

RealtyJuggler Reveals 20 Years of CRM Secrets in New Book

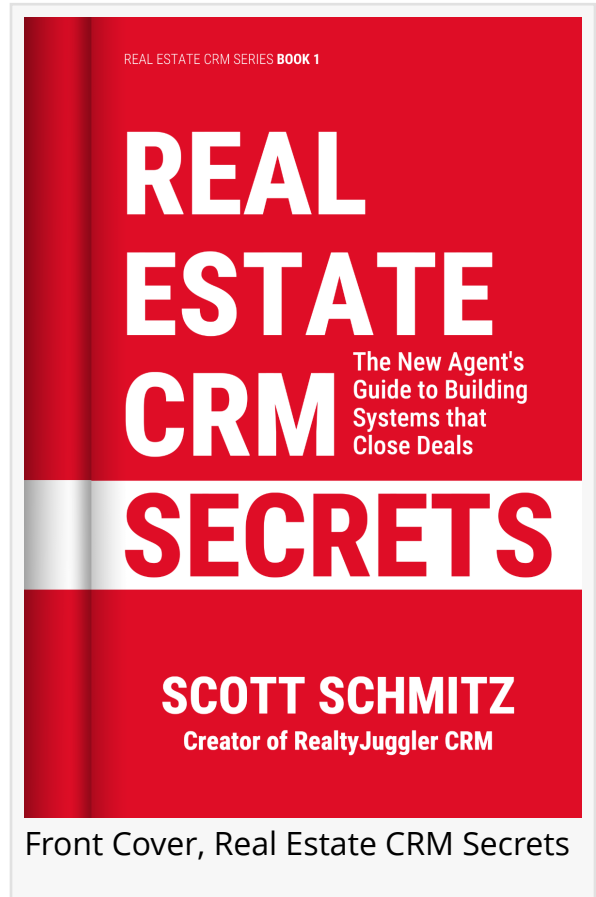
FORT COLLINS, CO, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- RealOrganized, Inc. announced the availability of [Real Estate CRM Secrets: The New Agent's Guide to Building Systems that Close Deals](#), a new book by company founder Scott Schmitz. Written for agents in their first year, it is available on Amazon in paperback and Kindle editions.

For a new agent, their first closing can feel like winning the lottery. The hard part is building a steady income stream from real estate sales. This book explains how to systematize lead acquisition and follow-up for more consistent closings. Readers learn how to build a lead incubation pipeline using a real estate Customer Relationship Manager (CRM). The goal is a repeatable process, not heroics or luck. Schmitz explains not only how to use your real estate CRM but also why.

The book shares more than 50 field-tested secrets, gathered from over 20 years of experience helping more than 150,000 agents get the most from their real estate CRM. Interviews with successful agents add real-world advice on putting those lessons into practice. Chapters cover building trust, developing daily habits, and maintaining a clean contacts database. Automation and lead follow-up are also covered in depth.

"Many agents treat their CRM as little more than a glorified address book," said Scott Schmitz, President of RealtyJuggler. "This book shows agents how to efficiently maintain regular contact with prospects to maximize lead conversion. I also demonstrate how to generate repeat and referral business through maintaining friendships within your sphere of influence."

Early reviews are positive (5 out of 5 stars on Amazon). In The US Review of Books, reviewer Nicole Yurcaba called it "an excellent guide to understanding the industry's most difficult entry points," written in "an easily understandable, conversational tone," and praised its candid portrayal of the first year.



Front Cover, Real Estate CRM Secrets

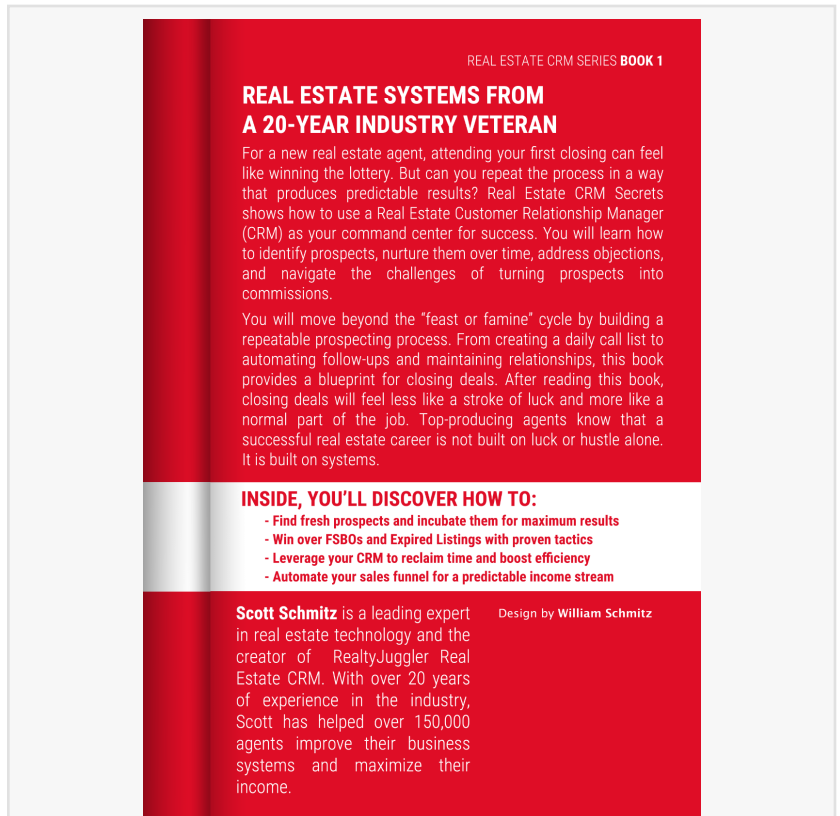
A second title, Real Estate CRM Mastery, written for experienced agents and focused on advanced automation and database optimization, is scheduled for release in early 2027.

The lessons shared in the book apply to any real estate-specific CRM. "The best real estate CRM is the one you use regularly," said Schmitz. "[RealtyJuggler CRM](#) is a practical complement to the book, with easy access to every capability described. Our 90-day free trial lets agents try the software while reading." RealtyJuggler members can also put these lessons into practice with complimentary training. To schedule a session, call (970) 672-3467. More information about the Real Estate CRM Secrets book is available here:

<https://realestatecrmsecrets.com/>

About Scott Schmitz

Scott Schmitz is the cofounder and President of RealOrganized, Inc., the Fort Collins, Colorado-based company behind the RealtyJuggler Real Estate CRM. He holds a degree in computer engineering from the University of Michigan and an MBA from George Washington University. He spent the early part of his career as a software engineer working for Procter & Gamble, Apple, and AOL. In 2003, he co-founded RealOrganized with Davette Everly, a top-producing real estate agent who had concluded that existing CRM software was so complicated that agents were hiring assistants simply to operate it. Their answer was a deliberately simpler alternative built for the



Back Cover, Real Estate CRM Secrets



RealtyJuggler. The complete CRM solution for Real Estate Agents

built for the

way agents actually work, and it has since been used by more than 150,000 real estate professionals. This new book identifies the key benefits a real estate CRM provides to agents along with providing practical advice on how to use a CRM to close more deals with less effort.

Scott lives in Fort Collins with his wife, Michelle. His son, Will Schmitz, a Colorado State University graduate in electronic art and computer science, helped publish the series. Long before real estate, Schmitz co-created Quarterstaff: The Tomb of Setmoth, an adventure game Infocom and Activision published in the 1980s.

About RealOrganized, Inc.

A former AOL executive and a top-producing real estate agent founded RealOrganized, Inc. in 2003, each bringing more than a decade of experience in their respective fields. The company's mission is to deliver simple, affordable organizational software for the real estate industry.

Scott Schmitz
RealOrganized, Inc
+1 (970) 672-3467

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