2023:
The year of moments

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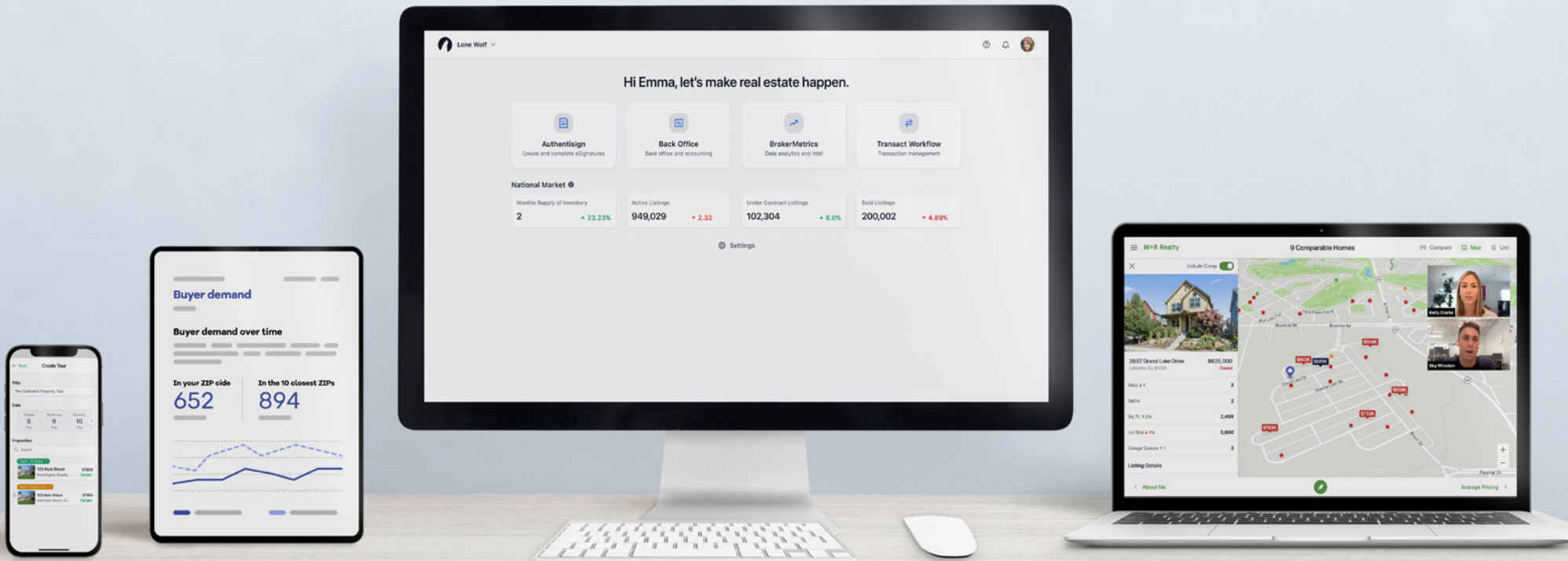
Real estate is all about moments.

The industry is made up of them, from start to finish—and 2023 has been no different. Big or small, nuanced or industry-rocking—the moments we collectively saw this year have come together to define the world we all work in now and for the future.

In the words of Lone Wolf CEO Jimmy Kelly in one of our earliest articles this year,

"To us, moving forward is all about meeting and resolving needs right now, albeit with an eye to the future. It means developing and releasing software that's made for the moment—software that helps agents find and nurture new clients when inventory is low and prices are high, software that helps brokerages optimize their operations and improve profitability when new business is slow, software that helps franchises do all the above—and more."

And that is exactly what's happened throughout all the twists and turns of this year.

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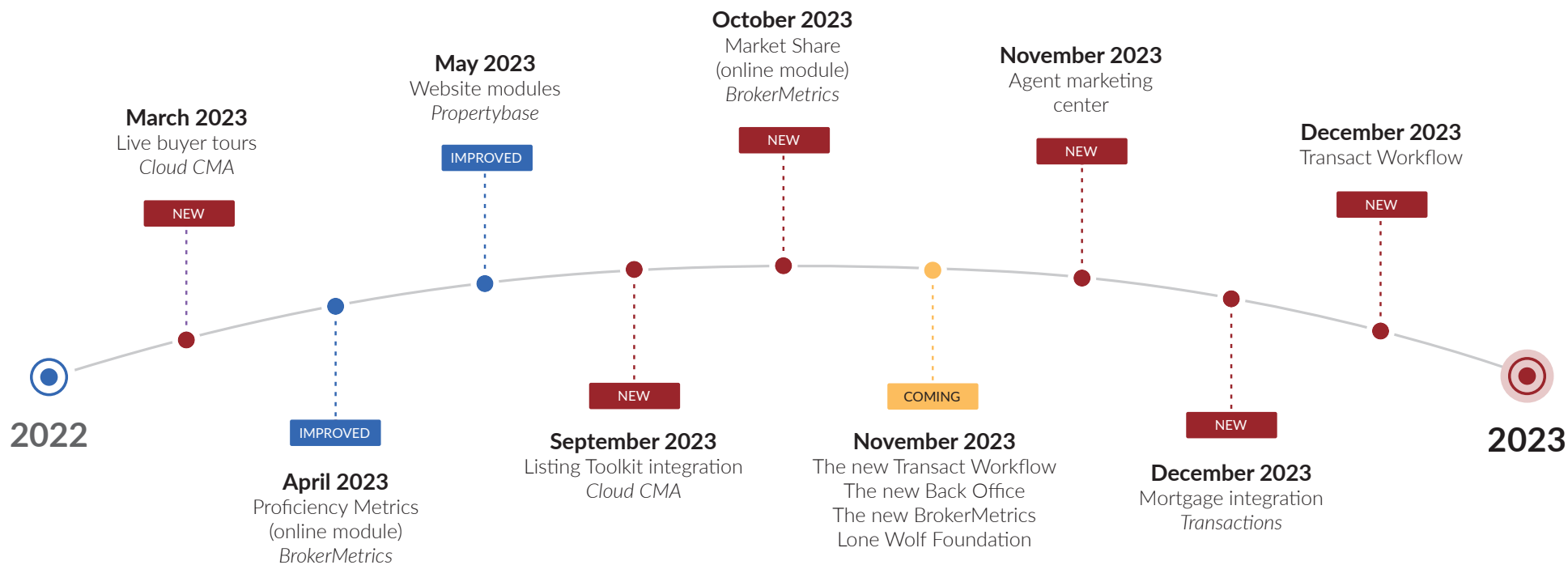TECHNOLOGIES

Looking back on our roots

Since we started in 1989, a lot has changed—but what hasn't is our vision for the future. We still share that original vision of our founders, Lorne Wallace and Des O'Kelly, who dreamed of building a single platform that could improve the way real estate works.

"A true end-to-end technology solution is what real estate brokerages are looking for." –Lorne Wallace

Though we lost a great man this year, all of us here at Lone Wolf have been honored to continue his mission through the work we've done this year—and to keep carrying the torch well into the future as well.

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2023 at a glance

There's a lot we got done this year—but let's look at some of the highlights.

March 2023
Live buyer tours
Cloud CMA

NEW

May 2023
Website modules
Propertybase

IMPROVED

October 2023
Market Share
(online module)
BrokerMetrics

NEW

November 2023
Agent marketing
center

NEW

December 2023
Transact Workflow

NEW

IMPROVED

April 2023
Proficiency Metrics
(online module)
BrokerMetrics

NEW

September 2023
Listing Toolkit integration
Cloud CMA

COMING

November 2023
The new Transact Workflow
The new Back Office
The new BrokerMetrics
Lone Wolf Foundation

NEW

December 2023
Mortgage integration
Transactions
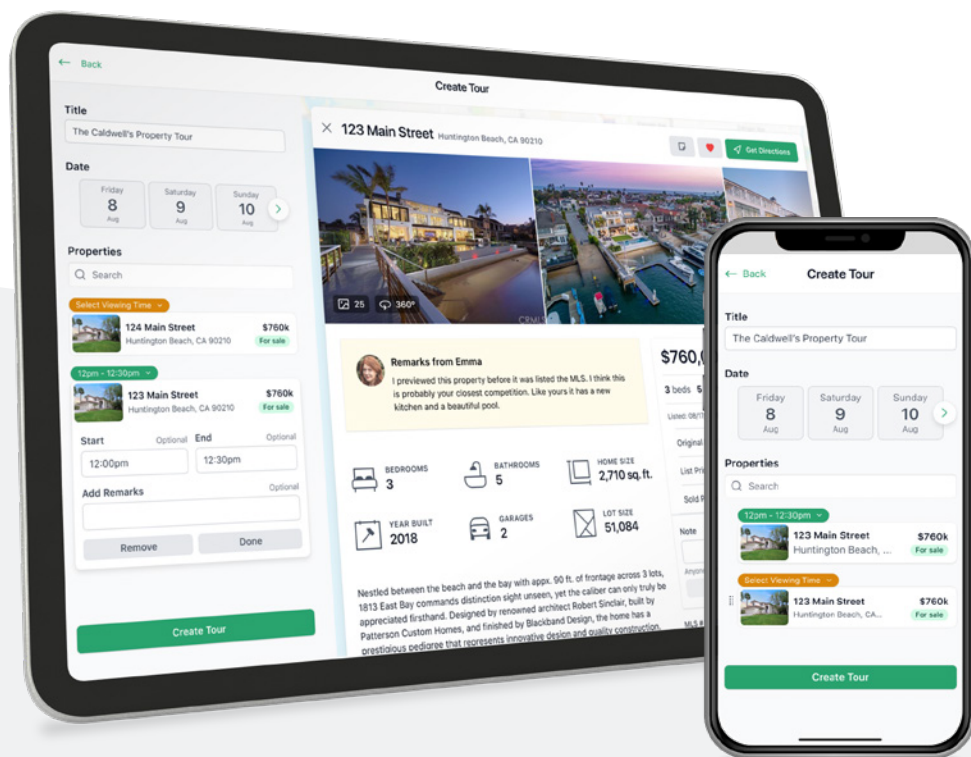
2022

2023

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What's new

Live buyer tours

Now in Cloud CMA.

Highlights

Familiar reports—but dynamic.

Live buyer tours introduced real-time reports that agents and buyers can read on any device, so agents can show off properties and clients get direct access to the most relevant information.

Better showing experiences.

Each live buyer tour includes a schedule for buyers, giving them a list of their showings organized by time—so they always know where they're going next.

Details they didn't expect.

These new reports give buyers little details like drive time and directions to each showing on their schedule to help them through their buying process.

Learn more →

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Listing Toolkit integration

Bringing Realtor.com®'s new solution into Cloud CMA.

Highlights

Exclusive new intel for agents.

Listing Toolkit from Realtor.com® uses data from the site to identify buyers who are searching for homes—along with their budgets and preferences.

Compelling listing presentations.

Together, Listing Toolkit and Cloud CMA mean agents can create CMA reports that show off the home's potential—and show sellers the interest out there, too.

Reports that prove demand.

Agents can use reports to show potential buyer pools, exactly where that demand is coming from, and the overall demand from buyers in specific market areas.

Learn more →

Matching buyers

Matching buyers

8

Total buyers

652

Buyer demand

Buyer demand over time

In your ZIP cide   In the 10 closest ZIPs

652   **894**

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Market Share

The popular BrokerMetrics module, now online.

Highlights

A new platform that puts the user first.

The new online version of Market Share includes a simpler, user-focused structure so brokers can pinpoint key metrics and insights faster.

Metrics that market.

Market Share taps into metrics from a brokerage's MLS to see where its strengths lie—so that brokerage can market the right way.

Insights into the competition.

This module works together with Proficiency Metrics to identify agents who outperform—and to give the brokerage the means to recruit those top performers.

Learn more →

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Agent marketing center

The one-stop shop for all things marketing.

Highlights

One location, one login.

The new agent marketing center combines all an agent's marketing essentials into one cohesive platform—so they can focus on the task at hand and not waste time switching back and forth.

Designed for unique goals.

With two comprehensive plans available, the agent marketing center is built to help agents reach their goals, whether that's client communication, lead gen, prospect conversion, or anything in between.
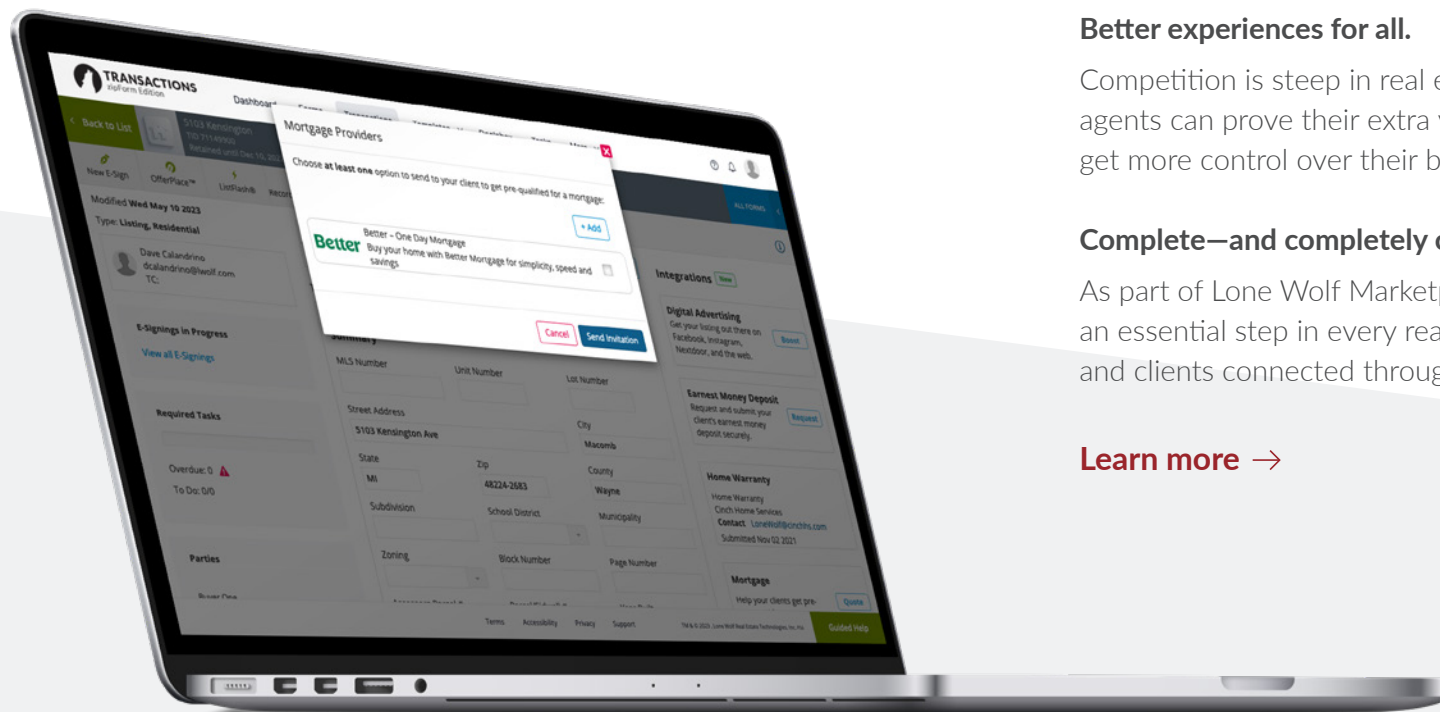
Software for the future.

Real estate needs connected software—and the agent marketing center delivers. It's the first in many announcements to come as we work toward that vision.

Learn more →

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Mortgage integration

Connecting even more steps in a real estate deal.

Highlights

Simpler prequalifications, right from a deal.

Our mortgage integration for Lone Wolf Transactions gives agents the ability to help clients apply for their mortgage prequalifications right from within a real estate transaction.

Better experiences for all.

Competition is steep in real estate. With this integration, agents can prove their extra value to clients—and clients get more control over their buying journey.

Complete—and completely connected.

As part of Lone Wolf Marketplace, this integration connects an essential step in every real estate deal, and keeps agents and clients connected through up-to-date details.

Learn more →

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What's improved

Proficiency Metrics

Even more features in this online
BrokerMetrics module.

Highlights

Extra features for online data.

As part of a carefully outlined production plan, the online
version of Proficiency Metrics, the BrokerMetrics module that
helps brokers identify and evaluate talent, received updates
and new features designed to bring users the solutions they
need most.

New ways to search.

New features for the online version of Proficiency Metrics
included search functionality by agent and by office, so brokers
can find exactly what they're looking for.
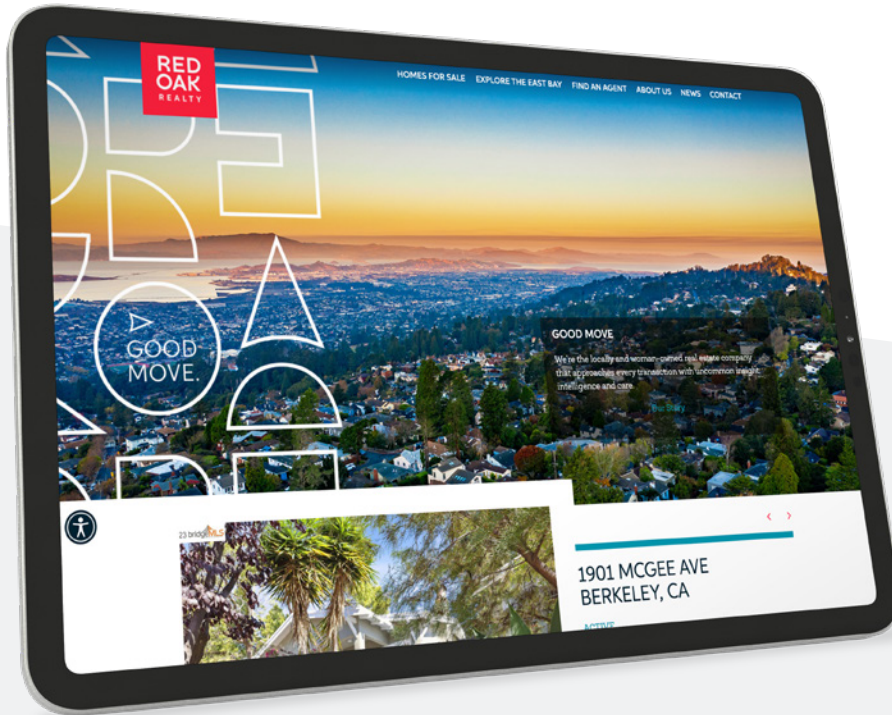
Insights into market activity.

Updates from this cycle added custom market area filters,
office history, and more to help brokers get a broader view of
what's happening in their market and how agents are moving.

Learn more →

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Website modules

New options, designs, and features
in Propertybase GO.

Highlights

More ways to reach prospects and clients.

Updates to the website builder in Propertybase GO added new designs and options to help brokerages put their best foot forward in an increasingly online world.

Simpler design with extra presets.

New presets and customization options give brokerages a straightforward way to create a website that communicates their priorities and unique style.

Cards that prove expertise.

Among the new cards added are market insights cards, made to give brokerages a way to share market insights and summaries that prove they have the expertise clients want to see.

Learn more →

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Curious what else is new?

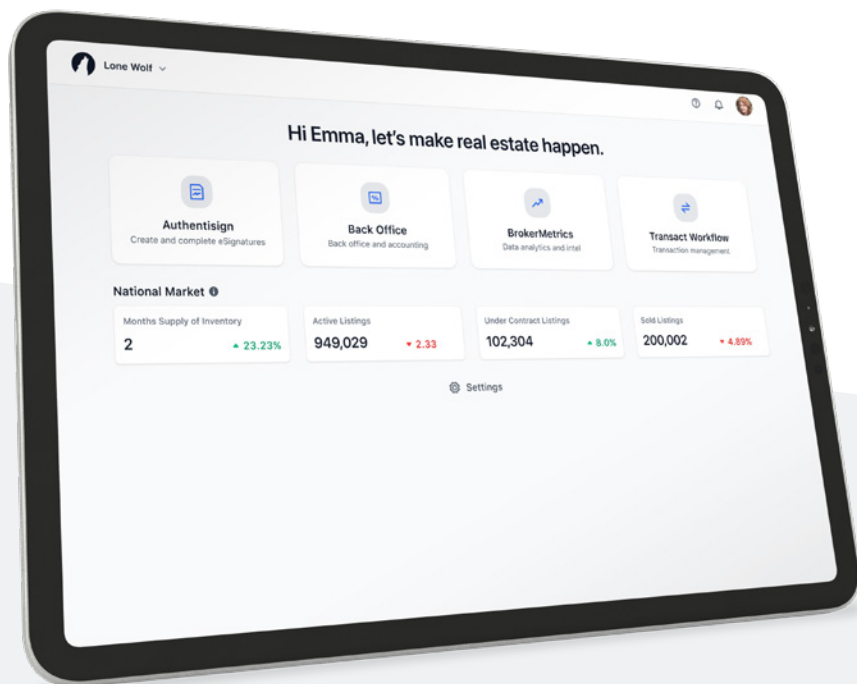Find the latest release notes and updates on the Community!

Go to the Community →

What's coming

Lone Wolf Foundation

Welcome to the future of real estate software.

Highlights

One platform for all you do.

From start to finish, Foundation brings together the software real estate professionals need for their work in one simple-to-access platform.

The power behind the software.

With continuous data flow throughout the software used in real estate, Foundation works hard in the background to keep everything connected and flowing from start to finish.

Made for modern real estate.

Foundation runs on a modern framework designed to give real estate professionals the security, scalability, availability, and performance they need to be able to offer their clients the same.

Learn more →

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The new Back Office

Your Back Office, now online.

Highlights

The start of a new legacy.

For years, Back Office has been the gold standard in real estate accounting. Now, that legacy is coming online—so brokers can do it all in one place, anywhere, anytime.

Software brokers know and trust.

The new Back Office is designed to bring the features brokers and admins work with every day into the online world—so they're simple, clean, and familiar all at the same time.

Completely connected.

It doesn't just keep brokers connected to their business through an internet connection—the new Back Office comes with a new integration into transaction management and more for a complete and connected brokerage management system.

Learn more →

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The new Transact Workflow

Transaction management that thinks how agents do.
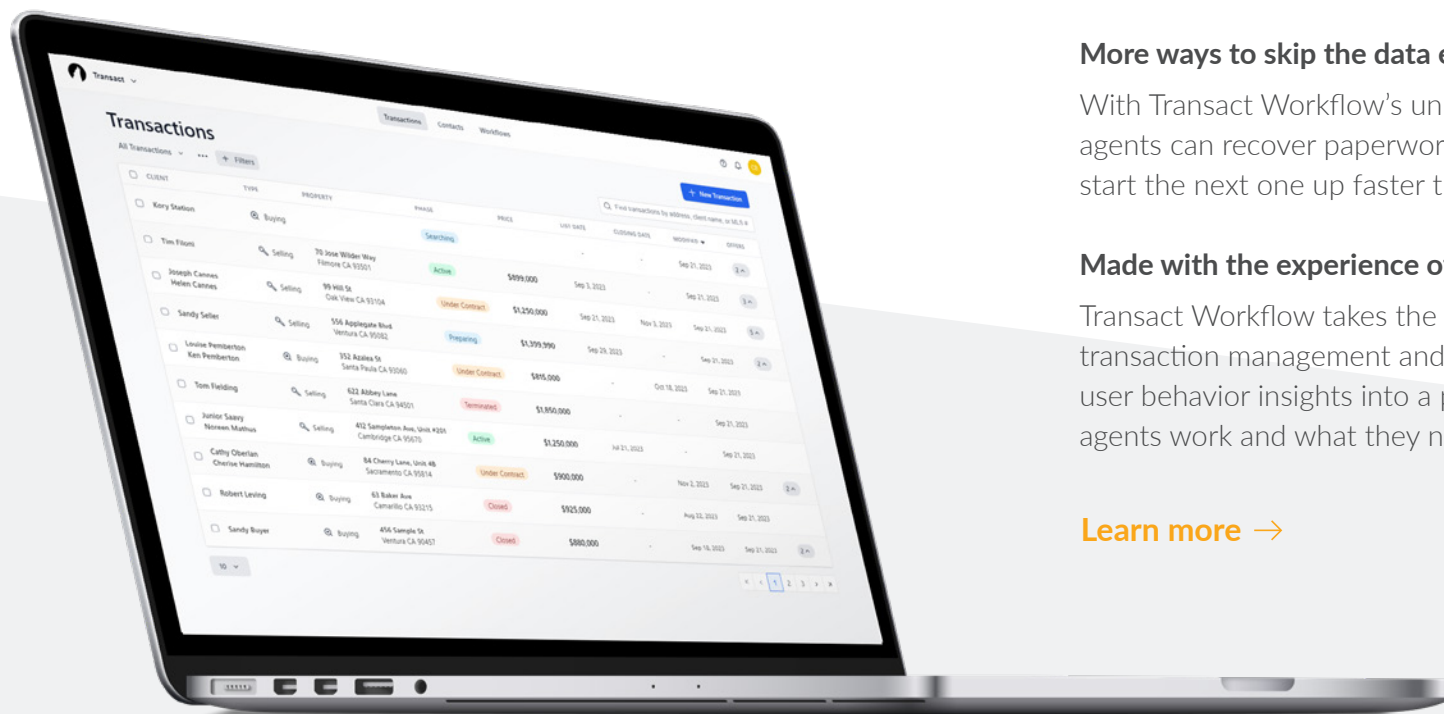
Highlights

A workflow like no other.

Transact Workflow knows deals don't start with properties, they start with people. It associates agents' transactions with their clients, so agents can work people-first—the way they already think.

More ways to skip the data entry.

With Transact Workflow's unique lost-deal workflow, agents can recover paperwork from fallen-through deals to start the next one up faster than ever.
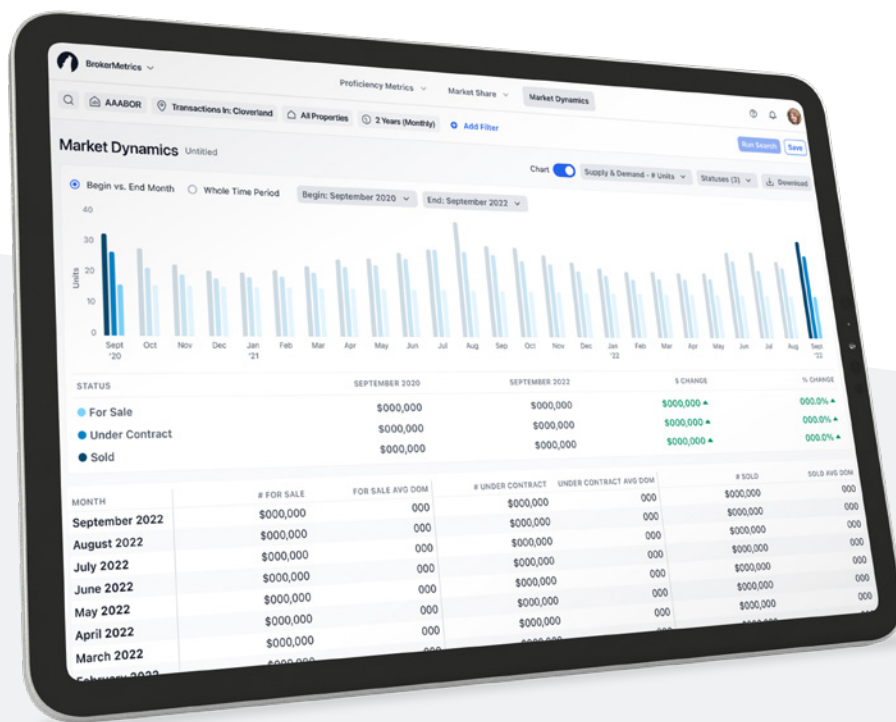
Made with the experience of decades.

Transact Workflow takes the years we've spent refining transaction management and turns those data points and user behavior insights into a platform that knows how agents work and what they need from software.

Learn more →

The new BrokerMetrics

Knowledge is power—and now brokers can unlock both.

Highlights

Insights, analysis, metrics, whenever and wherever.

BrokerMetrics taps into MLS and brokerage data to build a complete picture—and with a new online platform, brokers can access those key insights and data points whenever they need to.

The first to know when markets shift.

Total insight means total flexibility—so when the market starts to change, brokers can adapt strategies as needed and get ahead of the competition.

Success in a visual way.

Dynamic visualizations show brokerages the information they need to see in an easy-to-understand way—so they can get down to business without spending time drawing conclusions from data.

Learn more →

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Great things are happening in 2024.

A lot has changed this year—but real estate doesn't stop moving forward, and neither will we.

Stay tuned throughout the coming months to see the future of real estate software unfold—software as it should be, made by people, for people, for every moment and every experience.

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In memory of Lorne C. Wallace

1962–2023

A passionate founder, a brilliant leader, a tireless innovator.
His vision guides us to this day.