

# Multimedia Services for Property Companies

*This document highlights the unique multimedia  
communication services that are offered to  
Property Companies and the associated benefits*

# Setting the Scene...



**FOR SALE**

Text 'RN' to 60365

## Connecting Buyers to Agents

*Delivering Property details to prospective buyers automatically and right at the "point of sale".*



Whether buyers are seriously looking or just browsing, often they are curious about properties they stumble across that have a 'For Sale' sign pegged out front, an advertisement they've seen in a magazine or newspaper or even in an agent's display window.

However, often they are not prepared to contact the agent immediately without doing their homework first. They want to research the area, drive the streets, assess local services, check the property details online and compare with other houses in the area.

But how do they remember specific properties so they can satisfy their curiosity later, at their convenience? Which agent had that property? Where was it again? How much was it? Is it really still available?

When the buyer gets online later, there are a multitude of aggregated real estate agent sites to search to try and relocate that property that caught their attention earlier when they were driving around the real world.

***So how do agents ensure they connect to buyers?***

# Property Service – accessing information



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1

## Buyer sends an SMS

The buyer sees the text service displayed on the 'For Sale' sign of the property and sends an SMS text message.

2

## Buyer receives an SMS

The buyer automatically receives an SMS text message which contains the information about the property – with a link to the property's video ...  
...and agents details.

3

## Buyer forwards SMS

As the details of the property have been sent to the Buyer as an SMS text message ... the Buyer can forward this text to others to share the information. For example, the Buyer can share the information with their spouse in order to make a decision.

4

## Buyer contacts Agent

After reviewing the details of the property (and watching the video) the Buyer contacts the Agent to book an appointment etc.



# Where else can Buyers access property details?



# Features and Benefits of the Service

## Key Features

1. Accept enquiries from property buyers via SMS, Email, Instant Messengers, Web browser or Twitter.
2. Capture lead contact details so you can follow up your leads yourself
3. Set up a reminder to be sent out for a property at a specific date/time for a significant event like an Open-House
4. Automatically send brochures, price lists, photos and VIDEOS etc directly to the buyer's email address
5. Show a video/audio tour of your property directly on their phone, immediately
6. Include web links in your predefined auto-responses to direct leads to YOUR property description page on YOUR web site.
7. Property SMS Text Codes for the same property can be used in different media:
  1. Prop12a on a 'For Sale' Sign in front of the property
  2. Prop12b in the Estate Agent shop window
  3. Prop12c in a property magazine
  4. Prop12d in a newspaper

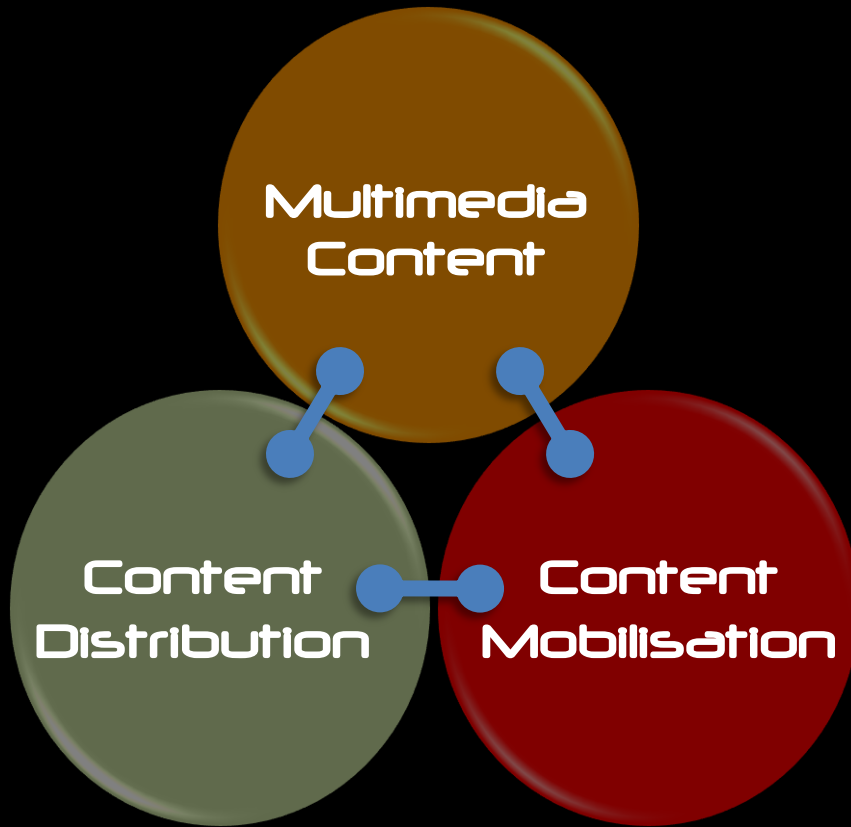
## Key Benefits for the Estate Agent

1. Including our texting service with sign boards has proven to encourage Vendors to accept a For Sale sign when marketing their property.
2. Satisfy the curiosity of home buyers 24 hours/day, 365 days/year.
3. Serious buyers can request to be contacted, or will call you.
4. One simple flat fee per Property Spot for unlimited messages while that Property is on the market.
5. Drive curious home buyers online to YOUR website to review the property.
6. Engage your buyer even when you're not open by automatically having a brochure emailed to them or show them an video/audio tour of the property

## Key Benefits for the Buyer

1. Shortcode a specific property and receive an immediate response with a link so you can research it later online at your convenience.
2. Use SMS, Email, Twitter, Instant Messenger, your mobile camera or your mobile web browser to request a Property.
3. Its always free.
4. Shortcode it and forget it! Get on with what ever you were doing, knowing with confidence that you will be reminded later to check out property online, and you won't need to waste time trying to search for it again
5. Keep up-to-date with any specific property updates/news by subscribing to a specific property Spot. Receive updates via your choice of SMS, Email, Twitter or Instant Messengers.

# Factors for consideration...



## Capturing the Audience's attention using multimedia – across all channels and on any device

Property Companies operate in a highly competitive market. It is essential to provide a differentiated service for both buyers and sellers. Buyers and sellers alike are looking for real value-add from the Property Agent and the most powerful way to achieve this is to use multimedia and video.

To gain maximum audience exposure, and marketing impact, there are 3 key elements to consider:

- **Multimedia** Content  
*The Multimedia Content (video) needs to be engaging, informative, relevant and impactful.*
- **Mobilisation** of the Multimedia Content  
*Your audience needs to be able to access the property videos from any device (Mobile, PC and Smartphone)*
- **Distribution** of the Multimedia Content  
*You need to reach your audience across all available communication platforms – SMS Text messaging, Email and Website*

*Above all the service must be simple to use.*

# Multimedia Production for the Properties

## Multimedia Content



### On-site Video

For special properties, we can create a video tour.

This service includes:

a professional presenter or Voiceover with a music track



### Photos and Images

For most properties we will take a series of photographs and create a mini 'video', or, alternatively, you can supply the photographs.

We animate the images, creating movement and add a voiceover and music track



### Voice over

As a part of our service we will source and record professional voiceover artists to present the property videos.

### Additional images & graphics

If you wish, we can add graphics, like floor plans and/or maps to the videos and of course we'll add your logo and a call to action at the end.

*Live Film*

*Photography*

*Voice Over*

*Images*

*Presenters*

# Accessing Property Videos from anywhere!

## Content Mobilisation



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### Mobilisation Service

Using our advanced content mobilisation service, all property videos can be accessed from any device – PC, Mac and MOBILE.

This means that buyers can receive & watch property videos on any device that they choose - mobiles (iPhone, Blackberry, etc) and PCs.

*Property Companies can deliver videos into the hands of buyers quickly – and hence accelerate sales.*

### Videos direct to the buyer's mobiles (via SMS text messages)

We can place an SMS short-code on the For Sale sign of each property. This exciting and unique service enables interested buyers to get the property details sent directly to their mobile phones.

Interested buyers would send a text to the short-code number and we automatically reply with a text that contains a link to the property video.

*In this way the buyer immediately has the details of the property directly at the point of sale.*

*Furthermore the text message (containing the link to the property video) can be forwarded on to others – business colleagues, friends and family.*

# Distributing the Property Videos



## Post your property videos everywhere!



We provide a comprehensive service that enables you to distribute the property videos across all available marketing channels.

### The property videos can be used as follows:

1. On your website
2. In your electronic newsletters
3. On your Social Media pages (facebook, Twitter, LinkedIn etc)
4. On 'For Sale' signage
5. On other websites – such as 'RightMove' etc

## Distributing the property videos for you



SMS

We can distribute the property videos for you.

*For example, potential buyers on your mailing list can receive the links to suitable property videos - either via email or sms text message*

We can manage this process for you if required.

Email

SMS Text

Websites

Social Media

Newsletters