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BoldTrail Website Personalization

Transforming a standard real estate website into a localized resource for buyers and sellers

Client: Dustin Smith, REALTOR®

Platform: BoldTrail

Service: Website Personalization

Completed by: TechTalent, LLC

Version: 1.0

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Building on the BoldTrail Foundation

BoldTrail provides real estate professionals with an established website, property search tools, lead capture, CRM capabilities, and other resources designed around the real estate sales process. The foundation was already in place. The opportunity was to make the public-facing website more reflective of the individual agent and more useful to the buyers and sellers visiting it.

The goal of the project was to turn a standard agent website into a more personalized local real estate resource. Rather than focusing only on property search, the site was configured to help visitors explore local markets, prepare for a home purchase, monitor listings, learn about selling, and access trusted resources from one central location.

TechTalent focused on the configuration and organization of existing BoldTrail capabilities. The project included agent-profile personalization, coverage-area updates, buyer and seller resources, market information, listing-alert functionality, and the creation of a permanent online location for preferred service providers.

TechTalent, LLC Role:

- Website personalization
- Content configuration
- Local resource setup
- Lead-resource implementation
- Site organization
- Mobile review

Personalizing the Client Experience

The personalization strategy focused on a simple question: what should a buyer or seller be able to accomplish when they visit the agent's website? Each addition was selected to make the site more useful, more locally relevant, and more closely connected to the way the agent serves clients.

1. Agent Profile

The agent biography, professional information, contact details, and supporting content were updated so the website clearly represents the individual professional behind the business.

2. Coverage Areas

Selected cities and communities were incorporated into the website to better communicate where the agent works and give visitors easier access to relevant local real estate information.

3. Buyer Preapproval

Preferred lender preapproval links were incorporated into the buyer journey, giving prospective clients a clear next step when they are ready to begin preparing for a home purchase.

4. Home Valuation

Home valuation tools were made easier to find so homeowners interested in selling have a clear path to begin exploring what their property may be worth.

More Than a Property Search

A useful agent website should continue providing value even when a visitor is not ready to schedule an appointment. Additional resources were incorporated to give clients reasons to return to the site throughout the buying and selling process.

5. Local Market Reports

Market information was configured around the communities the agent serves, providing buyers, sellers, and homeowners with an ongoing resource for understanding local real estate activity.

6. Listing Alerts

Buyers can use saved searches and listing alerts to monitor homes that match their preferred location, price range, and property criteria. This extends the website experience beyond a single browsing session and helps clients stay connected to new opportunities.

7. Preferred Vendors

The agent already maintained a list of trusted lenders, inspectors, contractors, cleaners, and other real estate-related professionals. TechTalent organized that existing information into a permanent online resource, giving clients one convenient location to access businesses the agent regularly recommends.

**Vendor selections were provided by the agent. TechTalent's role was to organize and implement the existing information within the website.*

From Standard Website to Client Resource

The project did not replace the BoldTrail platform. It built on the tools already available and organized them around the agent's brand, local market, and client relationships.

Before: Standard BoldTrail Foundation

- Agent website
- Property search
- General contact options
- Standard real estate tools
- Existing CRM and lead capture

After: Personalized Agent Experience

- Individual agent profile and content
- Clearly defined local coverage areas
- Buyer preapproval resources
- Seller home valuation pathway
- Local market reports
- Personalized listing alerts
- Preferred vendor directory

The result is a website that still benefits from BoldTrail's underlying real estate technology while presenting a more complete and intentional experience to the agent's clients.

The Finished Experience

The completed website serves as both an agent presence and a practical real estate resource. Buyers can explore properties, connect with financing resources, receive listing alerts, and learn more about the markets they are considering. Sellers can access valuation tools and local market information, while existing clients have a permanent location for trusted vendor recommendations and other useful resources.

The project demonstrates how thoughtful configuration can extend the value of an existing BoldTrail website without requiring a separate website platform or custom development. TechTalent's role is to help agents make better use of the tools already available to them and organize those tools around their individual business.

See it in action:

[View the Live Website →](#)

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