

INDUSTRY BRIEF

Real Estate

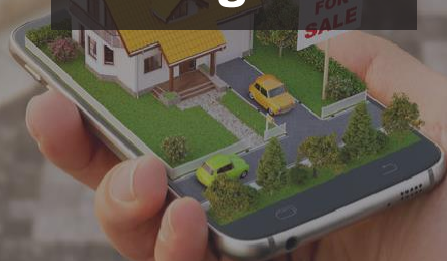


40% of buyers prefer communicating with an agent via text over phone calls, but only 15% of agents communicate this way. That's why automated texting offers an exciting way to stay ahead of the competition. SMS Marketing Services pairs the power of texting with our unique automation and engagement tools to help find new buyers and match them with the right property quickly.

USE CASES

01

Market Your Listings

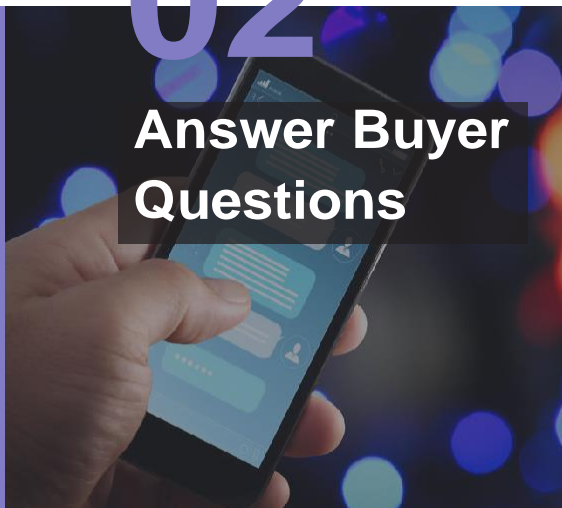


Texting is a simple and cost effective way to advertise your openings and quickly find interested buyers. You can also message your clients individually to set up a viewing or answer questions.

- **Mobile Keywords:** Advertise your mobile keyword at every property to capture more interested buyers, and give them an easy way to learn more about your property. You can then send them updates or MMS pictures.
- **Smart Targeting:** Advertise more effectively by automatically sending property listings that match what the potential buyer is looking for.
- **Intelligent Text Bot:** Our intelligent Text Bot to automatically send clients open listings that fit their wish list. See example next page.

02

Answer Buyer Questions



More and more, clients would rather text rather than call, so they can avoid buried emails or playing phone tag. With Landline Texting you can text-enable your business's existing phone number, in case you want to separate your personal and business number. Let them text instead of call to:

- Schedule a walkthrough
- Ask about the neighborhood
- Get information and directions to other open properties

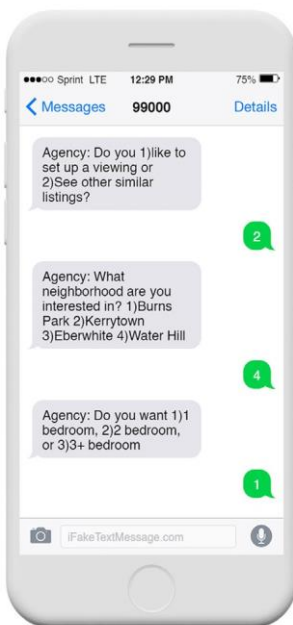
USE CASES

03

Boost Attendance and Follow Up at Open Houses

98% of text messages are read, meaning it's the most effective way to market your open houses to interested buyers. With SMS Marketing Services, you can send automated reminders the day before, and send MMS picture messages or links to a video tour, helping to further drive interest. Capture all open house attendees by having them simply text your keyword and automatically follow up with them 2 or 3 days afterwards.

Intelligent Text Bot Example



- 1 After sending them the property's information, automatically ask if they would 1) Like to set up a viewing or 2) See other similar listings.
- 2 If they respond "2", they could be asked what neighborhood they are interested in: 1) Burns Park, 2) Kerrytown, 3) Eberwhite, or 4) Water Hill.
- 3 If they respond "4", they could be asked if they want a 1) 1 bedroom, 2) 2 bedroom, or 3) 3+ bedroom.
- 4 If they respond "1", they could be sent a link to all 1 bedroom listings in Water Hill.

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04

Rank the Most Motivated Buyers Automatically

With our Lead Scoring tool, you can easily identify the most interested buyers by automatically assigning qualifying scores based on what behavior they take within our system. This means our system will help you know which leads to target first. For example, if they watch a listing's video tour, they would get a higher score than if they just clicked a listing on your website. You can also have an auto-campaign initiated when someone hits a certain score, like automatically sending a message with an agent's contact information when they show enough interest in a certain property.

05

Communicate Internally

Texting isn't just a way to communicate with buyers, it's the perfect way to communicate with agents while they are on the go.

- Send weekly schedules for open houses and viewings to each agent so they can refer back to it.
- Send out new listings to your agents including relevant details about the property.

LIFECYCLE ENGAGEMENT

SMS Marketing Services texting solution goes beyond simple mass blasting services. It can automate your communications with potential buyers and ultimately help you meet their needs throughout their lifecycle with your agency. For example:



1

Advertise a unique **mobile keyword** on each listing to attract clients.



2

When an interested client texts a listing's **keyword**, have a response **automatically sent** with the listing's beds/baths, price, square footage, and a link to it's listing page.



3

Use **Keyword Data Capture** or **Online Signup Pages** to automatically collect information on what potential clients are looking to sell or buy like beds /baths and neighborhood, and sort them based on the data.



4

Answer questions via **two-way texting** to avoid phone tag and buried emails.



5

Automatically **send reminders** for open houses and viewings to reduce no-shows.



6

Send **mass alerts via texting** for things like price drops and hot new listings.



7

When someone texts your **keyword** during an open house, automatically send a follow up question asking "Are you also interested in selling your property?"

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.