



**For Open Houses:**

Mobile ID's can be used during social events and other non traditional forms of advertisement. While interacting with guests at an open house, coach them on how to get the property information via text message.

- Replace traditional flyers and marketing material with Mobile ID
  1. As people walk through the house, have them actively text in for property information and pictures.
  2. Remind them they can pull up the link with all the pictures and property information at home with their spouse or significant other.
  3. When they receive the text message with property info, they can forward it via e-mail to a significant other, friend or family member.
  
- Include Mobile ID on any marketing materials provided to the attendees during open house.
  1. Follow up on any leads that match the scheduled time of the open house with a text message the next day:
    - A. What did you think of 123 Main Street?
    - B. Is this what you are looking for, or did you have something else in mind?
    - C. Hope you enjoyed 123 Main Street. I would appreciate and feedback you may have.