Contact Relationship Management (CRM)

The Contacts section of Bryt is a CRM (Contact Relationship Management) tool for our users. What is CRM? At its simplest definition, a CRM system allows businesses to manage business relationships and the data and information associated with them. Business relationships or contacts in the Bryt system can be Investors, Borrowers, Real Estate Agents, Insurance Agents, Escrow Agents or any other individual or company that you work with.

The contact record in the **Bryt Basic Loan Tracker** includes:

- **Contact Information** (Name, Company, Address, Phone, Email, Notes, etc)
- Links to the **Loan List** that the contact is involved in
- **User Notes** – notes about interactions with the contact
- **Email** - log of emails sent to the contact
- **Files** associated with the contract.

Since this data is stored in the Bryt cloud, the information is available to all your users, in real time. This facilitates your ability to share information across various teams within your own organization who contact the same customers.

As you grow, the Bryt CRM can quickly expand to include more sophisticated features including:

- **Custom Defined User Fields**
- **Online loan applications**
- **Banking Information**