



500x ROI: Using SMS to engage and convert your database

Proven real estate SMS templates and strategies to engage your database, book listing appointments and connect with potential buyers

From the team at LockedOn – www.lockedon.com

The power of SMS for real estate

With 98% open rates, instant delivery, and encouraging instantaneous replies directly to your phone, selling to buyers or managing listings from sellers becomes a smooth, free-flowing process. SMS is a powerful way to engage your database, quickly and easily.

There are various use cases for SMS messages, such as alerting buyers to a brand-new property for sale that matches their criteria or sale price. You could also let owners know about properties recently sold on their street or new open houses.

Working with one of Australia's leading real estate coaches Aaron Shiner, we've prepared a series of SMS templates that you can start using right away to engage your database all through the year.

All you need to do is copy and paste, update the template to suit, and click send. In under a minute, you can engage thousands of contacts with a personalized message that can achieve instant results.

500x ROI from one SMS campaign

There are real world results from a New Year's SMS marketing campaign (template below). Costing \$250, this agent saw over \$136K commission within three months.

1 x \$250 SMS campaign

20 properties sold within 1 month

\$136,000 commission, 500x ROI

Start of the new year

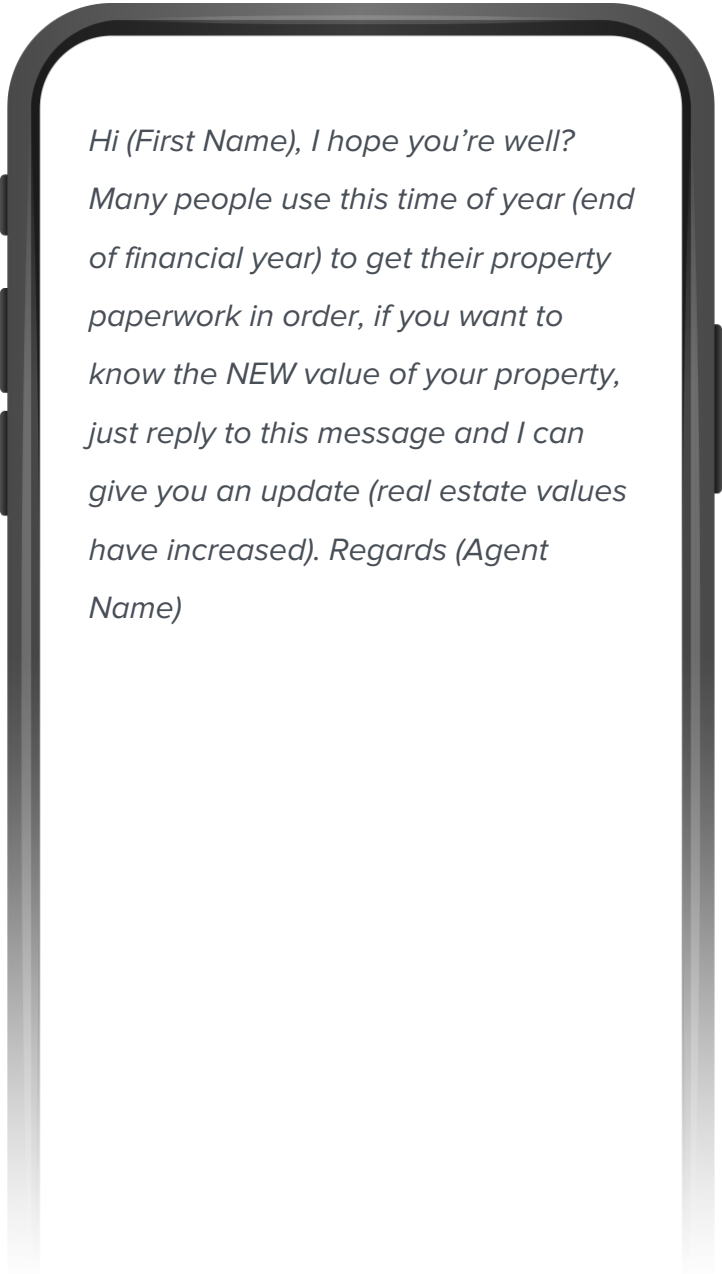
Hi (Client Name), I hope you've had a great start to the year. In the first few months of 2021, we've been very busy with a sharp increase in buyer demand. Recently we just sold ABC street for \$XXX and we had XX buyers view it, and we still have buyers leftover who missed out that are looking to secure a property before Easter. If you want to know the NEW value of your property, just reply to this message and I can give you an update. Regards (Agent Name).

Emojis are a great way to add some colour and emotion to your SMS messages. Check out emojipedia.com for a full list of emojis that you can easily copy and paste into any supported CRM.



SMS template

EOFY



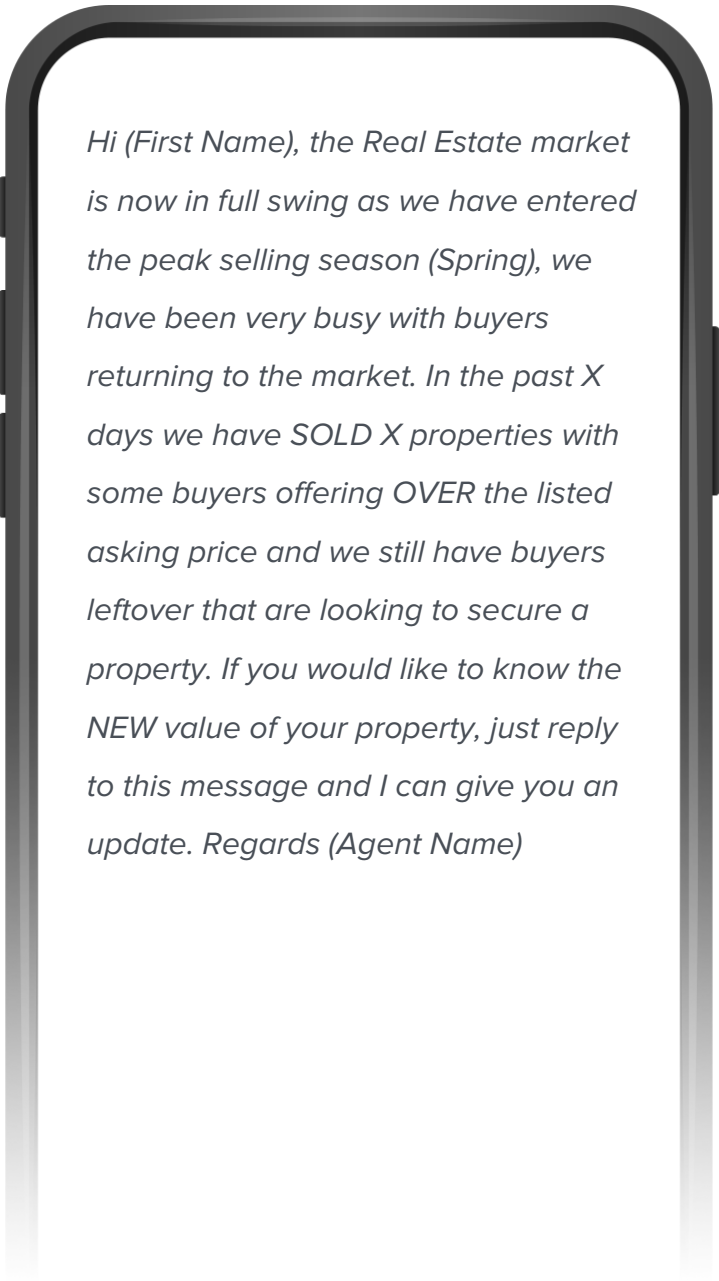
*Hi (First Name), I hope you're well?
Many people use this time of year (end
of financial year) to get their property
paperwork in order, if you want to
know the NEW value of your property,
just reply to this message and I can
give you an update (real estate values
have increased). Regards (Agent
Name)*

"Hi Aaron, the SMS worked great for us. We sent out approx. 1800 messages to our potential sellers in our database and within 72 hours we have booked in 52 listing appointments / market updates. I'll let you know how many we list."

Mark Chaney – First National

SMS template

Spring



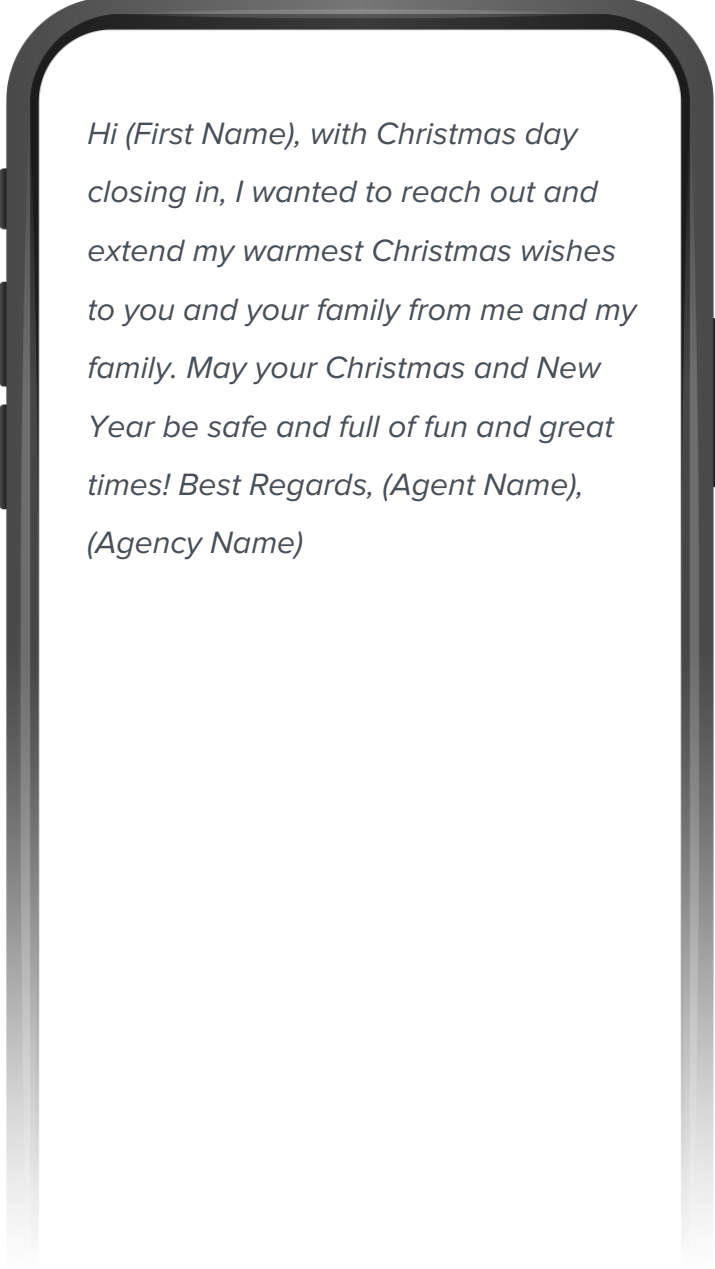
Hi (First Name), the Real Estate market is now in full swing as we have entered the peak selling season (Spring), we have been very busy with buyers returning to the market. In the past X days we have SOLD X properties with some buyers offering OVER the listed asking price and we still have buyers leftover that are looking to secure a property. If you would like to know the NEW value of your property, just reply to this message and I can give you an update. Regards (Agent Name)

Did you know...

The LockedOn real estate CRM platform allows you to send SMS messages to thousands of contacts in seconds – and has dozens of pre-built SMS, email and letter templates ready to go in a single click. Find out more at lockedon.com.

SMS template

Christmas



Hi (First Name), with Christmas day closing in, I wanted to reach out and extend my warmest Christmas wishes to you and your family from me and my family. May your Christmas and New Year be safe and full of fun and great times! Best Regards, (Agent Name), (Agency Name)

"We have sold millions of dollars of property due to our strategic process of communication with SMS, so it's a very valuable asset to our business"

Christian Bartley – Bellarine Property

SMS template

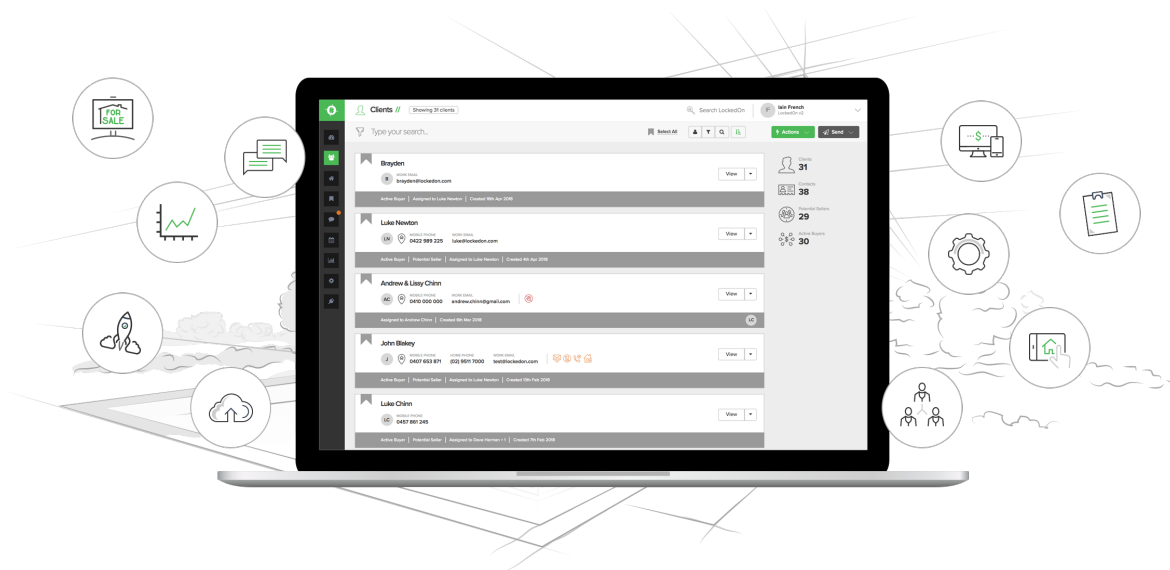
Just Sold

Hi (First Name), get news - we have just SOLD 123 Example Street, Suburb, it achieved an amazing result. We had X interested buyers inspect, it was only on the market for X days and we received X offers, the property SOLD for \$X. We still have buyers left over that are looking to secure a property, if you would like to know the NEW value of your property, just reply to this message and I can give you an update. Regards (Agent Name)

"We used your text message late this afternoon... in just 1 hour we had 120+ reply texts and 25+ say yes to an updated market value and 1 new listing so far 🙌 I've literally had to put my work phone on DND..."

Sarah Lehmann – PRD Real Estate

Ready to get started with SMS?



LockedOn is a powerful CRM, automation and marketing platform that allows you to easily send SMS messages to thousands of contacts with one click.

- **Full CRM, automation and marketing platform** – hundreds of features, everything you need to run your agency
- **Pre-built SMS templates** – your account comes pre-loaded with proven SMS templates for every occasion
- **Customise your SMS messages** with dynamic merge fields in emojis through LockedOn's powerful Send to Many platform
- **Automated SMS message triggers** - LockedOn can send SMS messages to open home attendees automatically, or immediately after a web enquiry is received
- **Industry leading SMS rates**

Ready to get started? Book your free demo at lockedon.com.

