

**rechat.**

# 8z Real Estate Elevates Marketing & Efficiency with Rechat

With a new CRM at the center of their tech stack, 8z found a solution that integrates, automates, and empowers agents to focus on what matters most—*dollar producing activities.*

**8z** REAL ESTATE

**An Award-winning  
brokerage**  
leading the way in  
**modern real estate.**

 **9** Offices across  
Colorado

 **180+** Agents Specializing  
in the Front Range and  
Mountain Communities



**Doug Gieck**

**VP of Technology,  
Data, and Training**



**Forbes**



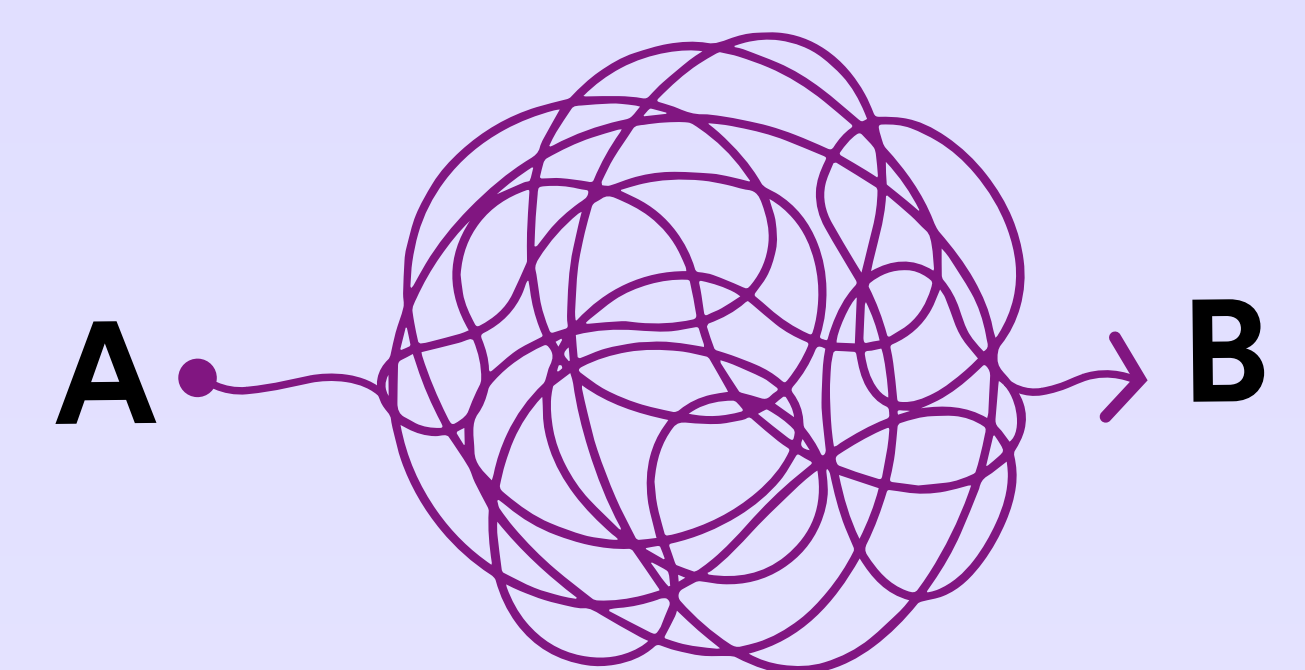
At 8z Real Estate, innovation and efficiency are at the core of everything they do. As Vice President of Technology, Data, and Training, Doug Gieck is responsible for the entire 8z technology stack—ensuring it’s integrated, efficient, and supports agents in maximizing their productivity.

## THE CHALLENGE

When evaluating new technology, Doug’s top priority was delivering a superior solution for agents—one that combined multiple tools in one place, integrated seamlessly with their existing tech stack, and minimized business disruption.

**Before Rechat, 8z was facing a significant hurdle: their previous legacy all-in-one solution [BoomTown] was not well-integrated with modern proptech tools and completely lacked an agent marketing platform.**

Additionally, the system's inefficiencies created friction that limited productivity.



## THE SOLUTION

After reviewing multiple platforms, Rechat stood out for its internal marketing (Martech) capabilities and direct email integration—two features that, according to Doug, “blew the competition out of the water.”

But the real game-changer was Rechat’s CRM integration and ease of use.

**“It consolidates a lot of things we were already using,”** Doug explains. **“The UX is simple, and that’s what makes it useful.”**

This simplicity has been key to agent adoption, eliminating the clutter of disconnected tools and streamlining day-to-day workflows. The platform’s intuitive navigation and ever-evolving parent/child account functionality have allowed 8z’s staff to provide more backend support, helping agents stay focused on revenue-generating activities. Rechat has significantly simplified how the team works—and that’s made all the difference.

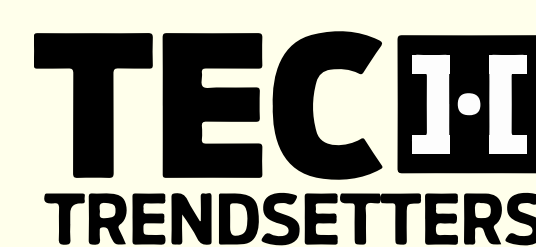


“... these capabilities continue to be enhanced by the Rechat team helping our staff “push more buttons” for the agents allowing them to stay focused on **money making activities**.”

- Doug Gieck



# Rechat: An Award Winning Platform



## THE RESULTS

Since implementing Rechat, 8z has seen **remarkable improvements in both functionality and efficiency**. Marketing efforts have been centralized and elevated, giving agents the ability to quickly deploy campaigns without distractions.

Most importantly, the transition—often a painful and disruptive process—was smooth and **minimally invasive for agents**. Doug credits Rechat for its proactive support and continuous enhancements, which have made adoption seamless.

Looking ahead, the team is excited about Rechat's AI assistant, Lucy, and the future potential it holds for even greater productivity gains.

*“Rechat has greatly enhanced our marketing capabilities and centralized efforts across the brokerage,” Doug says. “Switching CRMs is never easy, but Rechat made it possible without derailing our agents. We’re just getting started, and I’m excited to see where our partnership will take us.”*

# rechat.

Interested in learning  
how **Rechat**  
can elevate your brokerage?

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