



# SMS for Real Estate

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Here's a sample of how the real estate industry implements SMS



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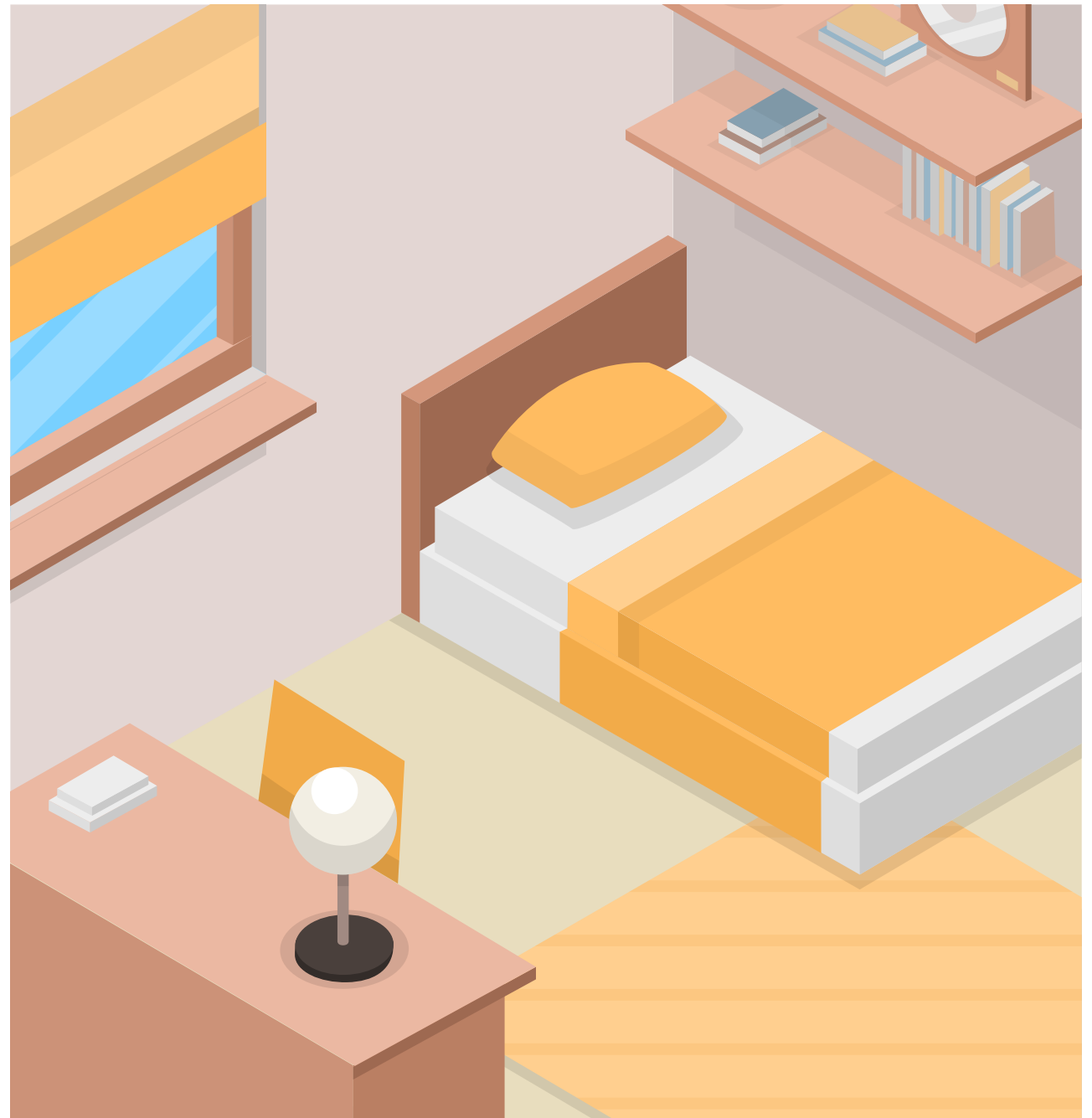
## The Industry

Whether you are a developer, property investor or looking at becoming a first time homeowner - purchasing real estate will likely be the most important purchase you make in your lifetime.

## The Problem

For most people, purchasing property will also be the most expensive purchase of their lives. This means prospects are going to take their time, and do an extensive amount of research before they are ready to speak to a representative. This is a big problem for realtors since they want to speak to clients right away. However most prospects just simply are not ready until they line up all the facts.

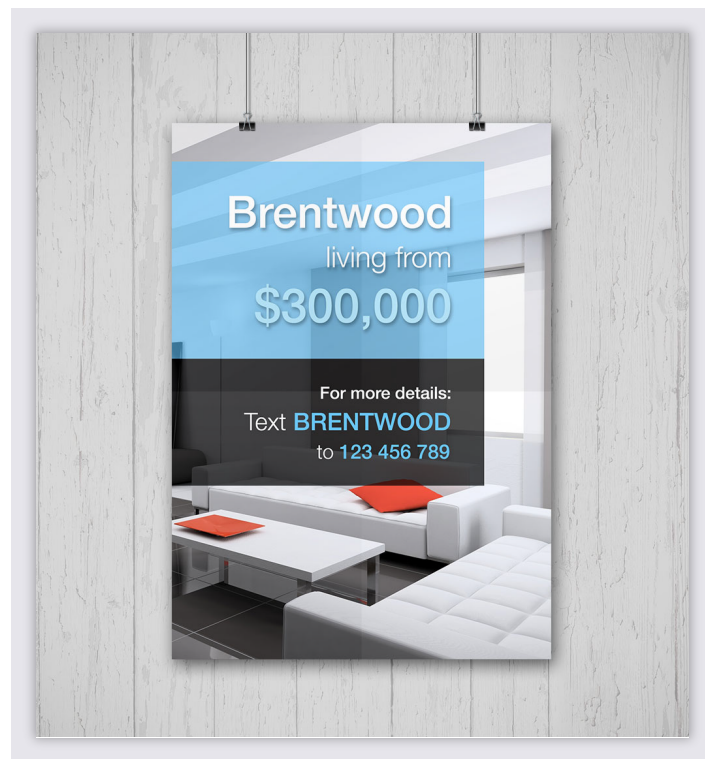
Prospects want to show interest, however they want to be able to find answers on their own. They want a non-biased comparison between multiple properties before reviewing finer details with an agent.



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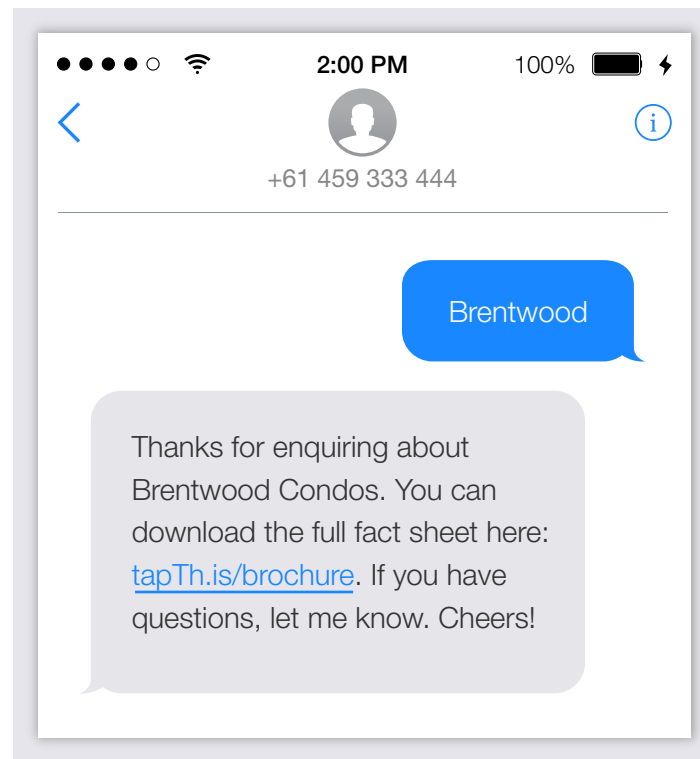
## SMS Solutions

The beauty behind text messaging is that it's both direct and non-intrusive. It's a casual form of communications, which can allow realtors to keep in touch with their prospects. Here's are a few examples of you can easily add SMS to your current marketing campaigns.



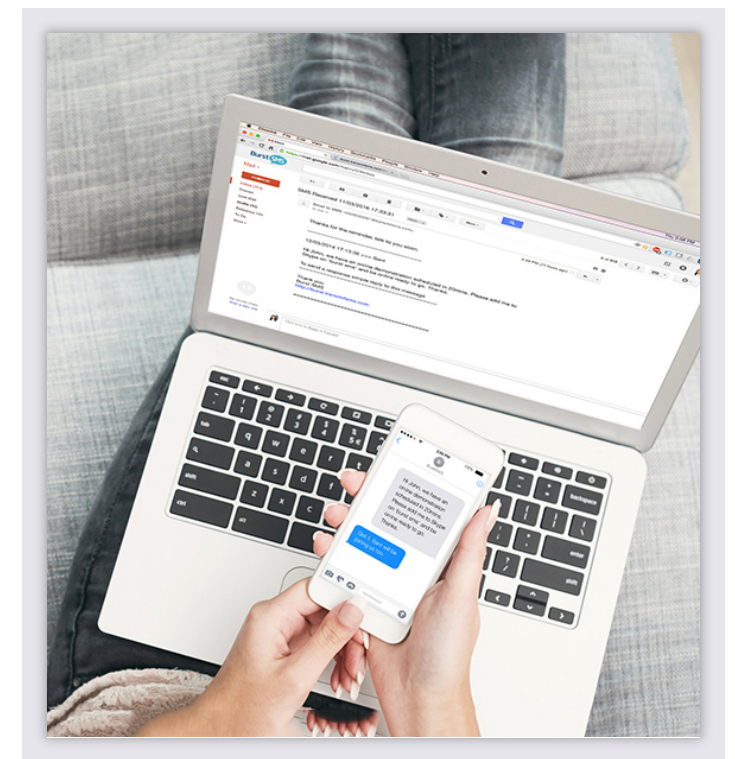
### SMS Marketing

Make it simple for prospects to turn into leads. Just place one short SMS call to action on your creatives to start engaging with a prospect.



### SMS Keywords

Here's a sample of a message thread that can begin once a prospect texts into your keyword. Set an auto-responder for an instant response.



### Email to SMS

If you're expecting a high volume of enquiries, try email to SMS. Track multiple threads and reply to texts via email and have replies sent as SMS.



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our SMS Services

[helpdesk@burstsms.com](mailto:helpdesk@burstsms.com)  
[go.burstsms.com](http://go.burstsms.com)

Free Trial Available