



MASTER YOUR MARKET WITH
KNOWLEDGE AND RELATIONSHIP MANAGEMENT

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Commercial Real Estate CRM, Reimagined as KRM

Generic CRMs manage contacts. RealNex KRM masters markets—connecting owners, tenants, comps, and deals—turning daily activity into an institutional asset that compounds in value.

BUILT FOR

AGENTS

OPERATIONS

LEADERSHIP

YOUR KRM ADVANTAGE

THE PROPERTY

Anchor critical connections to the property – linking owners, tenants, lenders, comps, and deals in one structure that mirrors how CRE actually works.

RELATIONSHIPS

Link contacts to the companies they run and their properties, so you know the full picture before you make the call.

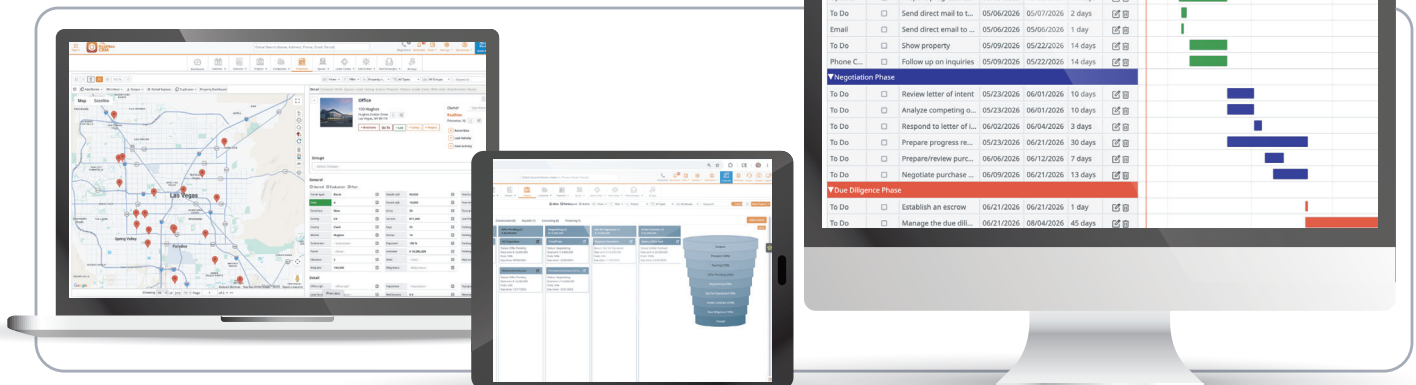
PIPELINE INTELLIGENCE

Manage your business development and deal management workflow. Track and forecast financial performance.

SHARED KNOWLEDGE

Preserve knowledge and collaborate with team-based permissions.

YOUR SYSTEM OF TRUTH. YOUR MOST VALUABLE ASSET.



01

PROSPECT

Target owners and tenants ready to transact

02

RESEARCH

Swiftly surface activities, criteria, and profile details

03

ENGAGE

Automate follow-up for timely connections

04

CLOSE

Manage critical dates and actions. Retain complete deal history.

Run the Entire Deal from Prospecting to Close

RealNex KRM puts your properties, people, and deals on one connected record, so you move faster and close more business, with most teams up and running the same day.

CORE FEATURES & CAPABILITIES



INTELLIGENCE DASHBOARDS

Surface pipeline velocity, conversions, and market activity.



COMMUNICATION HISTORY

Attach every call, email, and note to the record.



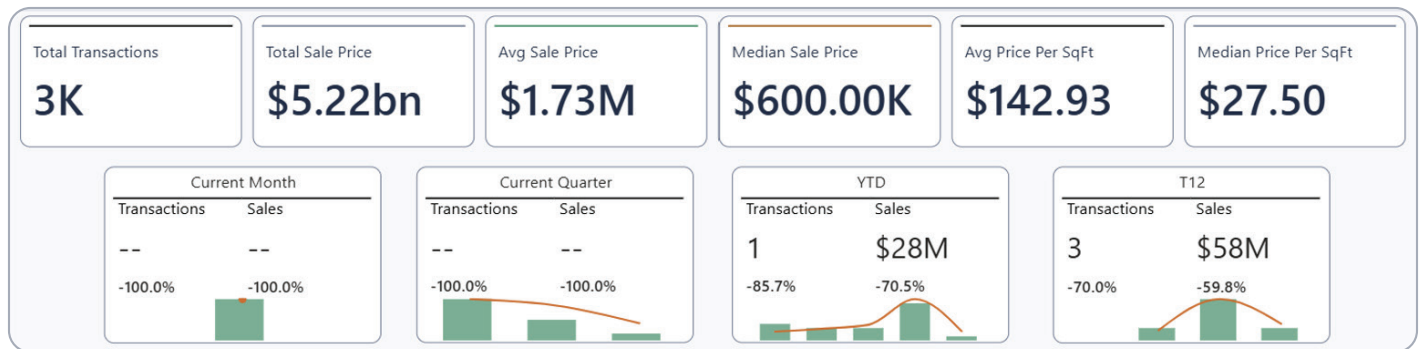
DATABASE & PERMISSIONS

Protect one authoritative source of truth with role-based access.



NAVIGATOR INTEGRATION

Flow property and prospect intelligence into your analysis, presentation and marketing workflow.



WHY TEAMS CHOOSE KRM

AN ASSET THAT COMPOUNDS

Every update makes your knowledge base more valuable—building an enduring asset.

STRONGER TEAMS, NO DUPLICATION

Brokerage, research, and marketing move in lockstep on one live database.

MOBILE READY, ALWAYS ON

Log calls, dictate notes, and access all your data and deals, anywhere.

PROSPECT FASTER

Target follow-up routines to surface the best opportunities.

CUSTOM VIEWS

Design your personal screens, layouts and filters.

EASY IMPORTS

Pre-built or configurable maps make accessing new data a breeze.

CONNECTIVITY

Outlook/Gmail sync and an open API power data flow.



RealNex KRM has been my “Swiss army” knife of contact management

for almost 20 years. It keeps me organized, tracks crucial details, and centralizes critical information: client preferences, market data, and transaction history. With comprehensive reports and real-time dashboards, I can quickly provide information to clients so they can make informed decisions.

MIKE WARNER, SIOR, CCIM, GSCS · EXECUTIVE VP · CUSHMAN & WAKEFIELD ULC



THE KNOWLEDGE ADVANTAGE STARTS HERE

Master your market, grow your business, and close more deals.
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