

EasyDigz and Doorify MLS Complete Six-Part Webinar Series Showing Triangle Agents How to Compete on Operations

EasyDigz and Doorify MLS complete a six-session live curriculum for Triangle agents covering the full operational stack, contact to close.

CENTRAL NORTH CAROLINA, NC, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [EasyDigz](#), a modern all-in-one real estate platform, in partnership with Doorify MLS, has concluded a six-part live webinar series giving Triangle-area agents a hands-on curriculum for running their full business on a single platform. Hosted by [Michael Walliser, CEO and founder of EasyDigz](#) and a licensed North Carolina broker for over 20 years, alongside customer success specialist Julia McKinley, the series ran across six consecutive sessions with Doorify MLS subscribers working inside their own accounts in real time alongside the presenters.

The logo for EasyDigz, featuring the word "EASYDIGZ" in a bold, black, sans-serif font. The letter "Z" is stylized with a blue horizontal bar at its top right.

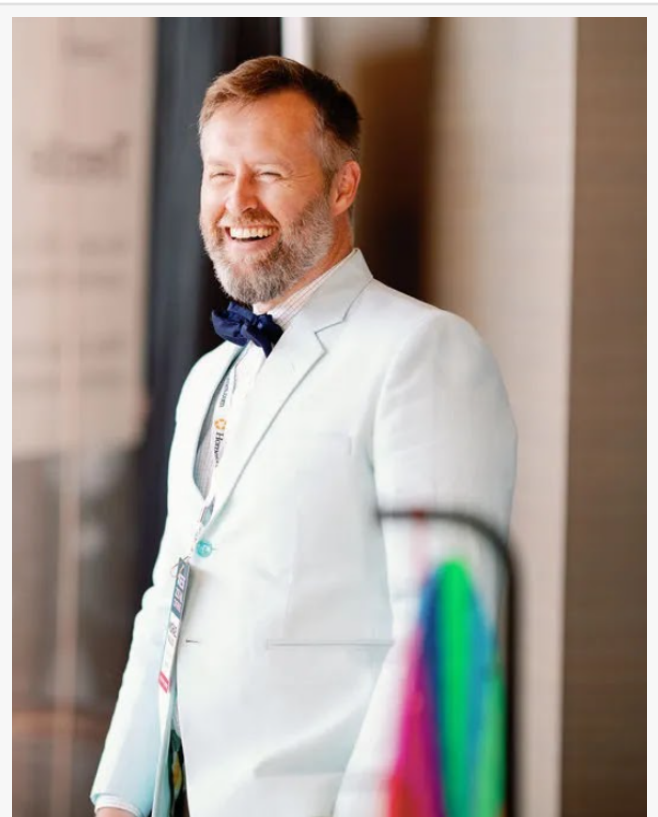
EasyDigz logo

The series comes at a moment of significant pressure on independent agents and small brokerages across the Triangle. As national brokerages consolidate their technology stacks under proprietary platforms and portal alliances continue to absorb market attention, independent agents are increasingly competing against operations where the tools are already built in and the workflow is already decided. The agents most at risk are those whose daily operations depend on assembling answers from disconnected tools: a CRM that does not talk to their transaction manager, a document platform that requires retyping the same address six times, a follow-up system they abandoned after two emails because there was no structure to maintain it. NAR's 2025 Technology Survey found that CRM ranks as the second most cited lead generation technology in the industry, yet the same data shows the vast majority of agents running systems

they do not fully trust. In the Triangle specifically, where buyers arriving from California, New Jersey, and New York are often making seven-figure decisions remotely over a six-month research window, operational gaps that might be forgiven in slower markets become the reason a client chooses another agent.

The Contact List Is Where Most Businesses Either Start or Stay Stuck

The first two sessions addressed what Walliser described as the most common and most costly problem in agent operations: a contact database that is incomplete, untagged, and therefore unusable as a foundation for any kind of systematic outreach. Research cited during the sessions found that 85 percent of past clients say they would use their agent again, yet fewer than 20 percent actually do. The gap is not a service problem. It is a follow-up problem, and it compounds because most agents stop contact after two touches while industry data consistently finds that it takes between 8 and 12 to convert a cold lead into a closed transaction. The sessions walked attendees through importing, cleaning, and tagging their contact databases live, then building automated drip campaigns tailored to the three buyer types most active in the Triangle market: the long-cycle out-of-state relocater, the sphere referral who already knows the agent, and the open house lead making a decision inside 30 days. These buyers need different messages, different cadences, and different information. The sessions demonstrated how a properly tagged database makes it possible to reach each of them correctly, automatically.



Michael Walliser, CEO and Founder of EasyDigz

Showing Up to Every Conversation as the Most Informed Person in the Room

Sessions three and four addressed the two capabilities that determine how agents position themselves in a market increasingly shaped by information access. The blog content session made the case that an Instagram post disappears into the algorithm, while a post published on an agent's own branded domain is permanently searchable, permanently attributed, and compounds over time as a source of local expertise. The session showed how the platform generates SEO-optimized posts grounded in live MLS data and publishes them directly to social channels from inside the same workflow. The analytics session introduced Easy Insights, the platform's natural language market intelligence tool, which queries directly from the MLS rather than broadly trained generalist models. Live demonstrations showed agents pulling sold comparables, neighborhood price trends, and a ranked breakdown of appreciation across all 34

Wake County zip codes in under two minutes. "You're 90 seconds away from being able to get that answer," Walliser told attendees. "Use your own expertise to improve on it from there."

The Transaction Is Where Agent Relationships Are Won or Lost for Good

The final two sessions covered the infrastructure that determines whether a client feels informed and cared for across the 45 days between a signed offer and a closed transaction, or whether they spend that window sending emails at 10 p.m. wondering what is happening with their deal. Session five demonstrated how the platform pulls property data directly from the MLS and client data from CRM records to auto-populate transaction documents, eliminating the manual re-entry that industry analysis consistently identifies as the source of a significant share of real estate contract errors. E-signatures are collected inside the platform, signed documents return automatically to the deal record, and the audit trail meets the evidentiary standard under the Electronic Signatures in Global and National Commerce Act. The sixth and final session covered the complete buyer-side workflow live, from offer submission through due diligence and close. Attendees watched automated stage-change notifications reach the buyer in real time, inspection scheduling route directly to vendors and populate on all parties' calendars simultaneously, and the offer-to-purchase contract populate from data already in the record without a single field retyped. "The text at midnight stops," Walliser said, "not because they stopped caring, but because now they can see what you're doing for them."

All six session recordings are available on the [EasyDigz YouTube channel](#). Agents and brokers interested in a platform walkthrough or brokerage-tier pricing can reach Julia McKinley at julia@easydigz.com.

About EasyDigz: EasyDigz is a modern, all-in-one real estate platform designed to support growing brokerages. It connects lead response, CRM, marketing automation, transaction workflows, and team collaboration in a single, intuitive system built around real estate operations. By removing friction from day-to-day work, EasyDigz helps agents respond faster, strengthen client communication, and compete effectively in fast-moving markets. To learn more, visit www.easydigz.com.

About Doorify MLS: Doorify MLS is the operating system for over 15,000 real estate brokers and agents in five REALTOR® associations in and beyond the Research Triangle area. Doorify's mission of advancing equity, supporting community, and delivering excellence promotes a progressive future in real estate. By providing seamless access to a robust real estate market and stewarding reliable, accurate data, Doorify MLS works to support its subscribers and consumers effectively and efficiently. To learn more, visit www.doorifymls.com.

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