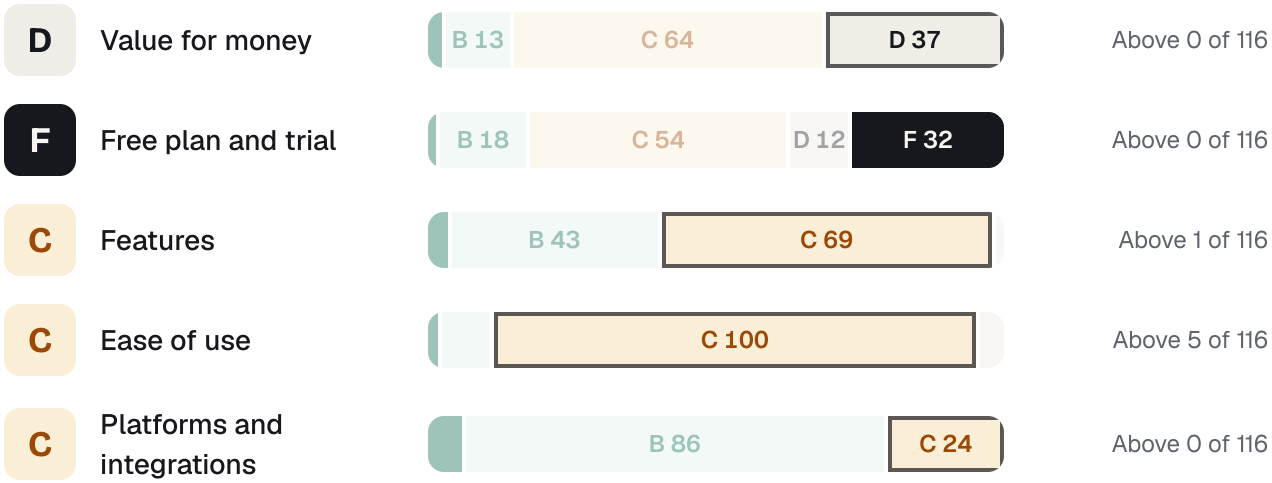
It stands best on ease of use (C, above 5 of 116) and worst on free plan and trial (F, above 0).

Its paid plans start at $299.95 a month, against a middle price of $29 for the category: 90 of the 93 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 79 tools score higher and cost less.

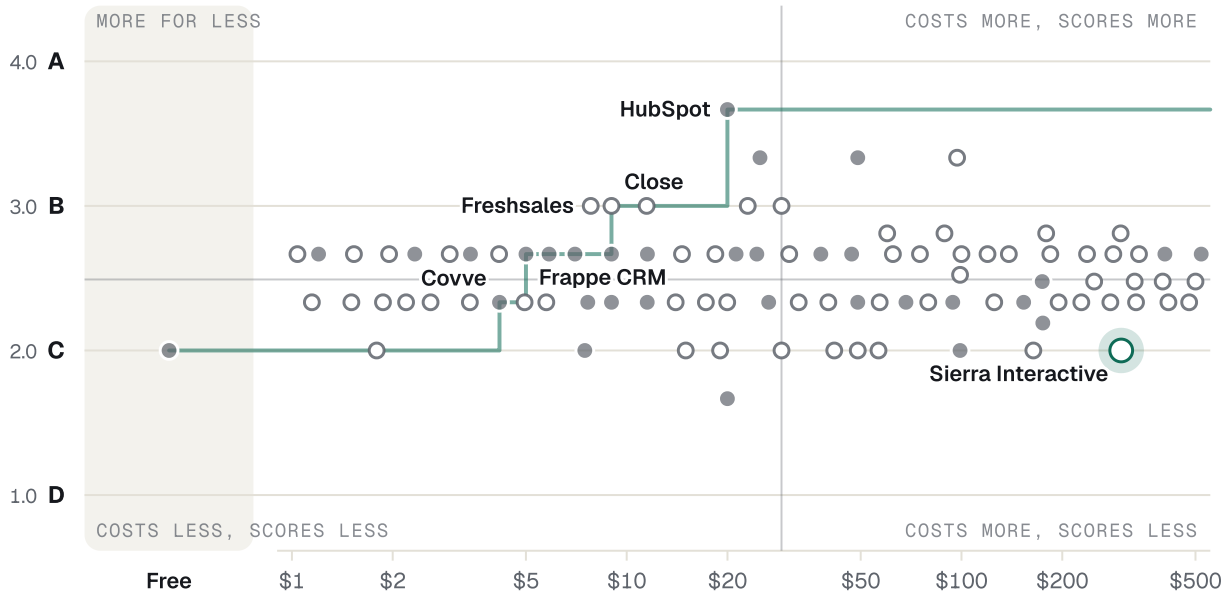
Each grade against the category

Every bar is all 117 CRM tools we grade, cut by the letter each got. Sierra Interactive'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. Sierra Interactive 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 Sierra Interactive you would be making connections to other products, each kept working as those products change. 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: 114 of the 116 other CRM tools grade higher. It costs $3,599.40 a year.

What you could make

- Sales pipeline and reports: an app builder makes these well.

What you could not

- Connections to other products, each kept working as those products change.
- Email sent in volume that still reaches the inbox.

What this rests on. Sierra Interactive'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

B

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

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

B

1.6 GPA

BoomTown

Paid

Real estate CRM with IDX websites and managed lead generation.

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

Sierra Interactive and BoomTown compared in full

1.6 GPA

BoldTrail (kvCORE)

Paid

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

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

Sierra Interactive and BoldTrail (kvCORE) 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.

- Sierra Interactive also covers marketing automation.
- Follow Up Boss also covers shared inbox.

Sierra Interactive and Follow Up Boss compared in full



1.6
GPA

Real Geeks

From $399/mo

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

- Sierra Interactive also covers workflow automation and reports.
- Real Geeks also covers email campaigns, sMS marketing and call tracking.

Sierra Interactive and Real Geeks compared in full



1.8
GPA

Lofty

Paid

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

- Sierra Interactive also covers workflow automation.
- Lofty also covers AI agents, email campaigns and sMS marketing.

Sierra Interactive and Lofty compared in full

Quick answers

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

11

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 Sierra Interactive free?

No. Sierra Interactive is a paid product, starting at $299.95 per month and up (Agents).

How much does Sierra Interactive cost?

Sierra Interactive lists 2 plans. Agents: $299.95 per month and up.

What platforms does Sierra Interactive work on?

Sierra Interactive is available on Web.

Does Sierra Interactive have an Android app?

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

Does Sierra Interactive have an iPhone app?

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

Is Sierra Interactive open source?

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

Who makes Sierra Interactive?

Sierra Interactive is made by a company of the same name.

What are the alternatives to Sierra Interactive?

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

How does Sierra Interactive compare with other CRM tools?

Sierra Interactive's GPA of 1.4 is higher than 0 of the 116 other CRM tools we grade, and level with 2.

Is Sierra Interactive good value for money?

ToolGPA grades Sierra Interactive D for value for money. Its paid plans start at $299.95 a month, against a middle price of $29 for the category: 90 of the 93 others that charge start lower.

Could I make my own version of Sierra Interactive?

To replace Sierra Interactive you would be making connections to other products, each kept working as those products change.

Where this guide comes from

The prices, plans, platforms and features were read from Sierra Interactive'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 Sierra Interactive'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 Sierra Interactive. Prices change, so check sierrainteractive.com before you buy.

go.sierrainteractive.com/pricing

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

Sierra Interactive, kept up to date

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

toolgpa.com/tools/sierra-interactive

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, "Sierra Interactive: The Insider's Guide", checked Nov 13, 2026.
https://toolgpa.com/tools/sierra-interactive
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Know someone choosing between CRM tools?

Send them this guide:
toolgpa.com/tools/sierra-interactive/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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