



Revolutionizing the Real Estate Industry: Effective Text Communication in Real Estate



Messaging
Solutions to
Empower
Businesses



Texting In Real Estate

In the real estate business, reaching out to potential buyers is what it all comes down to. Unlike most industries, in real estate, most prospective buyers start looking when they have made up their minds to buy, so connecting with them at the right time is key to success.

How can you reach out to your leads quickly? While online ads, search engine optimization, and other digital marketing methods are very effective for creating an online presence, nothing beats the agility and convenience of text message marketing for real estate.

Why is text communication effective for real estate?

Text message marketing is not just effective for real estate, it's the best option. As a home buyer, when you are looking for a home, are you more likely to check your email, or look at your texts? Data indicates that people check their phones an average of 100 times a day, meaning you have as many opportunities to show up with your message on their phone.

Benefits of GirikSMS text marketing for real estate

If you're a real estate agent, you have likely used email marketing for your business. It's an affordable and convenient way to get to a prospective buyer's inbox. The only problem however is that your message is arriving with hordes of other marketing messages, leaving your message completely lost amongst other non-related emails. Let's be honest. When was the last time you replied to a marketing email?

Having said that, how does GirikSMS text communication compare with other marketing methods? Here are some key benefits:

Personalized communication. Your prospects can respond faster to a text, while emails or ads lead buyers to a landing page. And with GirikSMS's Salesforce integration, you know what their likes and preferences are.

Accelerate lead generation and conversion. Text messaging gets to your leads first. Remember what we said earlier – people check their phones 100 times a day for text messages (whether SMS or popular messengers such as WhatsApp). The moment your property is on the market, potential buyers receive details on the property they've been looking for.

Text messaging is affordable. When dealing with large audiences, text messaging is much cheaper than conventional methods and has a high read rate of 98% within the first 5 minutes. With GirikSMS, you can send text messages to thousands of subscribers instantly.

Delivers instant value. Your leads can receive complete information about a listing they drove past or heard about simply by texting a code. GirikSMS saves the interaction in your CRM, so next time you have a similar listing, you can update them about your new offering.

Automate Real Estate Messaging with GirikSMS Chatbots.

Engage leads in text conversations and automate routine activities such as:

- Gather detailed buyer preferences.
- Schedule site visits.
- Share listing details.
- Conduct virtual walkthroughs.
- Share deals and offers.



Benefits of GirikSMS Text Marketing for Real Estate

With GirikSMS, you can unlock the combined power of text communication and your CRM data to drive engagement.

- Automate outbound texts for listings tailored to buyer needs and preferences.
- Set up and go live in minutes.
- Segment your audience in texting lists. GirikSMS analytics gives you deeper visibility into buyer needs and preferences.
- Send custom messages with templates, based on listing prices, property type, buyer preferences, and multiple property attributes.
- Engage with prospects one on one.
- Build and launch bulk text messaging campaigns without writing a single line of code.

What can you do with GirikSMS text messaging for real estate?

Now that we know that you can reach your prospective home buyers faster than ever with the GirikSMS text messaging solution, the question remains - what should you text them? You need to send them a message that has a high likelihood of eliciting a response. Here are some options.

Connect with cold leads

Connect with leads that appeared to be excited initially but have cooled off since then. You want to know if they are still interested. Re-engaging them via text messaging could be a deciding factor that converts a “maybe” to a “yes.” And with GirikSMS Salesforce integration, you can automate all of this with just a few clicks.

Allow customers to connect with you anytime, from anywhere

As a real estate agent, you probably manage multiple listings. It's not possible to always have someone physically present at a listing waiting for a lead to see it. With a simple text code, people who see your listing can connect with you digitally, at any time. GirikSMS chatbots will engage with your leads and provide them with all the information they need over text.

Share a hot new listing

If you run a real estate business, you know that it's not always possible for you to call every one of your leads about a great new listing. And even if you do, how many of them are going to take your call? This is where GirikSMS texting helps. If leads are hot, as in actively looking, you can add them to a broadcast list in GirikSMS to send them updates about new listings that they might consider.

Conduct an open house

Email and social media invitations are a thing of the past. Text communication, updates, and reminders on upcoming open houses can boost attendance at your next event. Your leads will get an opportunity to see a new property, giving you a chance to interact with them in person. From there on, you can follow up over texting.

Some Do's and Don'ts about text communication

There's a fine line between effective text message marketing with potential buyers and harassment. Here are some pointers you could follow to ensure you don't cross the line with them while staying effective in your communication.

- Text messaging needs the receiver's explicit consent. With GirikSMS, you can easily assign short codes or 10-digit phone numbers to make it easy for your leads to opt-in to receive marketing messages from your business.
- SMS messages have a character limit of 160. Be precise and clear in your messaging. With GirikSMS, you can easily configure all your business use cases with pre-defined templates.
- Find the right balance. Overwhelming buyers with too many messages can lead them to opt-out. And sending few and far between could lead to someone else grabbing their attention.
- Time your messaging communication. Text them when they are most likely to read incoming messages.

Connect. Automate. Engage.

With GirikSMS text messaging for your real estate business, you can be up and running in no time. Connect with an expert or sign up for a 30-day Free Trial today.

Book a FREE 30 Day Trial today →