

## **SYNERGIZE IT PRODUCTS FOR ESTATE AGENTS**

The way Estate Agencies operate has changed enormously in recent years. It is one industry that really has gone totally digital. All Estate Agencies have informative, functional websites where house hunters can search for the house of their dreams. No doubt you already have a significant database of potential clients who have signed up to the email newsletter on your site. You might send them group emails with details about particular houses. But email has its limitations and people have to be next to their computer to respond. Isn't there a more instant, direct and personalised way of communicating with potential clients?

With Synergize IT's Mobile Converse and Mobile Vote product you can build a database of customers quickly and easily, who you can then communicate with via targeted, instant messaging using Mobile Campaign. Instead of putting a phone number on your 'For Sale' signs, why not put a number where people can text-in their requirements and opt-in to your service? You can then send them messages relating to their needs. It's quick, it's direct and it will instantly set you apart from competitors and help build brand loyalty through a superior service.

Our portfolio of products enables Estate Agents to inform customers directly about any suitable properties that fit their criteria. A 3 bed, semi-detached, rural home has just come on the market for under £250,000. Create a list on your database for customers looking for such a house, logon to our site and send a message to that list. You will have leads and house viewings booked up in no time at all.

### **SCENARIO**

You get some insider information on a dream house about to come on the market and you know it would be perfect for a young couple in your database. You are also aware that the house is being advertised through a number of other estate agencies and websites.

## SOLUTION

Using Mobile Campaign send an instant text message to the couple that they need to see this property now, before it is marketed to the general public. Get an early viewing and, hopefully, a quick sale!



## OTHER FEATURES/USES:

- Tailor the list on your database to suit the search criteria of your customers and then target them accordingly
- Encourage new opt-ins by providing a number for people to text in order to get instant property information and photos
- Get lawyers, surveyors and builders to advertise with you and promote their services to customers via text message
- Build a mobile Database for future communications