

MUST READ!!!

“Mobile Real Estate ID Well Worth the Green” – *By: Chastidee Davis (PR)*

Mobile Real Estate ID changes the face of Real Estate by giving Realtors just like R. Ashley Brunner, member of the **Brunner Burkhart Group** (*Coldwell Banker Select Professionals, www.brunnerburkhartgroup.com*), a more contemporary way to close sales, save time, and most importantly make more money.

For the past few years, mobile technology has continued to spearhead the communication world. Today, more people are using cellular phones than the internet. Realtors all across the region are grasping on to Mobile Real Estate ID's new concepts and marketing strategies dependent upon one of the fastest growing industries today, the cell phone industry.

Brunner Burkhart Group located in Lancaster, Pa has been using Mobile Real Estate ID since January. With the rapid increase of the texting generation, Brunner admits, “By using the service, I thought we would capture a different audience.” The Brunner Burkhart Group has reported to average 8-10 leads per week with the numbers rising each week.

Brunner states, “I received a text lead from one of our listings last week. The buyer just went under agreement on a 30 day cash settlement at 317,000. I spent two hours with him last Saturday and earned a \$9,000 dollar commission! Your text riders WORK! The key is immediate follow up. When my team gets a text lead they drop everything and respond. Tell anyone who is thinking of getting your service to GET IT!”

Mobile Real Estate ID's service helps agents reach their potential buyers and customers in REAL TIME. By creating a simple text campaign including all pictures and information for their properties, realtors are just seconds away from knowing who their new potential buyers are. The system allows users to build their client database by tracking incoming SMS messages. Consumer information is catalogued in the account enabling users to touch base with leads immediately

95% of Brunner Burkhart Group's leads come from the text rider itself. They use 5-6 traditional forms of advertising to market their text campaign including, the internet and ads in real estate publications. Brunner exclaimed, “Is it worth \$50.00 dollars a month to get a \$9,000 thousand dollar check? If we sell one house a month because of it, it's definitely worth it!”