

YLOPO FEATURES

CRM Integration (OUTBOUND)

	FUB	Sierra Interactive	Chime	KvCore
New lead delivery	Yes	Yes	Yes	Yes
Dedicated field for Ylopo Stars URL	Yes	Yes	Yes	No
Direct agent assignment based on subdomain registration (Open House direct agent asignment)	Yes	Yes	Yes	No
Reassociate leads with agent subdomain based on synced CRM assignment	Yes	Yes	Yes	No
Ability to route new leads via client's CRM configurations / lead rules	Yes	Yes	Yes	N/A
Link from Client CRM back into Ylopo Stars	Yes	Yes	Yes	Partial*
Ability to add all Raiya AI automated texting outreach/responses to CRM (notes)	Yes	Yes	Yes	Yes
Separate AI texting into Text object to be sorted from other note content in lead profile	Yes	No	No	No
Ability to add all listings viewed, saved, showing requests directly to client CRM	Yes	Yes	Yes	Partial**
Ability to add all priority events to lead timeline in client CRM	Yes	Yes	Yes	Yes
Separate Viewed Listing section with IDX/MLS formatted data storage (Recent Activity in FUB)	Yes	Yes	Yes	No
Ability to easily sort or filter by Ylopo leads with recent home search activity - initial landing timestamp update or viewed listing detail (Last Activity in FUB)	Yes	Yes	Yes	No
Ability to easily sort or filter by Ylopo leads with priority notifications or behavioral texts (based on tags)	Yes	Yes	Yes	Partial***
Ability to add, remove tags associated with leads	Yes	Yes	Partial	Partial****
Ability to route leads specifically to ONE agent on client's CRM	Yes	Yes	Yes	Yes
Ability to update a lead's contact info if we receive an updated phone number/email	Yes	Yes	Yes	No
Ability to assign a task to a specific agent assigned to a lead based on priority notifications	Yes	No	No	No
Add Address to contact info for newly dispatched Seller leads that match with HOMEBOT Home record	Yes	No	No	Yes
Custom fields where we can add our continuous updates (STATS_UPDATE) to persistently overwrite data based on leads' last search site session	Yes	No	No	No
Full RAIYA VOICE support (shared phone number for live transfers to ring multiple agents, call recordings and call logs, lead reassignment post transfer, tags, call center on/off controls based on CRM stage and assignee)	Yes	Partial*****	Partial*****	Partial*****
Ylopo RAIYA embedded app	Yes	No	No	No

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Full RAIYA VOICE support (shared phone number for live transfers to ring multiple agents, call recordings and call logs, lead reassignment post transfer, tags, call center on/off controls based on CRM stage and assignee)	Yes	Partial*****	Partial*****	Partial*****
Ylopo RAIYA embedded app	Yes	No	No	No

* - No dedicated Stars field, leads will have Stars links contained in the Note content
** - No separate object/section in UI for listing data, will be added to Notes in Contact timeline
*** - YPRIORITY and HANDRAISER tags are available, but it is not possible to sort leads based on recent Ylopo activity
**** - Add tags only, no removal capabilities
***** - No shared phone number to ring multiple agents, call recordings, lead reassignment, call center on/off controls. Best for Solo Agents, not Teams

CRM Integration (INBOUND - Webhooks)

	FUB	Sierra Interactive	Chime	KvCore
Auto-import new leads based on Source	Yes	Yes	Yes	No
Auto-import new leads with searches based on property inquiries	Yes	Yes	Yes	No
Auto-import to specific party for shared CRM integration based on initial property inquiry locations	Yes	No	No	No
Auto-import to specific party for shared CRM integration based initial tags	Yes	No	No	No
Auto-import new leads based on Y_IMPORT tagging	Yes	Yes	Yes	No
Dynamically Sync Tags to govern AI texting opt-outs	Yes	Yes	Yes	No
Dynamically Sync Stages to govern AI texting opt-outs	Yes	Yes	Yes	No
Dynamically Sync Agent assignment updates	Yes	Yes	Yes	No
Pond assignment syncing - sync all agents in Pond as assignees based on Pond association	Yes	Yes	Yes	No
Tag-based Mass Lead Import	Yes	Yes	Yes	No
Notify Agents of Priority Lead Alerts via Email/Text/CRM Note based on synced CRM assignees	Yes	Yes	Yes	No
Automatically Nurture Leads via Behavioral Texing when auto-imported	Yes	Yes	Yes	No
Notify Agents of Behavioral Texting Responses via Email/Text/CRM Note based on synced CRM assignees	Yes	Yes	Yes	No

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Auto-import new leads with searches based on property inquiries	Yes	Yes	Yes	No
Auto-import to specific party for shared CRM integration based on initial property inquiry locations	Yes	No	No	No
Auto-import to specific party for shared CRM integration based initial tags	Yes	No	No	No
Auto-import new leads based on Y_IMPORT tagging	Yes	Yes	Yes	No
Dynamically Sync Tags to govern AI texting opt-outs	Yes	Yes	Yes	No
Dynamically Sync Stages to govern AI texting opt-outs	Yes	Yes	Yes	No
Dynamically Sync Agent assignment updates	Yes	Yes	Yes	No
Pond assignment syncing - sync all agents in Pond as assignees based on Pond association	Yes	Yes	Yes	No
Tag-based Mass Lead Import	Yes	Yes	Yes	No
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Automatically Nurture Leads via Behavioral Texing when auto-imported	Yes	Yes	Yes	No
Notify Agents of Behavioral Texting Responses via Email/Text/CRM Note based on synced CRM assignees	Yes	Yes	Yes	No