

Wise Agent adds Award Winning Marketer and National Speaker, Jason Frazier, as Chief Marketing Officer

Top Real Estate CRM, Wise Agent, Announces that Award Winning Marketer and National Speaker, Jason Frazier, has Joined the Company as their CMO

FOUNTAIN HILLS, AZ, USA, December 11, 2018 /EINPresswire.com/ -- [Wise Agent](#), recently named



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Jason Frazier

as the #1 Real Estate CRM in 2018 by FitSmallBusiness, today appointed top industry executive, marketer and national speaker Jason Frazier as their Chief Marketing Officer.

“Marketing & CRM technology is going to be what powers new business growth in Real Estate & Mortgage for the foreseeable future,” said new Wise Agent CMO Frazier. “Marketing & CRM equals Attention and Data, which we all know are pillars to reaching the modern consumer living their digital life.”

Frazier’s background is working in venture capital and technology startups for former PayPal founder Peter Thiel. For the last 10 years Frazier worked as a top executive for Mason-McDuffie Mortgage and is also the founder of the modern marketing coaching program called [The Agent Marketer](#). Over those 10 years Frazier has been named HousingWire’s Young Rising Star, Vanguard Award Winner, Top 50 Most Connected Mortgage Professionals, and most recently BomBomb’s Top Video Influencer on Facebook & Instagram.

Frazier is also a National Speaker being the only mortgage executive to speak at major conferences in both Mortgage and Real Estate. In 2018 Frazier has spoken at Inman Connect NY, Inman Connect SF, HousingWire’s engage.marketing, SocialSurvey’s CreateWOW Summit, C.A.R’s REImagine, Commission Inc’s SoCon, and in January Frazier will be speaking at Gary Vaynerchuk’s [Agent2021](#).

“After a long search, we found the unique qualifications in Frazier that were the perfect fit for our culture. Not only did we want the best marketing expert with years of successful real estate marketing experience but we were also looking for an all around good person that we would

enjoy having be a part of our team. We couldn't be more excited to welcome our new CMO, Jason Frazier, to our Wise Agent family to help take us to the next level!" said Brandon Wise, CEO of Wise Agent.

Part of Frazier's duties will be to modernize the email marketing and social content for Wise Agent's CRM system. Users of their CRM will be given attention and interest based content along with marketing strategy to enhance the messaging to their database. On top of exclusive marketing training webinars, Wise Agent users will also be able to get access to Frazier's marketing coaching program at a massive discount not available to the general public

"My job is to help Wise Agent continue its growth and reputation as one of the top real estate industry CRMs by giving our users content and marketing strategy that does not exist in any other CRM platform," said Frazier. "The days of the set it and forget it canned messages that nobody reads are over. Wise Agent users will be given the attention grabbing content and strategy needed to grow their business in the social economy."

About Wise Agent:

Founded in 2002, Wise Agent is a powerful all-in-one real estate industry CRM combining contact management, lead automation, transaction management and real estate marketing software. Wise Agent also boasts the most integrations with leading real estate technology companies, with the mission of giving real estate professionals the opportunity to run their entire business on one system.

Brandon Wise

Wise Agent

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