

Property

SMS guide for the property industry

mediaburst





Did you know?



9 out of 10 house buyers
use the internet during
their search



of buyers expect an instant response from an agent. Responding within 5 minutes, rather than ten, is **nine times more effective**



of buyers prefer communicating with estate agents by text rather than by phone call but **only 15% of agents** communicate this way



The best time to contact a potential lead is late afternoon, between 4-5pm and on Wednesdays and Thursdays

Use this guide to help you close leads successfully by speeding up your response time and building relationships with tenants, owners and home buyers.

Why use SMS in business?



91%

Smartphone users that always keep their phone within arm's reach.

150

Number of times the average person checks their phone per day.

68%

People who would like to receive offers to their mobile.

84%

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

57%

Consumers would be interested in a brand's SMS loyalty program.

98%

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed **8%** more than email coupons.

19% URL click through rate through SMS compared with **4.2%** through email.

Text messages are read on average within **5 seconds**.

SMS produces engagement rates **6 to 8 times higher** than email.

7 ways you can use SMS to increase your property sales and improve customer satisfaction



Use keywords

Keywords can be used to build your SMS database and to increase customer interaction.

26% of house buyers want a quick response from estate agents

Set up **free UK keywords** on our shared shortcode to allow house hunters, tenants or owners to text-in to a keyword to receive an automated, immediate response.

Display keywords on your website, advertisements or 'For Sale' signs outside homes. A house hunter will often see a house they like while passing, so include a message on the sign outside the house to allow people to text for more information.

Auto-response

Display property-specific keywords on your for-sale signs so interested buyers can get information quickly.

You can then set an auto-response to reply immediately with details such as:

- House price
- Number of bedrooms
- Letting them know you'll call shortly to arrange a viewing
- A link to the online description and photographs.

Text-to join groups

Keywords can also be used to build your client database. When a customer texts your keyword into the shortcode, they'll be added to a 'Group' which you can then use to send notifications and for marketing purposes.





Send notifications and updates

SMS is a great communication tool, especially when timing is of the essence.

98% of text messages are read in comparison to 22% of emails and most text messages are read in under 5 seconds!

New listings notifications

Collect mobile numbers when house hunters sign up to your service or when they text a keyword. You can then notify them with any new house listings which fit their criteria to guarantee they see them before anyone else.



TIP: Include a link which goes to the full posting. Textburst lets you track your links so you can see who's interested. You can then follow up on all contacts who have clicked on the link to focus on the hottest leads.

Customer engagement

Keep customers informed and up to date on developments with any ongoing processes including the sales process, any repair processes or if a contract is coming to an end. If a property of interest sells, keep the customer engaged in the process by following up with a new property which may be of interest.

Due to the speed of text messaging, it's also a great way to send time sensitive updates such as changes to appointments times, locations or to send cancellations.

Bump up email open rates

You can also use SMS to bump up that 22% email open rate by sending a quick SMS prompt.

We've sent you an email containing your new contract for 22 Daisy Close. Could you please check and sign it and send it back to me ASAP!

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Send reminders

SMS reminders have been proven to reduce appointment Did Not Attend rates drastically. So send viewing and appointment reminders to tenants, owners and potential customers to help increase your sales.

Hi Karen, just a quick reminder about your viewing at 88 Ladies Lane at 3pm today. We look forward to seeing you there. If you can't make it, just reply NO to this message.

You can also use reminders to ensure repairs and checks go smoothly. This can save time, money and improve on efficiency.

Hi Tom, just a quick reminder; the electricians will be attending the apartment at 2pm. Please let us know if you can no longer give them access by replying NO to this message.

4

Allow for call backs and follow ups

Often, one of your biggest challenges will be reaching potential home buyers or tenants at a convenient time and before they decide to go with another agent. Let them request a call back at a convenient time by texting into your keyword or long number.

You can also use SMS to discuss viewings, homes of interest or problems tenants are having.

38% of home buyers want better communication with their agent

And with 98% of text messages being read on average in under five seconds there's no better way to reach your audience immediately.

Hi Poppy, thanks for requesting a call back at 5pm today. Sarah will be giving you a call to arrange a viewing for you and to answer any questions. In the meantime, you can view the house here [link]. Thanks!

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Send marketing texts

SMS marketing is one of the quickest, cheapest and most reliable ways of getting sales, promotions and other marketing material out to your customers.

Text marketing is very successful when following up with groups of contacts who have texted into a keyword, customers who have previously shown interest in a property or who signed up for your updates.

Engagement and incentives

Send details of new properties available to rent or buy to relevant groups of contacts. Send messages to first time buyers updating them on help to buy schemes or 95% mortgages. Or send out referral requests to past customers offering them a reward for referring a friend or family member.

Hi Lucy, you moved into your flat 3 months ago today. Hope all's going well? If you refer a friend or family member to us, we'll give you both £100! Just ask them to quote LUCY567 when they pay their deposit

Not heard from a potential customer since they first asked you about the fee you charge to manage their property? Try sending them a text offering 20% off the first year if they sign up before the end of the month.



Build relationships

78% of people believe companies sending personalised communication are interested in building good relationships

Which is why we've created a merging tool to help you personalise bulk sends in seconds.

Upload your contacts into Textburst and merge-in fields to personalise messages without having to send to individuals separately.

Hi #FNAME#, are you still looking for a two-bedroom apartment in Manchester's Northern Quarter? If so, give us a call on 0161 359 3100, we have a few we think you'd be interested in viewing! Hope to speak soon



TIP: Merge first names into your text messages using our merge feature to make them more personal.



Hear back from your customers

Two-way communication is a must in property and real estate. All of [our products](#) allow replies by using either long numbers, free keywords on our shared shortcode, or with SMS surveys through our survey product, [SurveyMill](#).

Long numbers

Purchase a long number for £5, plus £5 per month to receive direct replies into your account. You can use this for all communication with home buyers, tenants or owners – just like you would with a normal mobile number.

Try using it to allow customers to cancel or amend viewings or appointment times, to ensure you reduce Did Not Attend rates, to offer feedback after a viewing or to ask you any questions.

Keywords

Create a free UK keyword on our shared shortcode, 84433. You can then use this in all sorts of ways such as to enable home buyers or potential tenants to sign up for updates, show their interest in a property, to request a call back, to ask for more information on a property or for tenants to report a problem.

SMS Surveys

Surveys are a great way to gain valuable feedback and continually improve the way you work. Word of mouth is a great marketing tool within your industry and therefore using feedback to improve the customer experience is a must.

Did you know, 95% of people surveyed said they would reply to an SMS survey?

Use our product, www.surveymill.co.uk to send out SMS surveys to gain feedback from customers on what they'd find useful during and after the full process with their agent.



Do's and Don'ts of SMS in the property industry

Do you want to use SMS to increase customer satisfaction and improve the customer experience?

See our rules for successful SMS notifications within the Property Industry.



Do



Do make sure your messages meet the data protection rules of your country and the country you're sending to. In the UK this is the [Information Commissioner's Office \(ICO\)](#).



Do provide your customers with properties or information relevant to their needs and previous requests



Do track links to flag those most interested in your updates and notifications



Do make sure you time your messages well. Schedule messages to go out when you're available to take call backs



Do make it easy for customers to cancel or amend viewings or appointments to avoid DNA's and save you time



Do offer an OPT OUT option on the end of your text messages for when home buyers or tenants have found their dream house and don't wish to hear from you anymore



Do use easy-to-type keywords for your customers to request information from you easily



Do send occasional [text surveys](#) to find out how you can improve your service in future



Don't



Don't send to people who haven't opted-in to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is not only illegal but also damaging for your brand



Don't bombard customers with too many reminders and updates



Don't text irrelevant information to your customers. A home owner will not want to know about a new help to buy scheme for first time buyers and someone searching for a 4-bedroom house in the country probably won't appreciate a text about a 1 bed flat in the city centre. Stay relevant.



Don't send in the middle of the night or at times when you aren't available to take calls

Communication with landlords and tenants from the agent's point of view is absolutely crucial in today's property industry. Mediaburst's service is quick, easy and extremely efficient.

Here at VTUK, our agents are able to communicate with their landlords & tenants with a click of a button. There are 48% of marketing emails being increasingly missed and text messages continuing to receive a 98% open rate makes a quick text extremely beneficial.

The support we receive from Mediaburst is always second to none, efficient and friendly. Would 100% recommend Mediaburst!

Josh, Implementations Consultant

How to get started with SMS

Mediaburst has three speciality tools you can use to fulfil your SMS needs.



TEXTBURST

Textburst is a simple web application which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've written your message and set your 'from' field you can decide to send now or schedule for later.

Have a look for yourself:
www.textburst.com

It's free to sign up so there's no commitment!



Clockwork is our API, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:
www.clockworksms.com

Sign up for free!

The [Documentation](#) page will give you more information on our collection of code wrappers.



SurveyMill is our simple to use SMS survey application.

It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

www.surveymill.co.uk

Convinced? Have questions?

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

Speak to our friendly support team for help with setting up your brand new account:

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:

hello@mediaburst.co.uk | 0161 359 3100

www.mediaburst.co.uk

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