

SMS TEXT MESSAGE MARKETING

FOR REAL ESTATE AGENTS

LEARN HOW TO LIST AND SELL MORE PROPERTIES USING TEXT MARKETING

READ NOW!



List More Houses!



Sell More Homes!



Double End More Properties!



LEARN HOW NOW...

BEFORE YOUR COMPETITION DOES!

Brought to you by:

Zurich Media Group

Phone: (713) 636-5317

Email: support@ZurichMediaGroup.com

www.ZurichMediaGroup.com

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Introduction

There once was a time that having a website was cutting edge. Now, despite 50% of businesses still not having one, it has become a common place and is nothing less than expected by your clients and customers.

With the invention and ongoing innovation of the “Smart Phone,” life has forever changed for Millions and Millions of people, and so... we as business owners must adapt to fit our target market.

According to the International Telecommunication Union (ITU), a UN agency for information and telecommunication technologies, the number of Internet users is over two billion across the world, out of which 1.2 billion users are in developing countries. The same report, on the other hand, suggests that there are more than 5.3 billion mobile cellular subscribers worldwide including 940 million subscriptions to 3G services. The report also says that access to mobile networks is now available to 90% of the world population and 80% of the population living in rural areas.

Did you know there are 5X more mobile phones than there are desktop computers? There are more mobile devices than there are cars in the world... Isn't that crazy!? And, did you know that 51% of ALL LOCAL SEARCHES are done via their mobile devices? That means that more than half of the people searching for a Real Estate Agent in your area are likely searching for you on their mobile phone, yet 99% of all websites are NOT mobile phone friendly.

If you have a smart phone, you already know what I mean. Websites where you have to zoom in and out and scroll all over just to find what you're looking for... It's so annoying, and I'm not the only one to think so. Do you know who else feels

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the same way? You're current and potential buyers and sellers that are searching for houses on your website if it's not mobile optimized.

Many of the business owners that bought or made a website for their business didn't understand when they did so, that having a website was not enough. Having a website alone without marketing it, is like opening your business in the middle of the Sahara Desert... It's not likely that anyone is going to find you. Most business owners do the best that they can and put their website on their business cards, pens, magazine ads and the like. While that's OK to do, it's certainly not enough.

So many wise business owners have begun to build an online presence using such methods as Search Engine Optimization (SEO), Pay Per Click marketing (PPC), Google Places Optimization, Video Marketing, Social Media Marketing and the like...

Business owners also started off collecting people's information so they could follow up with them using contact forms, and e-zine type newsletter sign up forms. This was a great start and by using lead capture through offering a free report, tip etc... helped business owners to build their lists. Kind of like the report you're reading right now. I like to call it an "ethical bribe." The idea behind it is, if you trust me with your email address so that I can send you updates on my industry, products and services, then I will give you this "fill in the blank" (Video, eBook, Software, Free Quote, or other product or service) for free.

While this is still something that you absolutely want to add to your marketing tool belt, it is not as an effective strategy as it once was due to the over cluttering of people's inboxes and their increasingly busy lives. Sadly, the majority of emails from most businesses get lost in their subscribers' inbox or end up in their junk folder thanks to their spam filter.

Just like you must evolve with your target market from no website, to a website, to a website and mobile optimized website to keep up with your buyers shopping habits, you must also evolve in your lead capture efforts as well.

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Mobile marketing is an emerging marketing method that has a great potential. The huge availabilities of different features of mobile phones make mobile marketing a haven for the modern day marketers. These features can be used for different kinds of marketing. There are a number of ways or techniques that can be used for mobile marketing, but the one that I really want to touch on, is SMS Text Message Marketing.

SMS Text Message Marketing

Although the number of smartphone users is increasing day by day, feature phones are still dominating in numbers. SMS, or text messaging, is a way of communication that is still widely used even after the rise of the smartphones which boast of various other messaging features. SMS marketing is basically a method of marketing in which the ad content is sent to a mobile phone via SMS. SMS is very popular and its popularity aided the rise of SMS marketing. SMS marketing has attracted negative attention because various businesses purchased lists of mobile phone numbers and sent unwanted ads to them all. This resulted into SMS spam. However implementation of strict guidelines by the operators has helped SMS marketing become popular again.

One of the biggest reasons you should be using text message marketing as a Real Estate Agent is that unlike email, 95% of all text messages are opened within the first 5 minutes. This ensures that more of your subscribers on your list are seeing your messages.

Advantages of SMS Marketing

SMS marketing has a number of benefits over other mediums. Such as:

- The biggest plus point for SMS marketing is the consumption of SMS technology by the masses. No matter what kind of phone one has, SMS is generally used by all. So SMS marketing has a huge potential.

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- An SMS can be sent to a huge number of people in a short span of time. This makes the process of reaching out to a huge number of people in less time all the more easy.

Disadvantages of SMS Marketing

There are various cons of SMS marketing. Here they are:

- The biggest problem with SMS marketing is that there is a restriction on the number of characters that can be used for SMS marketing. In the United States, for example, the SMS is limited to 160 characters. This can make it challenging if there's a lot of information you want to inform your subscribers about. On the flipside though, it makes setting up your campaigns a whole lot faster. Instead of writing 300-500+ emails, formatting them in html and plain text, etc... You can get to the point of what you have to say in 160 characters or less per message. And besides, if you have a lot of information to send them, you can always send them a link to the actual content!
- SMS marketing can have a negative impact on your company's image *if used incorrectly*. This is because in most cases, the marketers do it all wrong. They buy a list of mobile phone numbers and they send ad content which might be completely irrelevant, as the numbers are usually randomly chosen. I would suggest as a Real Estate Agent that you NEVER buy an SMS list. The best way to run a PROPER SMS campaign is to have people opt into your list themselves.
- Many mobile phone numbers are registered with Do Not Disturb registries. If you send a marketing SMS to such numbers, it may attract penalty. That is... unless they choose to join your text messaging list of course!

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Things to Keep In Mind

Once you have decided to start your marketing campaign via mobile phones, there are a slew of things that will help you make your mobile marketing campaign a success:

- Always remember that the marketing technique that worked in a PC environment, would not necessarily work on the mobile platform. Mobile phones are different in a number of ways such as smaller screen, mobility and lesser attention span on the go... etc.
- Keeping in mind all such limitations. A mobile marketing professional must ensure his message is given in a clear, concise and effective manner. The message should be short and precise.
- You would be better off using some striking colors on the landing pages that attract attention right away.
- Try to cover most of the devices for your mobile marketing campaign. It can be understood that in today's scenario, there are a variety of mobile phone models from a large amount of different companies that offer various operating systems. This makes mobile marketing all the more difficult for you. But this limitation can be overcome by covering as many of the most popular devices as possible.
- It is very important to be able to measure and analyze the performance of a mobile marketing strategy. Conversion tracking lets you get a view of the entire process as well as ongoing measurement and optimization. This allows for continuous improvement of the campaign results. By focusing on the complete process from impression through conversion - *a very positive return on investment can be easily achieved.*

Shortcodes vs Longcodes

There are 2 main options for implementing text messaging into your marketing campaigns. They are shortcodes and longcodes.

Shortcodes

Ex. Text "free" to 123456

Think of a short code as a shortened telephone number. Instead of your normal 9 digits (in the U.S.), it's only 5 to 6 numbers long. The idea behind them is for a user to text a keyword to the shortcode, and potential customers will receive a text message with information or a link to the senders' content.

Advantages

- They're shorter
- They're easier to remember (though the only main time that anyone would really have to "try" to remember the shortcode would be if they heard one on the radio while they're driving in their car.

Disadvantages

- They can be confusing to people that aren't familiar with them, since it's not an actual phone number.

The keyword competition is fiercer. There can only be 1 of any keyword for each shortcode. So, if you wanted to have your customers text the keyword "house",

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it's likely that it's already taken, so you will have to come up with some variation of it like, "house1."

Longcodes

Ex: text "free" to (555) 555-5555

Long codes are simply actual phone numbers that are integrated with text messaging.

Advantages

- People are used to texting to normal phone numbers on a day to day basis, so there's far less confusion making it more likely for someone to join your subscriber list.
- The longcodes are generally dedicated numbers. This means that you can use more generic keywords that would likely be taken in the case of the shortcodes (such as "house").
- Long codes are generally FAR Cheaper. If you want to get your own shortcode it will run you about \$2500 per month, plus texting fees. You can of course sign up for a service using someone else's shared shortcodes, but again you'll be narrowing your options for the keywords you'll be able to use in your marketing campaigns.

Disadvantages

- They're longer

I don't think it will come as a big surprise that my recommendation for most people is to utilize the long codes. They're a far better value for your money. In most cases, the cost of using a shortcode (both in price and limitations) is not worth it.

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Our SMS Text Message Marketing Virtual Property Tour Cataloging Solution:

“The Real Estate Agents Unfair Marketing Advantage”

If you haven't seen the video already, watch it here:

[Real Estate Unfair Advantage Video](#)

Do you know how many people are looking at your ads and are interested in the houses you've got listings on? Would you like to?

Would you like to provide a better experience for your potential customers?

Would you like to sell more houses?

Would you like to list more properties?

If you answered yes, to any of those questions, you're going to love our system!

Here's how it works. You simply take your existing advertising and make a slight change to it. Look at the before and after of the following 2 ads and see if you can spot the “subtle” variation...

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Lisa the Listing Agent

Phone: 555-555-5555
Mobile: 555-555-5555
Fax: 555-555-5555
E-mail: lisa@thelistingagent.com

99 Park Avenue
Somewhere, USA 12345

123 Main St | Somewhere | USA | 12345



**Lisa The
Listing Agent**



[\$249,900]

Beautiful 4 Bed 3 Bath

- **4 Bedrooms**
- **3 Bathrooms**
- **4.3 Acres**
- **Pool**
- **Balcony**
- **Stainless Steel Appliances**
- **2 Car Garage**
- **MLS # 12345**

[Policies & Disclaimers](#)

Beautiful 4 Bedroom 3 Bathroom home on large 4.3 Acre Lot. Huge Master Bedroom, Master Bath & Walk-In Closets make this a dream to come home to. A heated Pool, Finished basement and 3 nearby schools make this a perfect starter home for any size family. Close to all the shopping centers you could ever dream of yet no neighbors for 2 1/2 miles makes this the ultimate home.

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Lisa the Listing Agent

Phone: 555-555-5555
Mobile: 555-555-5555
Fax: 555-555-5555
E-mail: lisa@thelistingagent.com

99 Park Avenue
Somewhere, USA 12345

**Text MLS# 12345 to (555) 555-1234 To Take an
INSTANT Virtual Tour Right on Your Mobile Device!**

123 Main St | Somewhere | USA | 12345



**Lisa The
Listing Agent**



[\$249,900]

Beautiful 4 Bed 3 Bath

- **4 Bedrooms**
- **3 Bathrooms**
- **4.3 Acres**
- **Pool**
- **Balcony**
- **Stainless Steel Appliances**
- **2 Car Garage**
- **MLS # 12345**

[Policies & Disclaimers](#)

Beautiful 4 Bedroom 3 Bathroom home on large 4.3 Acre Lot. Huge Master Bedroom, Master Bath & Walk-In Closets make this a dream to come home to. A heated Pool, Finished basement and 3 nearby schools make this a perfect starter home for any size family. Close to all the shopping centers you could ever dream of yet no neighbors for 2 1/2 miles makes this the ultimate home.

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By adding that ONE simple sentence, you can *further increase* your ads' potential to deliver value to people looking at your ad (that you're already paying for).

You'll be doing something that 99.9% of your competition won't be doing... for now... which will put you a step ahead of your competitors.

The person in the market for a home will simply text the MLS # of whatever house they're interested in to a dedicated phone number that we give you, and they will be sent to a virtual tour of the property.

This can be done in a couple of different ways.

We can either take the pictures of the house (from your website or you can send them to us) and we will make an animated slide show video tour of the home, complete with all your information, pictures of the home, professional slide transitions, and commercially licensed music. The second option would be for you to take 3 to 5 minutes of recorded video of the actual house, therefore creating a quick video tour of the property.

We can also create a professional custom YouTube channel for you to post all your videos (using either method) to showcase all of your current inventory.

After they text the MLS # of the vehicle to your dedicated longcode, they will receive a link to the YouTube video tour of that vehicle.

We use YouTube because it renders perfectly on the VAST Majority of mobile devices.

Behind the Scenes

Now here's where the magic happens. Within around 30 seconds from when the person texts the MLS number, you will receive notification via up to 3 different mediums giving you their phone number and the MLS number of the property they are now watching the video tour of. They are:

1. Text Message (sent to any mobile phone you choose)

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2. Email (to any email address you specify)
3. Phone Call (automated voice phone call to any mobile or non-mobile phone)

Additional Ways to Monetize

This now opens up a lot of different options for you as well. If you're an agent, you can have everything sent to your email and your phone. If you're a broker, you can have everything come to you so you can disperse the leads to your agents.

This also opens up hidden backend profit opportunities for you to add more money to your bottom line by periodically sending your mobile subscriber list different offers.

Here's a few SMS Marketing ideas for you to get your wheels turning:

- Notification of:
 - New houses on the market
 - Open house dates for the house they were interested in.
 - Financing specials
- Sending them to different affiliate offers (where you get a cut for promoting other people's products/ services) or Joint Venturing with other professionals where they agree to pay you for each lead, or for each sale.

Here's some ideas:

- Mortgages
- Home Owners Insurance
- Credit Repair
- Etc...

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- Sending Polls to find out what your potential homebuyers are looking for in a house
- Creating texting contests

The list can go on and on and on and you're really only limited to your imagination and even then, you can always borrow someone else's.

What's great about this system:

- It provides value to potential home buyers
- It can help you to get more listings
- It's inexpensive.
- It utilizes the advertising you're already paying for.
- It's trackable.

Getting More Listings

THIS... IS THE REAL POWER OF THIS SYSTEM FOR REAL ESTATE AGENTS:

Imagine going to meet a seller to try to get the listing on their house, and having them text a mock MLS number to your dedicated text marketing phone number. To their surprise, within moments they receive a back a link via text and when they click the link it takes them to a video tour of THEIR house!

And then 30 seconds later your phone rings and you put it on speaker phone for them to hear and the message reads:

"Someone is looking at a property right now. The MLS number is, 12345. You can reach them at (555) 555-6789."

Now of course this won't work all the time if there's no previous listing with pictures, but you can sure show them another listing that you have using the

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system! Even for your first time, you can create a generic example to show your potential seller to help them become your first seller using this POWERFUL technology.

Think about it... How many other Real Estate Agents you know are doing this? Until they catch on, it is likely that you will be the ONLY one able to offer this TREMENDOUS BENEFIT to sellers! Talk about standing out from your competition!

Conclusion

You're already paying for advertising in magazines, creating flyers, printing business cards and the like, why not utilize our text marketing system to maximize its potential and start collecting leads of interested prospects looking for a new home?

Even better is that you'll have a very unique tool in your tool belt to help you get more listings. Because we all know that while selling a house is great, and listing and selling a house is the best... You can't beat getting half of the commissions on multiple houses without having to find the buyer.

Contact us today and we'd be glad to give you a demo of the system so you can see it in action. We can also set up a mock up example of a mobile optimized website for you. We'll even add your picture or logo and color scheme at no charge so you can see the difference of what your prospects will see.

All of our clients' sites are mobile optimized to be viewable on the majority of mobile devices to ensure your user has a pleasant experience with you and your listings. We make it easy for them to navigate through and find exactly what they're looking for as fast as possible, so that they stay on YOUR SITE instead of checking out your competitors'.

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I look forward to helping you stand out from all the other Real Estate Agents you're competing with, helping you to sell more properties and adding more profits to your bottom line. **Why not go ahead, and give me a call today.**

Talk to you soon,

Brett Borah

(713) 636-5317

info@ZurichMarketingGroup.com

www.ZurichMediaGroup.com