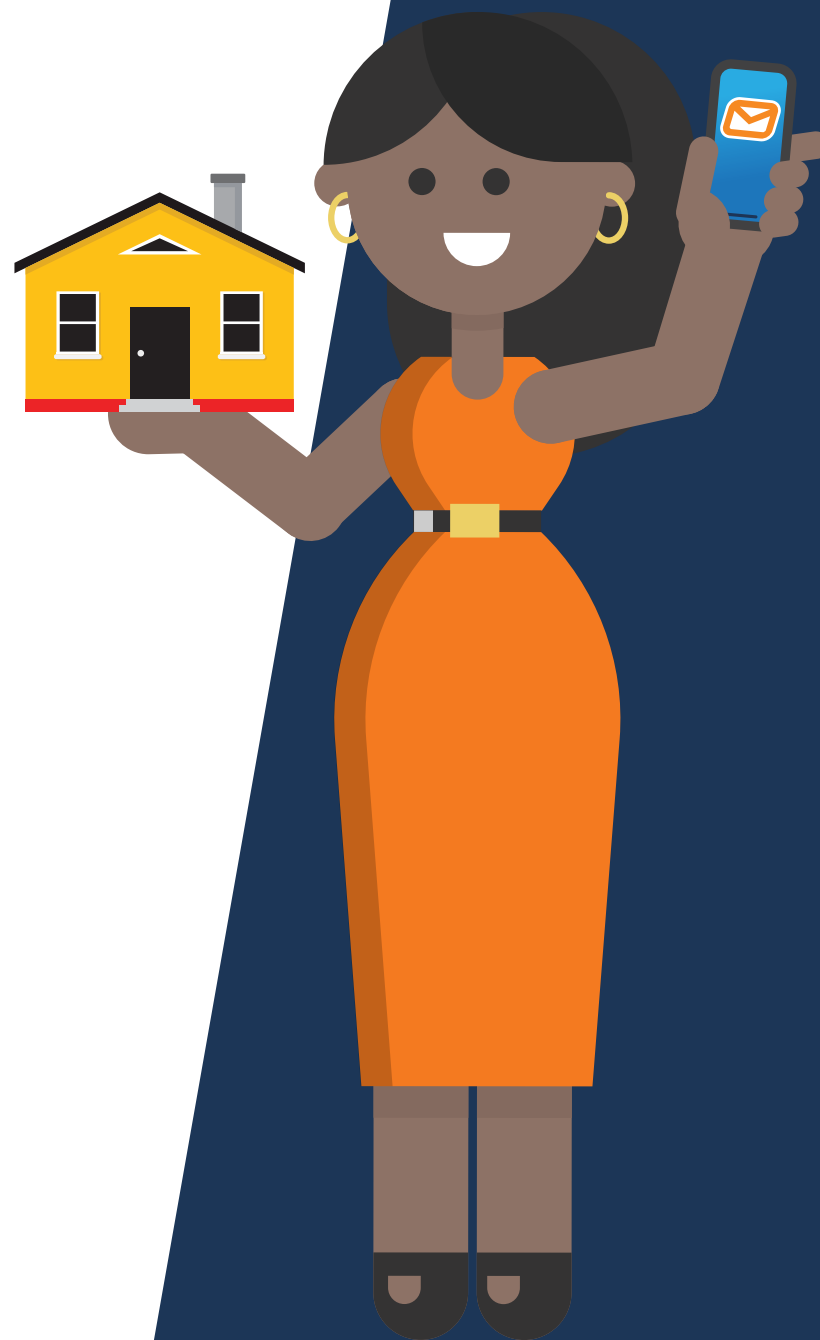


Text Messaging for the Real Estate Industry

A PRACTICAL GUIDE FOR USING
TEXT IN YOUR BUSINESS





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Introduction

The success of the property and real estate industry relies heavily on effective communication. Communication between property brokers, contractors, agents, tenants, and also between buyers and sellers.

For agents, it's crucial to be front and center when advertising a property, and more importantly to stay on top of all the administrative work when selling or managing a property. And for tenants, paying rent on time, keeping the property in good condition, and staying informed is key.

This is where text messaging offers effective, real-time communication that is both reliable and trusted. In this e-book we outline practical ways to improve and streamline communications within the property industry using this channel.



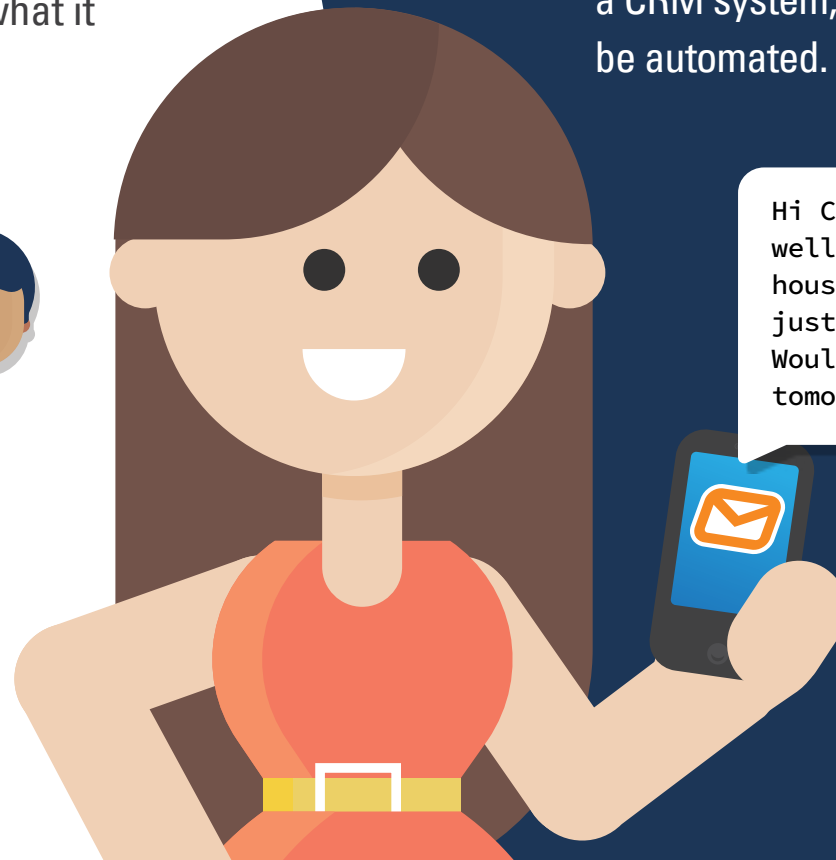
1 Lead generation

One of the easiest ways to generate leads using SMS is to give potential buyers the chance to opt-in to receive updates and notifications from you. By using a **shortcode** or **incoming long number**, you can gain valuable insight from your prospects and even engage in two-way conversations with them to find out what it is they're looking for.



2 Property alerts

Once a contact list of interested clients has been created, texts can be sent to buyers alerting them of new properties, price reductions, or any other important information about their property search. If you're using a CRM system, these alerts can even be automated.



Hi Courtney, hope you're well. There is a 4 bedroom house in Oxfordshire that's just come on the market. Would you like to view it tomorrow at 4pm?

Viewing reminders

No-shows are frustrating, especially for busy agents - and let's not forget the owners or tenants who have spent time prepping their home for the viewing. Reduce no-shows by sending reminders a few hours before the viewing; you can even ask for a reply to confirm that they're still on to view the property.



TOP TIP: Excel Sales and Letting uses SMS to remind prospective tenants and homeowners of viewing times and location. "SMS is better received than an email or a call as many of our clients can't answer personal calls during business hours, and emails often get lost or forgotten about." This has reduced the number of no-shows and ensures that the property is open, clean and viewable when necessary.



Picture messages

Send SMS attachments to interested clients with images of, or a map to, the property they're interested in. This adds an appealing visual element to a standard text, and it will help filter out any potential buyers that aren't interested.

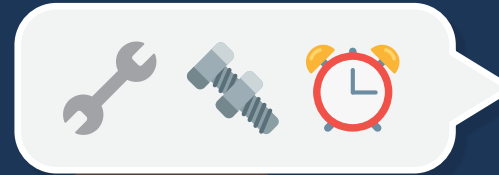
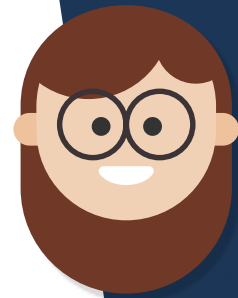


5 Payment reminders and notifications

Following up on late rental payments is time-consuming, especially if you're having to phone each tenant on your books. Sending a simple text to remind tenants about rental payments and overdue accounts is cost-effective and quick. You could even pinpoint those tenants who are notoriously late on payments and schedule texts to be sent to them before payment is due.

Hi **Peter**. Just a quick reminder that your rental payment is overdue by two days. Please make payment today to avoid any penalties. Contact the office at **44xxxxxx** if you have any questions.

Property Pros



6 Fault logging

Tenants need to be able to get in touch with rental agents whenever there is a fault or problem on the property. Likewise, agents need to be able to let tenants know when contractors are on the way to fix any problems. Texting is the perfect platform for this type of communication.



Event reminders and notifications

When a simple text message doesn't get all the information across, or you'd like to add something visual for your prospect, you can [create a Landing Page](#), or attach an existing image or pdf to your text.

If you are showing a property, and you want to send an invitation directly to the hands of the prospect, [attach the invitation](#) to your text message.



Scottish Property Agency uses SMS to streamline communication

Established in Scotland in 2011, Excel Sales & Letting provides a full range of property assistance including the sales and letting of homes across the Central Belt of Scotland.

With the success of the business relying heavily on customer interaction and successful communications. Joann McIntosh, founder of the company, started to investigate mobile communication channels that were both reliable and efficient. Which is when she turned to SMS.

Why SMS?

According to McIntosh, the Excel agents needed a different method of communicating with clients as email and phone calls were often missed. In an effort to decrease the rate of missed appointments and improve

communications between agents and clients, McIntosh turned to SMS and found that it met all their requirements.

How do they use it?

McIntosh started using BulkSMS in early 2013 to remind new customers of their appointments, to follow up with existing clients, and to send out rental payment reminders to tenants.



Text messaging provides responsive communication between agents and clients, reduces the number of missed customer appointments, and improves overall communication between Realtors and their customers. It's an all-round win!

If you'd like to see how BulkSMS can streamline your communications, sign up!

To get started, [email us](#)
or visit us at www.bulksms.com

