



## Best Practice Guide

Mobile Real Estate ID can be used to ENHANCE any form of advertisement currently being utilized within your practice. Below you will find suggestions of both where and how it can be used.

### Print Advertisements:

Mobile ID's can be used within print advertisements (newspaper, magazines, direct mail, flyers etc.) allowing potential buyers to text in and receive additional information and pictures for a specific property.

- "To see ALL pictures NOW **TEXT 123 to 88500**"
- "For additional pictures and info **TEXT 123 to 88500**"
- "To view pictures **TEXT 123 to 88500**"

### Online Advertisements:

Online advertising is a great way to promote your listings, however often times people search with great anonymity. By using Mobile ID's within your online advertisement, you can capture additional information from the potential buyers searching your sites.

- "To have this listing sent to your phone **TEXT 123 to 88500**"
- "To request a phone call **TEXT 123 to 88500**"
- "For more information and pictures **TEXT 123 to 88500**"

### For Direct Mail (*after Property is sold*):

- "**TEXT 123 to 88500** to see what this house sold for"
- "To see what this house sold for **TEXT 123 to 88500**"
- "Want to see how much your house is worth? **TEXT 123 to 88500**"
- "**TEXT 123 to 88500** to see how much your house is worth"



**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.