

What could be better than arriving at the office each morning to a list of pre-qualified sales leads?

What is propertytext?

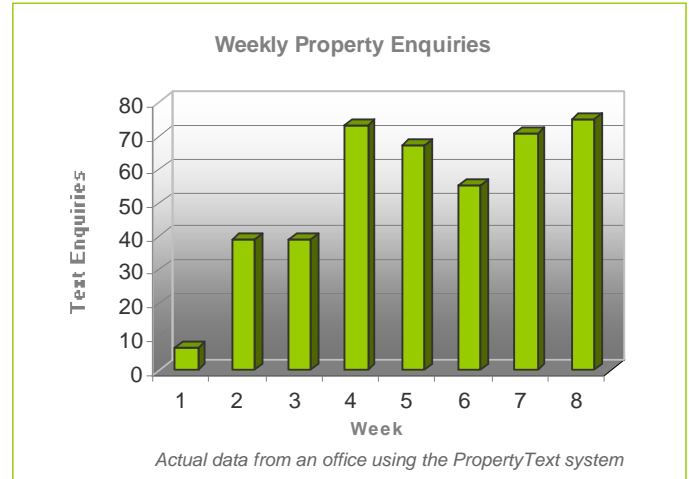
PropertyText is a real estate text message system that allows a potential house buyer to look at your street signs or print advertisements, text message your property ID to 842 and instantly receive back a reply message containing the property details. Try it by sending a text with abc123 as the message to the number 842

PropertyText is not meant to replace traditional verbal contact between property consultants and buyers, instead PropertyText satisfies the demand of potential buyers for instant information while also securing the enquirer's contact details. These details are emailed daily to the salesperson, allowing them to build a relationship with the potential buyer.

Outstanding results

Napier based Cox Partners Estate Agents have been including PropertyText ID's in its signs and print-based advertisements for several months. They reported that, "The purpose of good marketing, is to identify and target your prospects - which is what PropertyText does. Because we receive daily reports that identify the enquirers mobile phone number, we are able to follow up and qualify each person who sends a text. People who use this service tend to be better quality prospects, this is because there is a small charge (and they see value in paying) and it requires an active response. Almost all of the enquirers are excellent prospects. Buyers appreciate receiving detailed information about property, instantly. We're happy to provide this because when we follow up we are able to fully qualify their needs and wants. It's a win-win solution. We view PropertyText as an important element in our suite of services to attract buyers to the properties we're marketing and our salespeople are thrilled with the response we've been getting from this service."

- Malcolm Cox
Cox Partners



The numbers say it all

At only \$49.95 per month for up to 200 properties at a time, if you have 100 properties listed that took on average 30 days to sell, this service costs just 50 cents per property. If each property gets 10 enquiries a month, that's just 5 cents per lead. If 1 in every 100 text enquirers makes a purchase then the conversion cost is \$5.00 per property sold.

Can you find another marketing medium that can be easily measured and can produce these results for less?

Customise propertytext to your brand

You can even customise this service seamlessly into your own company brand — call us now to discuss.

CALL FOR MORE INFO
0800 234 842

Experience the *propertytext* Advantage

- With over 2,500 properties listed, PropertyText is proving itself as a cost effective complement to existing marketing tools. Properties listed with PropertyText are receiving multiple text enquiries from potential house buyers.
- PropertyText is an ideal complement to your existing marketing. Now you can offer your vendors an additional link in the chain for a successful property sale.
- Companies using PropertyText to market their general listings have an advantage over their competition as they are securing buyer contact details because the PropertyText system is chosen ahead of other methods of communication.

★★★★☆ "Toolbox" rating
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