

# How to Leverage SMS for Real Estate Agents



## Roughly 80% of Australians are now smartphone owners

(Pew Research)

With smartphone ownership on the increase, it's more important than ever for you to connect with savvy buyers who rely on their phones for search, shopping and connecting.

## Texting is the common mobile activity, with over 80% of Australian adults using SMS

(Pew Internet)

If you're a real estate agent trying to get your message heard above the overload of information that hits us every day, then you need to be using the technology your visitors will respond to. First impressions count, and emails just aren't cutting it like they once were. Your buyers want information that is short, to the point, and they don't have to spend a long time on, as attention rates are at an all time low.

## Open rate for SMS is 98% compared to 22.87% for emails

(Mobile Marketing Watch)

If you're still relying on emails to greet visitors who have attended one of your open homes, or to send quick updates, then it's likely your email will either end up in spam or not be opened at all.

SMS is a vital tool for all real estate agents to stay connected if you want your message to be heard. With so much change in technology in the real estate industry it's more important than ever to stay connected and build rapport quickly and effectively. SMS is one tool that is easy for all agents to embrace so you can resonate quicker with your audience.

## 67% of mobile owners find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating

(Pew Research)

# Here are just some examples of the best SMS scripts to Leverage Your Buyer's Database!

## 1 - SMS to open house visitors

Hey [first name] thanks so much for visiting 1/12 Campbell Parade, Bondi Beach today. It was lovely to meet you. Should you need anything at all, please feel free to SMS or call me anytime. I will touch base with you over the next few days with any other suitable properties.

Agent Name

Agency

Mobile

## 2 - Coming Soon...

Guess what is coming soon... Bronte Marine Drive, Bronte. Click here to get a sneak peek [insert bitly link]

Agent Name

Agency

Mobile

## 3 - Auction .....

Just a quick reminder that 1/12 Campbell Parade, Bondi Beach will be auctioned on Thursday night at 7.30pm in our auctions rooms at ..... (or online at this link). It's not too late to register, so just give me a quick call and I can sort it all out for you.

Agent Name

Agency

Mobile

## 4 - SMS Vendor or Seller after open

Just to let you know that today's open at 1/12 Campbell Parade, Bondi Beach had:

Total Visitors: 20

Total Contracts: 5

Total Favourites: 1

Thanks and speak later on

Agent Name

Agency

Mobile

## 5 - SMS Sales Price (everyone who visited from beginning of campaign)

Hey [first name] thanks so much for visiting 1/12 Campbell Parade, Bondi Beach in the past few weeks. It was lovely to meet you. The final price was \$3.5 million. I have a similar property coming onto the market at Bronte Marine Drive, Bronte in the next couple of weeks but if you would like a sneak peak ahead of everyone else, click here (insert bitly link)

Agent Name

Agency

Mobile

It's really important these days that you have a Mobile App to be able to manage all these visitors easily and stay connected, even when you're out and about and not in the office.

Open House ID is one such app that will allow you to manage visitors and properties right from your mobile, and SMS is free both to individuals or to bulk groups. It's easy to use (no complicated technology) and also has a mobile CRM where you can manage everything.

Feel free to use the script ideas in the SMS section in the Open House ID app to stay in touch with your visitors. Just search OpenHouseID Manage Open Homes in the App Store or Google Play Store.

For more information on Digital Marketing visit: <https://hotswots.com/>

