



“**BoldTrail Is the iOS of Our Brokerage**”

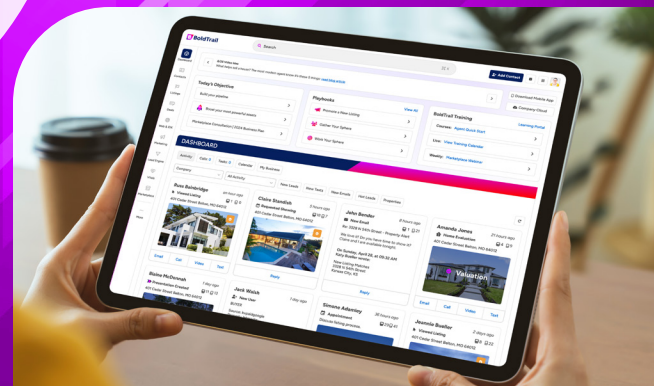
Century 21 Edge’s Playbook for Brokerage Growth



Kevin Johnson
CEO & Managing Broker,
Century 21 Edge

Platform: BoldTrail

Results: Unified tech stack, proactive coaching, agent growth, 99–100% client satisfaction



By the Numbers

- ✓ 99–100% customer satisfaction for six straight years
- ✓ 100% agent platform opt-in (no forced adoption)
- ✓ Year-over-year growth in a down market
- ✓ One fully integrated platform from lead to close

“BoldTrail is our iOS. It’s how we operate.”

Kevin Johnson doesn’t see BoldTrail as a piece of software — he calls it his **Edge iOS**. From recruiting to retention, agent coaching to client experience, BoldTrail powers it all — in real time, with real impact.

“We don’t scale activity. We scale excellence.”

Before BoldTrail, Century 21 Edge relied on disconnected tools patched together with “high-tech duct tape.” Now?

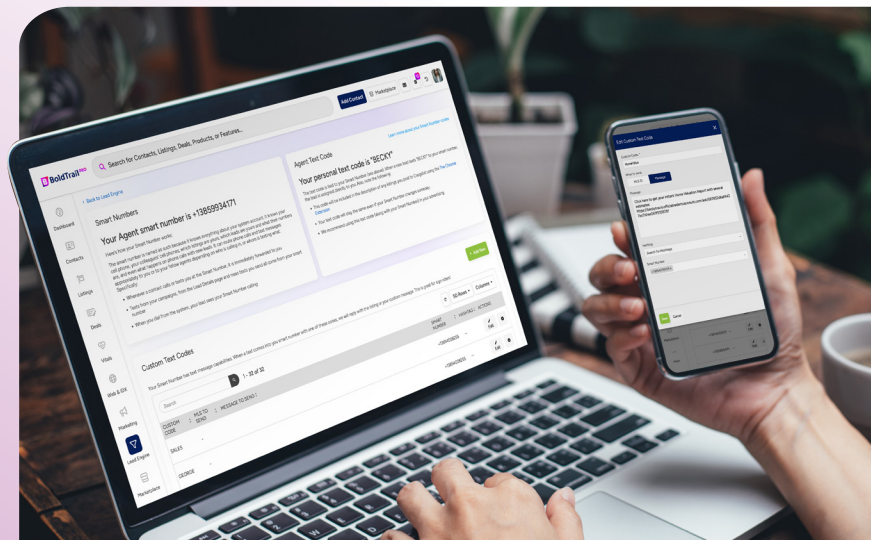
“It’s like a mansion. Recruiting, marketing, operations — it’s all under one roof.”

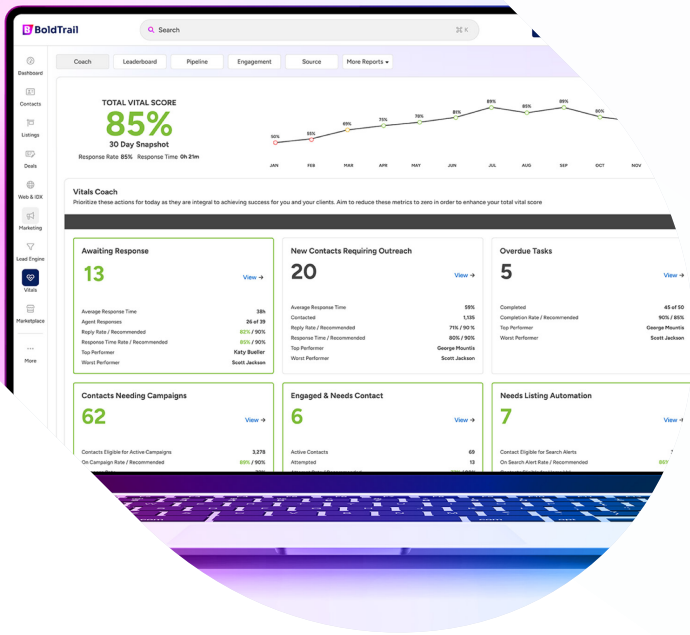
“It’s like giving every agent a personal COO for their business.”

“It’s the infrastructure, the intelligence, and the execution layer of everything we do.”

With BoldTrail:

- ✓ Real-time AI coaching helps agents improve immediately after calls
- ✓ Lead scoring and behavioral triggers prompt timely, relevant follow-up
- ✓ Vitals tracking shows agent performance trends and productivity patterns
- ✓ Shilo.ai integration enables call grading and instant coaching via role-play





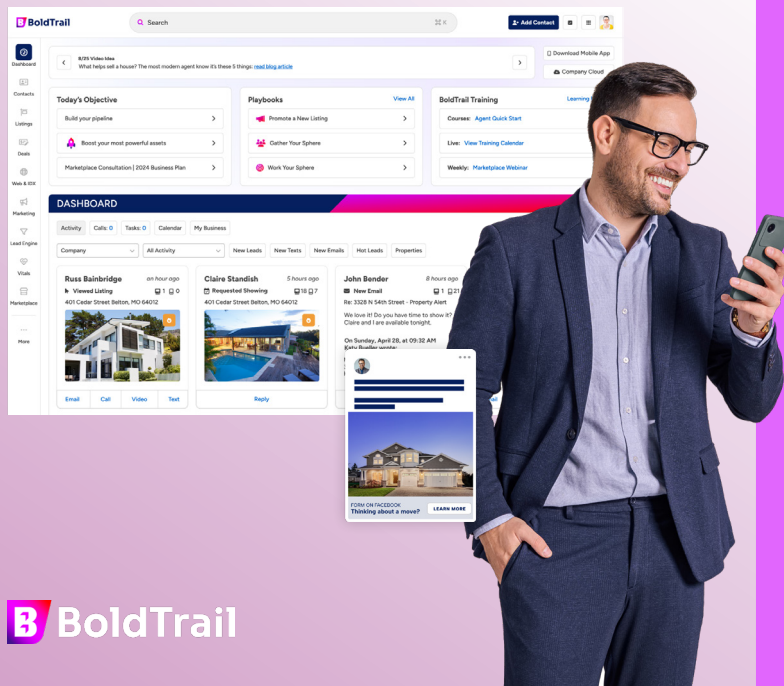
Agent Adoption Superpower: Simplicity

If BoldTrail had a superpower? Simplicity.

“Great technology shouldn’t feel technical. It needs to feel intuitive.”

Kevin compares it to the iPhone — no manuals, just seamless experience. That’s why adoption isn’t mandated. It’s earned.

“Agents aren’t just using the technology — they’re running smarter businesses without even realizing it.”



From 211° to 212°

Sometimes, the smallest nudge makes the biggest difference. BoldTrail gives leaders the visibility and tools to make it happen.

“At 211°, water’s hot. At 212°, it boils. That one extra degree powers a locomotive.”

With actionable data, Kevin’s team can offer precise, just-in-time coaching to help agents level up — even those who prefer to be left alone.

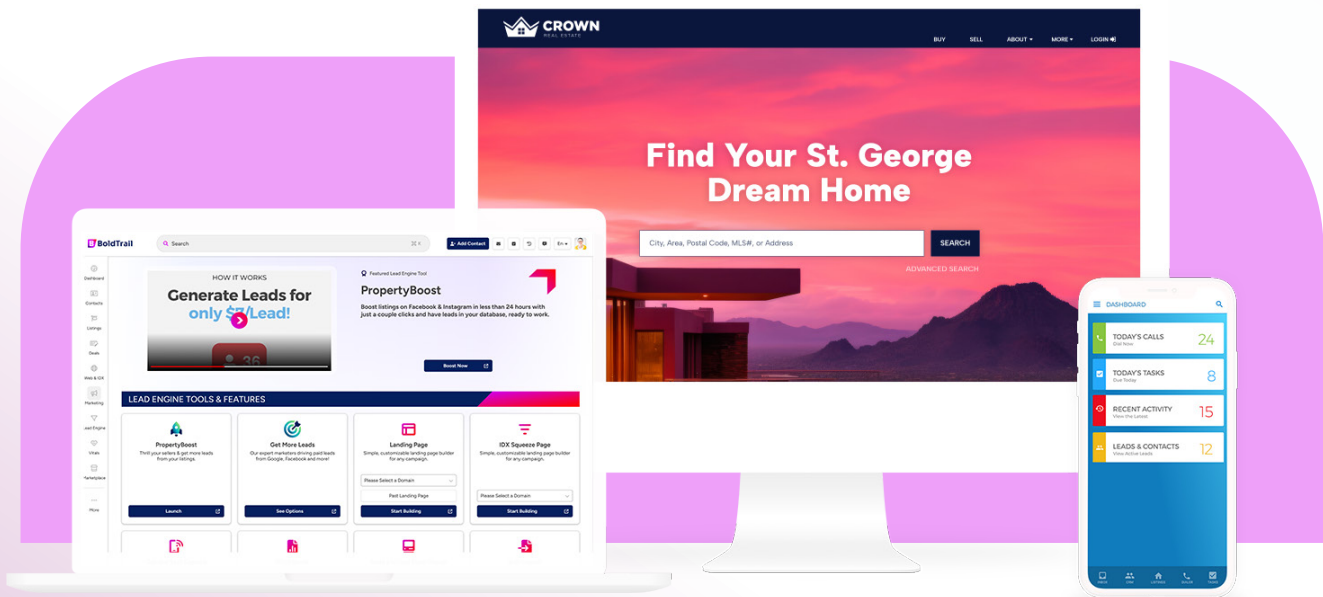
Coaching Culture, Not Commodity Culture

“Our agents are our customers. They’re not commodities.”

Kevin’s hospitality background drives a philosophy of service-first leadership. Agents have access to:

- ✔ Weekly “Mind Over Market” sessions to tackle media myths
- ✔ In-house AI tools so they don’t need external subscriptions
- ✔ Proactive outreach based on platform engagement signals

“If the agents are happy, the numbers will work. The owners will be happy. Boom — we all have a good day.”



Ready to See It in Action?

“We didn’t just implement BoldTrail — we embedded it. It’s not just another platform. It’s our iOS. We run our business on it.”

Want to see how Century 21 Edge is scaling smarter, coaching faster, and running everything from one unified platform?

[Schedule a Quick Demo](#)