



YOUR REAL ESTATE PLAYBOOK FOR HIGH-ENGAGEMENT MARKETING

*How to Use SMS to Embed Your Brand
in Consumers' Lives*

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Introduction

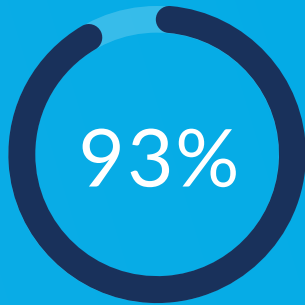
Competition is fiercer than ever in the real estate market — whether you're in residential, commercial, or development properties.

Agents and their clients are finding an entirely different landscape to navigate these days... with new markets to explore via “Zoom towns,” special COVID-era safety protocols, and many other trends that are revolutionizing the industry.

In recent years, thousands of industry-leading realtors have begun to leverage the power of text message marketing to inspire more personalized, targeted, and engaging digital communications with clients and prospects.

Why? The data doesn't lie — text message marketing is one of the most value-driven and cost-effective ways to deploy an integrated marketing approach at all levels of the sales funnel, from gathering and nurturing new leads to advertising new listings and open houses — and even promoting new safety protocols and procedures from the pandemic.

Agents Prefer Texting:



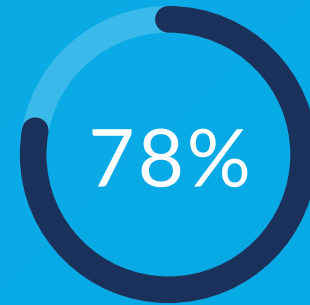
Agents Prefer Texting:

93% of agents prefer SMS communications for listing notifications, client lead communications & open house reminders.



More Buyers Are Finding Homes on Mobile Devices:

80% of Gen X & Millennials found their homes on mobile devices. Nearly 70% of Baby Boomers did the same.*



Engagement Is High:

78% of people respond to texts in 10 minutes or less.**

These basic, industry-wide statistics speak for themselves. Sure, text message marketing works, but what kinds of messages drive the greatest results? What are the components of a highly engaging text marketing message? What do realtors absolutely need to know before investing in a text message marketing service provider?

Use this special playbook to guide your text message marketing efforts. With access to expert text message marketing insights, your real estate firm has all the “plays” to deploy powerful text marketing messages that deliver immediate and sustained results.

*<https://cdn.nar.realtor/sites/default/files/documents/2019-real-estate-in-a-digital-age-08-22-2019.pdf>

** <https://go.eztexting.com/hubfs/2019-Mobile-Usage-Report-EZ-Texting.pdf>

What Is Text Message Marketing?

Before we check out the best-of-the-best SMS marketing plays for realtors, it's helpful to take a look at the basics of text message marketing.

Texts fall under two distinct categories.

**Short Message Service
(SMS)**

VS

**Multimedia Message
Service (MMS)**

Short Message Service (SMS)

(aka a Short, Text-Only Message)

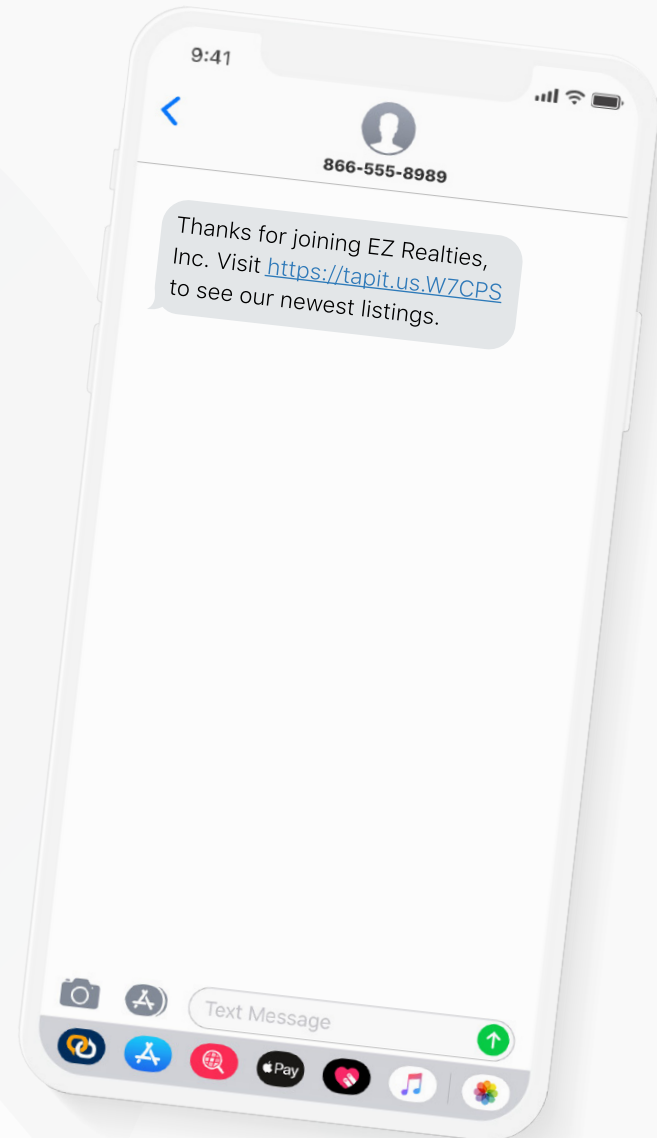
The biggest benefits of SMS marketing are:

- 98% open rates (vs. 18% rate for email)
- Levels of engagement (6-8X that of email)
- Response times (10 minutes for a text vs. 90 minutes for an email)
- Maximum accessibility

Consider that accessibility in today's terms: Right now, consumers might be traveling less, so billboards and signage are less effective. Many are cord-cutters, only streaming ad-free content, and have downloaded ad blocking software on their browsers. Yet Pew research shows that 96% of Americans own a cell phone of some kind and 81% own smartphones.

Text messaging is the easiest and most effective way to get in touch with customers while they're home and while they're out and about. To clarify, an SMS message offers a variety of emojis, but they are limited to 160 alphanumeric characters.

As such, SMS messages must move recipients into action quickly. Including a call-to-action and a link to usher the message recipient to the next step in the customer journey is the best way to make a text-only message impactful. Plus, our trackable link shortener helps you determine the effectiveness of your message.



Multimedia Message Service (MMS)

In addition to text, an MMS message includes photos, audio, video, infographics, and GIFs — which have been proven to boost engagement by 250%. Text gorgeous high-quality photos of move-in ready homes, infographics about staging properties, or drone videos of available real estate and the surrounding neighborhood.

According to HubSpot, “When people hear information, they’re likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.”

Containing up to 500 KB of data (enough for a 30-second audio or video file), MMS messages create maximum impact because they are amplified with visuals and sound. They can also add humor and extra interest to your missives. EZ Texting even offers [free MMS templates](#) to easily customize and integrate into your campaigns.

PRO TIP:

A high-engagement text marketing strategy starts with a great contact list. Make sure you have permission to text your contacts.



Close The Sale: The 12 Best Practices for Real Estate Text Marketing

1

Promote Keywords, Boost Your Database

Encourage people to easily opt in to your SMS subscriber list with a custom Keyword and a Text-to-Join Campaign. Think of a Keyword like a not-so-secret password.

If you've ever seen a promotion like **"Text 'HOME' to 866-555-8989"** then you've seen a Keyword campaign in action.

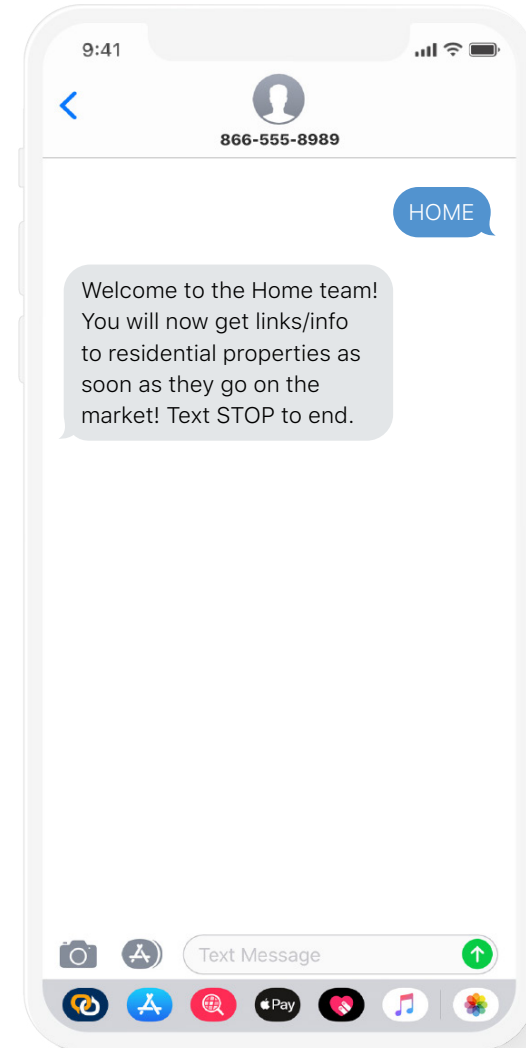
"Home" is the Keyword that is sent to a textable number (like 866-555-8989).

You can use Keyword campaigns everywhere that people are likely to see them (your website, billboards, bus stops, direct mail, social media, 'For Sale' signs, website, email signatures, and more.) People are more likely to remember custom Keywords for easy opt-in.

Best of all, **Keywords are the quickest, most efficient way to build your SMS database** — which will become a powerful tool to help target your leads. Notify leads immediately when a property is listed, send out helpful reminder campaigns to clients who are selling, segment subscribers by interests (like neighborhood, price, style), and engage with your team. All with a few taps.

PRO TIP:

To segment subscribers even more easily, you can also offer different custom Keywords.



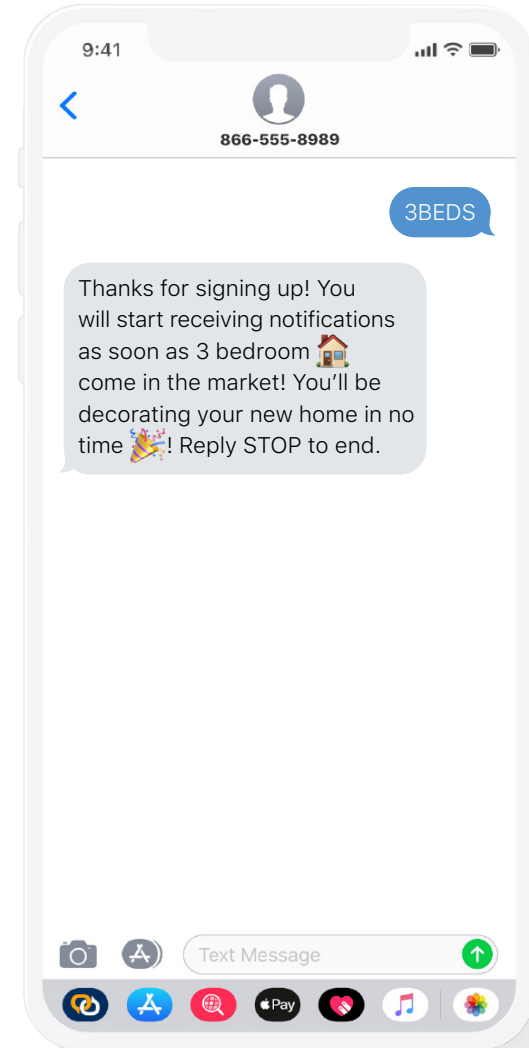
2 Welcome Messages

When someone joins your text marketing list, your automated response will be their first connection with you. Take advantage by showing some personality (maybe use a 🏠 or a 🔑), thanking them for reaching out, and letting them know how often you'll be texting. Think of it like your "welcome to the neighborhood" message.

It's an excellent way to begin a closer kind of relationship with your clients.

PRO TIP:

Send new contacts a link to your website, remind them to follow you on social media, or even record a 30-second video welcoming contacts.



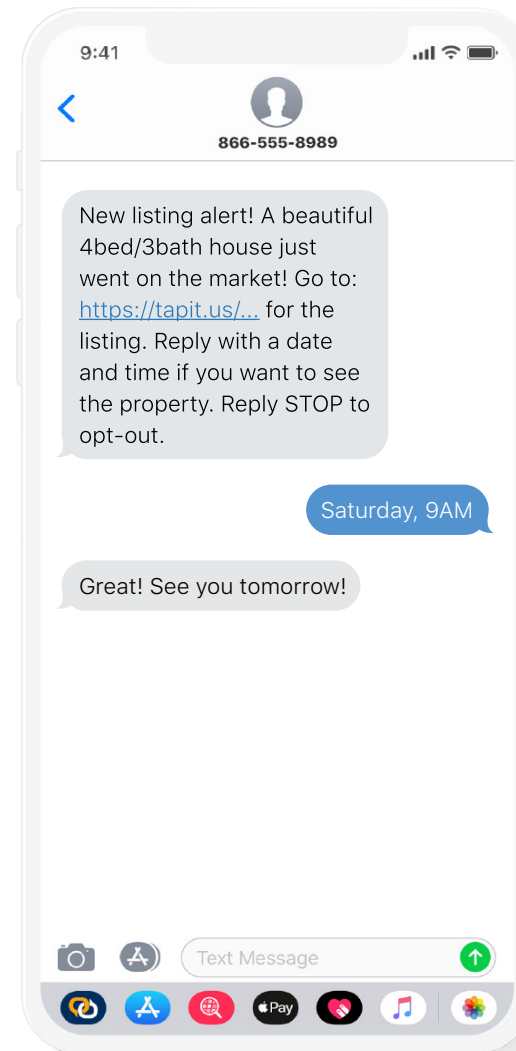
3 New Listing Alerts

The best deals and hottest properties always move quickly. Use the power of texting — which moves even faster — to get the word out and reach your leads with lightning-fast speeds. **Nearly 90% of texts are read and responded to within 30 minutes.** And for the generational cohorts that make up the overwhelming majority of first-time buyers it's easier to measure the time it takes them to read a text in seconds.

The immediacy of texting allows you to position yourself as the agent with new listings before anyone else. Respond quickly to text inquiries and you'll attract those looking to sell their properties as well.

PRO TIP:

Highlight the speed at which you can deliver by promoting it to your database. Send a text blast like "If you want to make sure you're among the first to know when new properties with your specs hit the market, text 'NEWLISTINGS' to 866-555-8989. You'll be notified within minutes when new homes become available."



4

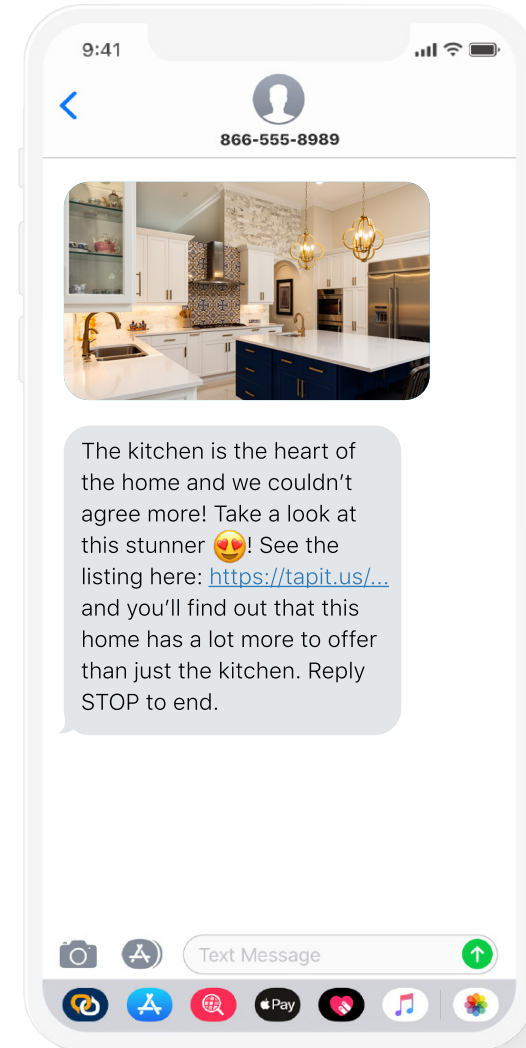
Provide a Sneak Peek with MMS Images

Tempt buyers with beautiful, high-quality images of properties. From cozy homes to large estates, condos, corporate office space, sprawling golf courses — you know a picture is worth more than 1,000 words in real estate. It's the start of the sale.

Employ your most powerful photos to generate interest among potential buyers in direct mailings, social media, billboards, and more. But **the surest way to make sure your property is seen is with a MMS** (Multimedia Message Service) text message spotlighting the image of the property.

PRO TIP:

Move beyond images and send leads interior and aerial videos as well. Or capture the property in various light (like twilight photography) as well as an image of the neighborhood.



5

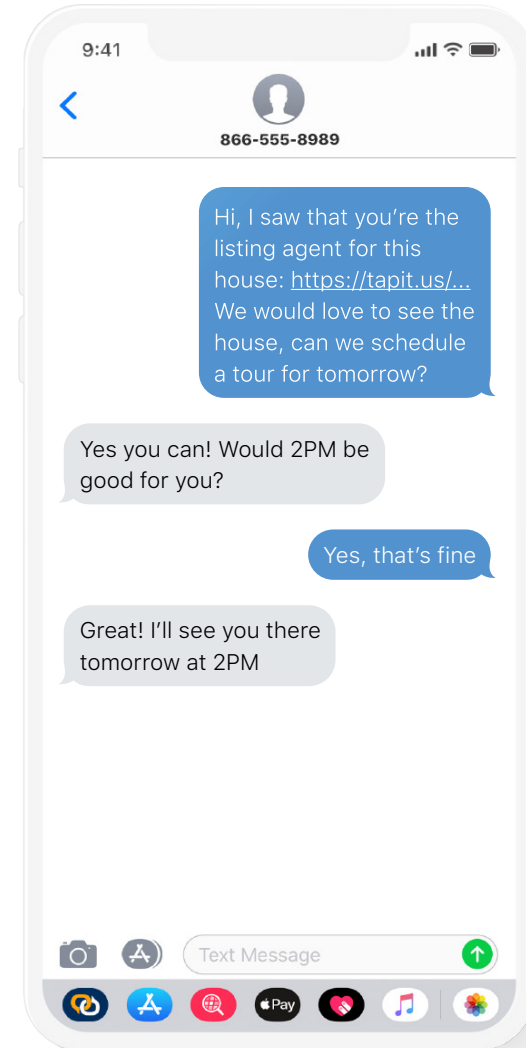
Streamline Communication with 1-on-1 Chat

Skip the needless headaches of endless phone tag, call waiting, or wondering if your emails are getting erroneously shuffled into spam folders. Instead, connect with clients and leads the way they are already communicating — via text.

Answer questions quickly with just a few clicks. It could be the difference between closing the sale, signing a new client... or losing out.

PRO TIP:

When answering someone's questions, don't forget you can always remind them of an upcoming event or ask if there's any other way to help them.



6

Promote Open Houses

Increase foot traffic (real or virtual) by promoting your open house to interested would-be homeowners, renters, or entrepreneurs. **With a 98% open rate (6X than email), you can be assured your leads are going to receive the notification for the event** (as well as any reminders you send).

PRO TIP:

Ensure that everyone is adhering to safety guidelines for open houses by texting them out, along with setting up private appointments for personal viewing.



7

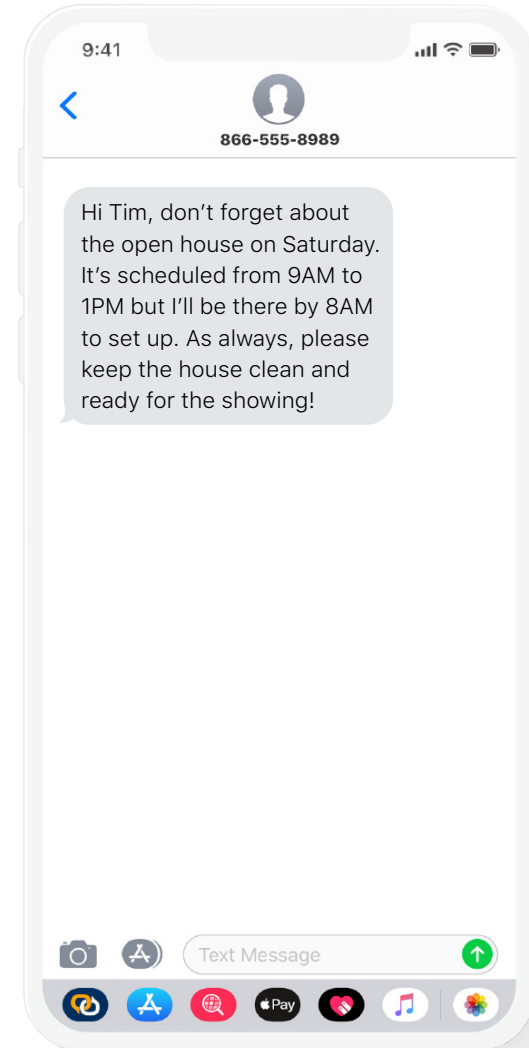
Appointment & Scheduling Reminders

We all lead busy lives and sometimes your clients may forget to mark appointments on calendars. Ensure that both buyers and sellers are ready for showings by setting up automated reminders.

Homes and office space will present best when they look immaculate and inviting... not messy or in need of repair. Automated reminders can also keep clients on top of scheduled cleanings in advance of a showing or inspection repairs.

PRO TIP:

Include a trackable link with any necessary instructions or helpful directions.



8

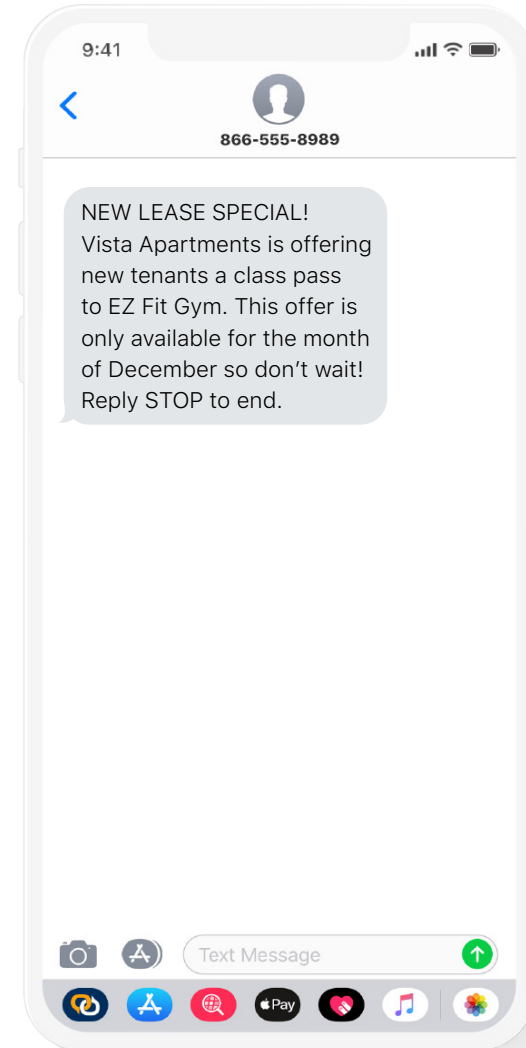
Incentivize with an Unbeatable Promo

Entice possible tenants with an unbeatable deal by offering a month of free rent. Or perhaps you can offer other amenities like free parking or a class pass at a nearby outdoor yoga studio.

Text these new deals to potential leads and reach your occupancy goals faster.

PRO TIP:

Promotions are an excellent way to encourage new subscribers to opt in to your list. For example, a sign that reads “Text ‘FREERENT’ to 866-555-8989 for your first month free” on a direct mailer or on building signage can help boost your contact list.



9

Maintaining COVID-era Safety Protocols

In our socially distant, safety forward world, texting important and updated safety procedures is a necessity.

Send links to virtual open houses or offer limited and private showings, efficiently set up appointments, text out mandated mask requirements, and more.

PRO TIP:

Text buyers and sellers a trackable link to your website if you need them to affirm that they've not experienced any symptoms of the virus before a showing.

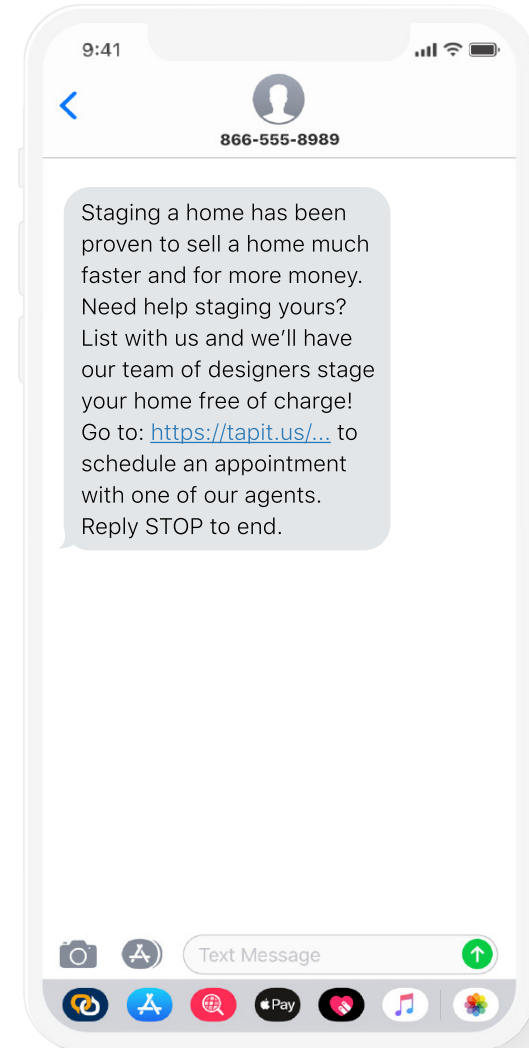


10 Drip Campaigns

Do you have an effective strategy to help new contacts understand what sets you apart as a realtor? What kinds of resources does your agency have that they can take advantage of? Setting up an automated text **Drip Campaign** is a great way to quickly educate your contacts. These drip messages can include information about your agency, local pros, buying or selling tips, and more.

PRO TIP:

Texting is an incredible complement to existing multichannel campaigns; it has been shown to lift email open rates by 30%. Highlight social channels like Instagram and Facebook via text and encourage your social followers to opt in to your SMS



11 Engage with Your Leads

Nurture your relationships with your leads. Many realtors have adopted the [Keller Williams 33-touch program](#) or a similar program because they understand the value of regular engagement with their contacts.

One of the easiest ways to do this is to offer seasonal home maintenance tips through text messages. Keep in mind that you can provide convenient images or video to make sure your contacts understand how to perform the maintenance correctly and safely.

You can also text interior design tips, landscape advice, and other relevant communications that will keep you top-of-mind with your audience.

PRO TIP:

Team with local professionals on tips and cross-promote services.

12

Agency & Internal Staff Coordination

When you work at a large real estate company, it's not just properties you want to move quickly, it's crucial that you connect with your team as conveniently and effectively as possible. When your colleagues are always on the go themselves, this can be particularly challenging.

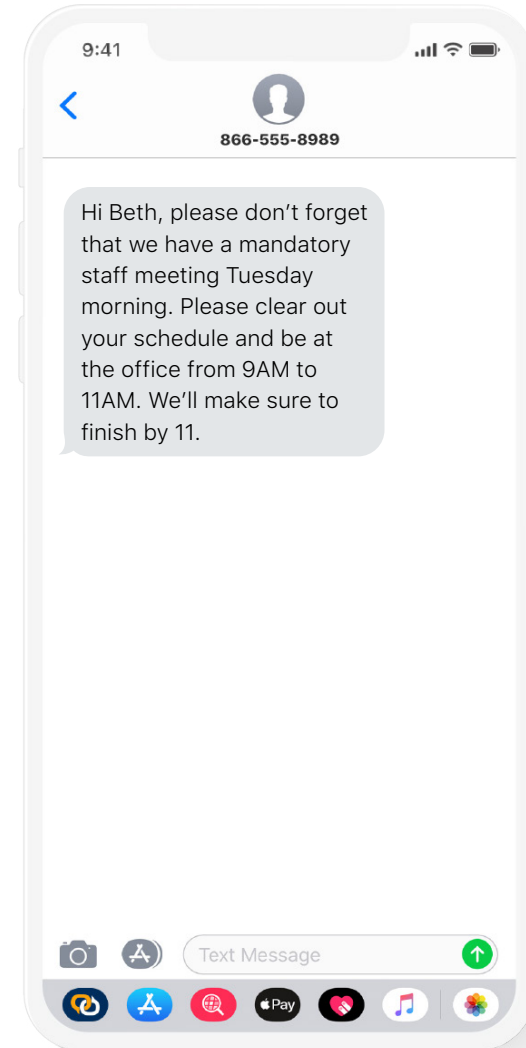
Reach out to agents where they are: their mobile phones. After all, how often do your agents check their emails? Certainly not nearly as often as they check their texts. Perhaps not even as often as they check their social media accounts.

78% of text messages are responded to within 10 minutes of receipt.

Text ensures everyone on the team gets the message and you can make life easier by creating a staff group from your contacts to automatize delivery.

PRO TIP:

Use texting to streamline hiring needs as well as reach out to special contractors, such as stagers.



After The Sale: 4 More Winning Text Marketing Plays to Run

1

Holiday or Special Occasion Wishes & Gifts

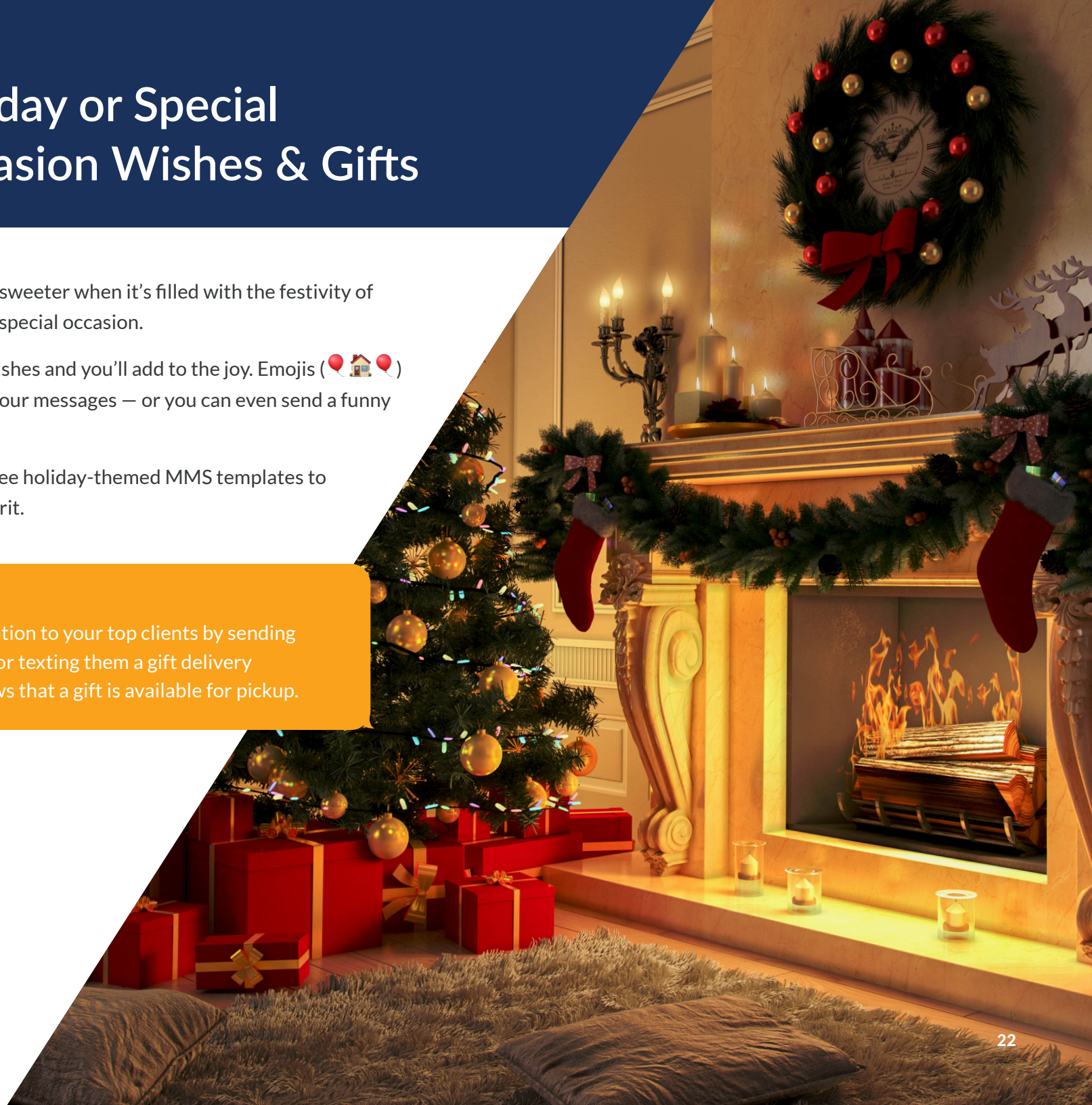
Somehow home is even sweeter when it's filled with the festivity of the holidays or another special occasion.

Text clients your best wishes and you'll add to the joy. Emojis (🏠🎄🎁) will add personality to your messages — or you can even send a funny GIF or meme.

EZ Texting also offers free holiday-themed MMS templates to help you get into the spirit.

PRO TIP:

Show your appreciation to your top clients by sending them a gift via text or texting them a gift delivery confirmation or news that a gift is available for pickup.



2

Birthday and Home Sale Anniversaries

Everyone likes to celebrate. A fun way to continue to engage with past clients is to text them a quick celebratory text, congratulating them on the anniversary of becoming a property owner. This tactic also works for birthdays and other milestone events.

For VIP clients who are likely to bring in extra business, you may even want to include a small gift when appropriate.

PRO TIP:

Add a referral link or remind them of a special upcoming event, like a VIP open house that they may want to join... with a friend.



3

Solicit Feedback & Request Online Reviews

Be as proactive about seeking reviews and referrals as you are about finding your clients the perfect property to rent, lease, or buy.

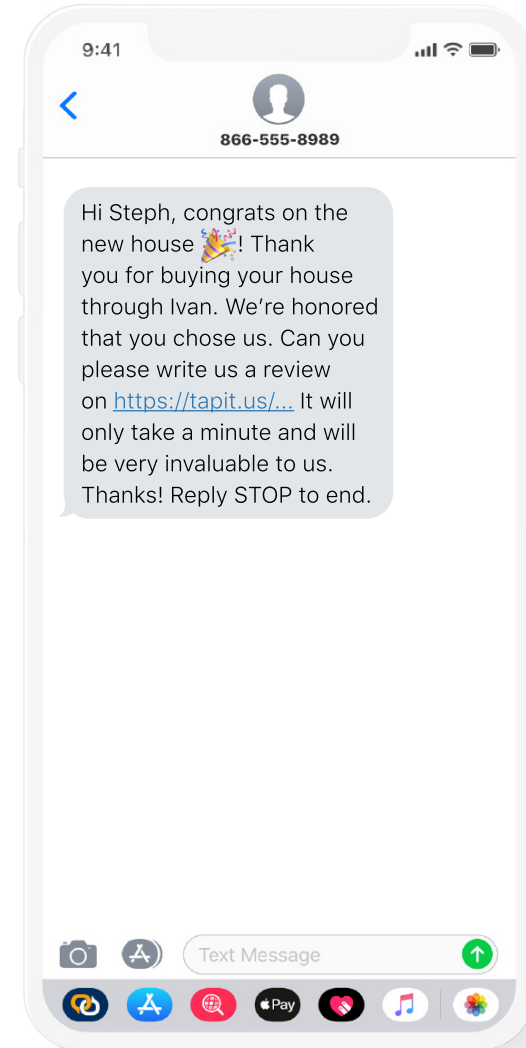
Text messages are a fast and effective way to reach your clients and ask for a great review. Remind your clients to leave a good review when you send them a celebratory text following a sale.

Some of the best times to send a review request include:

- After a successful open house
- After an offer is accepted
- After inspection repairs are completed
- After a home or property is appraised
- Right after closing

PRO TIP:

Include a link to the website to encourage and streamline the review process.



4 Encourage Referrals

Thriving agencies are built on strong referrals among your clients' personal network.

Be proactive to get those word-of-mouth recommendations as well.

If you do good work, your clients will be happy to refer you. Stay engaged with past clients and boost your potential to secure new leads.

PRO TIP:

Consider partnering with a local restaurant or retailer for a special gift to incentivize referrals.



16 Game-Changing Templates for Real Estate Texting

Real Estate Text Message Templates

Here are 16 text message templates you can use to build your own real estate text marketing playbook. Each template is under 160 characters. NOTE: personalization tokens are indicated with {# -- #}.

Promote Keywords, Boost your Database	Hi {#FirstName#}, thx for joining our subscriber list. Text NEWLISTINGS to get alerts as properties come on the market! - [Realtor Name] Reply STOP to end
Welcome Messages	Thx for accepting [Agency Name] texts, {#FirstName#! Expect texts [Daily, Weekly, etc.] and learn more about us here: [Shortened Link] Reply STOP to end
New Listing Alerts	NEW LISTING! [Property Highlights] Call [Phone Number] or reply with questions! - [Realtor Name] Reply STOP to end
Provide a Sneak Peek with MMS Images	Hi {#FirstName#}, we have a beautiful new property at 123 EZ Street. Take a look and call or text if you'd like to see the space in person! [Realtor Name] Reply STOP to end
Streamline Communications with 1-on-1 Chat	Let us know how else we can help! Reply STOP to end
Promote Open Houses	Hi {#FirstName#}, we're hosting an open house [date, time] for a property you'll be interested in: [Address] Would love to see you! - [Realtor Name] Reply STOP to end
Appointment & Scheduling Reminders	Hi {#FirstName#}, Reminder that we're showing your house [Date, Time]. [Instructions] Look forward to seeing you! - [Realtor Name] Reply STOP to end

Incentives & Promos	NEW LEASE SPECIAL! EZ Office Space is offering first month rent for FREE! Offer to new tenants for December, don't wait! Reply STOP to end
Safety Protocols	Hi {#FirstName#}, learn more about COVID safety protocols we are taking: [Shortened Link] Reply STOP to end
Drip Campaigns	Did you know? [Agency Name] offers [Info]. 😊 Reply STOP to end
Agency & Internal Coordination	Hi, {#FirstName#}!, we're having [Meeting Details] [Date, Time] [Location]. Thx for being part of the [Agency Name] team! Reply STOP to end
Engage with Leads	HOME MAINTENANCE: It's time to: [Activity]. - [Realtor Name] Reply STOP to end
Holiday Gifts	{#FirstName#}, to say thx for being a client, I have a [Gift] for you. Stop by [Address] to get it! 🎁 [Realtor Name]! Reply STOP to end
Birthday & Home Sale Anniversaries	{#FirstName#}, you've been in your home for [Time]. Congrats! 🎉 To celebrate, [Offer] Have a great day! - [Realtor Name] Reply STOP to end
Solicit Feedback & Request Reviews	{#FirstName#}, thx for [buying/selling] your home thru [Agency Name]! We're honored you chose us. We'd appreciate it if you left a review @ [Shortened Link]? THANKS! Reply STOP to end
Encourage Referrals	Hi, {#FirstName#}! Refer a friend to [Agency Name] and get [Offer] Use this link: [Shortened Link] Reply STOP to end

Become a Text Message Marketing MVP

We guarantee these plays will work for you and your company, but how to absolutely dial it up a notch? Call in an assistant coach! We offer a robust [Resources Center](#), in-app tips, and a best-in-class [Knowledge Base](#) to help resolve all of your questions.

Time and again, the EZ Texting app [has been rated](#) the most user-friendly text marketing platform, both for ease of use, quality of customer support, and ease of setup.

In less than five minutes, you can sign up, upload contacts, and send your first text message. With our cloud-based self-service app and custom integrations, you don't even need web development assistance. Get up and running today with a no-risk, free trial or check out our [flexible pricing plans](#).



The data we get from our text messages is as valuable as the leads themselves, since we now know the types of properties that interest our prospects and can target outbound marketing efforts accordingly.

BRAD MCCOY
Lee & Associates



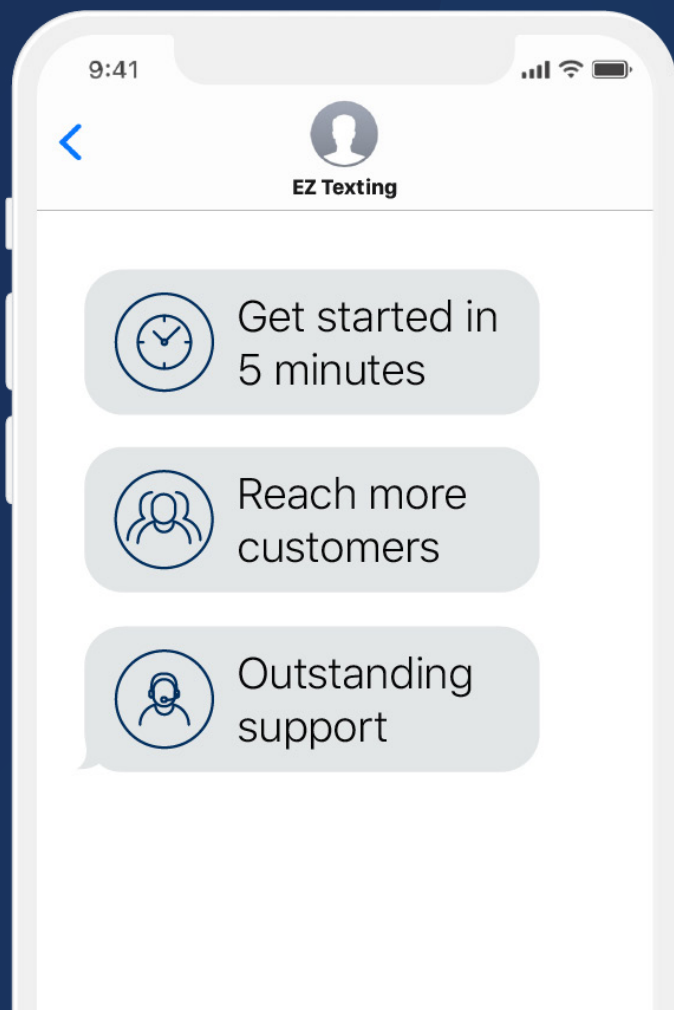
Communicating with all these people in any other way would be impractical.

ATUKWE NEWELL
UAS Properties



Using EZ Texting lets me connect with the right person at the right time. The tracking tool is awesome, making it clear that people review texts way faster than email.

PATRICK LEWIS
Axia Home Loans



Why Have 160K Businesses Chosen EZ Texting?

Our customers love how simple our platform is to use, its low-cost bulk messaging, and its unparalleled customer service.

We will partner with your business to find the right solution for your individual needs.

Sign up for a no-risk trial, and you'll see why EZ Texting is the #1 rated SMS marketing platform.

TRY FOR FREE

Have Questions? Call Us at (855) 854-3024.



EZ Texting is a SaaS company that delivers the fastest, easiest and most reliable way to connect. It has served over 160,000 customers and is the #1 SMS platform for business users, setting the standard for business texting. Our messaging solutions allow businesses to quickly and effectively reach and engage their mobile audiences. With employees around the world, EZ Texting is continuously recognized as a Best Place to Work, as well as a top product for small and mid-market businesses. The company is backed by Morgan Stanley Expansion Capital, Investor AB and ROCA Partners. To find out more, follow us on Twitter and LinkedIn. Learn more at eztexting.com

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