

"GRABBING" the opportunity

MESSAGING FOR REAL ESTATE SERVICES

Real Estate – Grabbing the opportunity

The boom in retail sector and the rising aspirations of people has led to an explosive growth in real estate.

The real estate market has been further expanded by home financiers and new age developers that have become an integral part of the real estate eco-system.

With a large number of consumers who wants to invest in real estate today, companies that have been able to reach larger set of target audience are the winners. Mobile messaging solution is a powerful mass media channel that helps real estate companies to grab the opportunity faster in a cost-effective manner.

Why mobile messaging is crucial in Real Estate?

Developers

Real estate developers use mobile messaging solution to send information on new launches, application status and instalments to investor and buyer communities.

Financers

Financers use mobile messaging solution to send information on pending instalments and change of interest rates.

Real estate agents

Real estate agents use mobile messaging solution to send information about the availability of space for rent/purchase based on the requirement of the registered members.

Mobile messaging services helps real estate companies to capture the market by providing time-critical information valuable to buyers and investors

ValueFirst's Killer Application

- **Lead Generation** – Short-code based lead or enquiry generation.
- **Customer Relation Management** – Continuous automated communication with customers on mobile.

Bouquet of mobile messaging services

Push Marketing

Push (Send) pre-launch and post-launch alerts on mobile to the prospective investor and buyers.

Lead Generation

Developers receive leads/enquiries via a short-code which is promoted through TV/print media.

Collections

Developers/financers send payment reminders of the instalments and thus significantly reducing the default rate.

Customer Service

Customers PULL/ query the status of their application from the developers.

Customer Enquiry

Customers enquire the availability of space for rent/purchase over the mobile phone.

How ValueFirst have m-powered their clients?

Omaxe Construction Company

- Promotes short-code for the purpose of lead generations.
- PUSH/ Send promotional messages on new projects to prospects.

Taneja Developers and Infrastructure

- Customers query current status of EMI using short-code.
- Push/ Send promotional messages on new projects to prospects.
- Customers query the status of their application.

SG Estate

- Push/ Send pre-launch and post-launch messages on new projects to prospects.
- Promotes short-code for the purpose of lead generations.

ValueFirst's USP

24 * 7 support
Least time to market – deployment typically is done in one day
The most scalable solution in the industry in terms of architecture
Highly configurable products - processes can be configured on-the-fly
Redundancy of servers with load balancing, failover mechanism and least cost routing
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-46 32 000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070

www.vfirst.com