

flexitxt is an innovative service that provides prospective home buyers, rental and commercial clients with immediate, 24/7 access to full property details and photographs via any mobile phone.

Using the latest SMS and WAP mobile technology we deliver your property portfolio to highly targeted customers at the time they are considering their purchase or rental choices. Information is sent to your potential clients instantly.

## Personalised content straight to mobile phones

We don't just send a text message, we deliver a route to full property details and photographs to a mobile phone, giving clients an immediate view of the property they are interested in, without having to make a call to the estate agent. This gives clients the freedom to immediately explore high quality property details and information in any situation and location.

The established advertising routes of newspapers, property guides and the Internet, do not deliver the immediate up-to-date property details that clients require. A buyer or renter walking past a property must take a note of telephone numbers, property addresses or website details to then go back and enquire about a property. This can delay their access to key information and viewing times, especially if it's out of office hours or in a remote location.

## Simple property management

It's never been easier to make available the most up to date information on your property portfolio and to attract interest on properties at any time of the day, even in the most remote locations.

Our easy to use, web based management site makes adding property details a simple task. Add your new property, enter the details, upload photographs and make it active, it's as simple as that.

## The 24 hour mobile property window

By incorporating mobile marketing to your property portfolio you can offer clients an always open for business approach as not matter the time of day or location, clients can always get the most up-to-date information from you.

When a user connects to the property profile online through their mobile they can review the particulars and also enter their email address to receive an email with the full property schedule as well as registering their mobile number to receive updates of the property status - if it changes to fixed price, goes to closing or is sold they will get an update SMS and mobile web link.

The Agents management system gives full property reports on how many SMS and E-mail requests there have been per property and also contact information to follow these leads up. All messages sent are branded with your company name and logo on emails and mobile web schedules. Our inbuilt SMS communications service allows you to send out property links to multiple clients mobiles in one action to inform them of properties matching their requirements. This gives them access to instant information on new properties and developments giving you enhanced sales and rental opportunities.



### Key Features of flexitxt

#### For Estate and Letting Agents

- Individual agent contact details for each property for immediate follow up.
- Agents immediately informed of interest in their properties by email.
- Simple property management system to utilise existing schedule content.
- Full property activity reporting on email/SMS activity requests for property information.

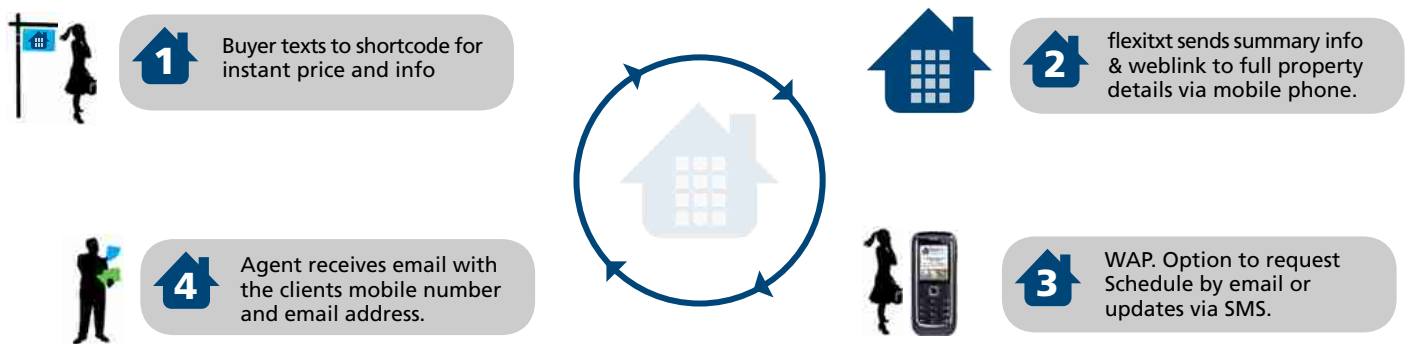
#### For prospective Buyers/Renters

- Instant up-to-date property status and price for clients.
- Lets buyer/renter know if the property is closing/sold/let
- View photographs of the property immediately
- View floorplans room sizes and dimensions
- Register for property updates by SMS via their mobile when property goes to closing date.
- Request a property brochure to be emailed

## The mobile property cycle

A potential buyer sees a property For Sale or To Let which attracts their attention. The agent is utilising the flexitxt system so the buyer can text a keyword and property code to our shortcode mobile number, which is displayed on the Sale Board, and receive an instant response text message with a property summary and a weblink which can be accessed through the users mobile phone. The link connects to the property micro schedule and by detecting the users mobile phone type, the content and photographs are delivered optimised exclusively for their model of mobile phone.

The user can then review the information and can select to enter their email address to receive an email with the full property schedule attached as well as registering their mobile number to receive updates of the property status - if it changes to fixed price, goes to closing or is sold.



## So how can start using this to market my properties?

By using our sale board slips you can easily add the property shortcode number and details to your existing marketing sale boards. You then print off the corresponding property code via the online management system and stick this in place on the sale board and your clients are ready to get instant information and details. The slips are discreet and fit almost any sale board without requiring new boards to be created. We also offer a larger tag board which can be fixed to existing posts for a more prominent positioning.

www.flexitxt.com		<b>TEXT: INFO SW1234</b>	<b>to: 60999</b>
		(mobile web link sent with text to access instant property information) <b>INSTANT PROPERTY INFORMATION</b>	(go to <a href="http://www.flexitxt.com/info">http://www.flexitxt.com/info</a> for help & information) <b>PRICE/DETAILS/PHOTOS/PLANS</b>

(text costs 50p plus standard network charge)

## What does this all cost?

### Estate Agents and Solicitors (selling and letting):

Our packages are tailored to individual companies needs. The entry package allows you to market up to 100 properties at any one time and this means throughout the year you can assign new codes to new properties so you are not limited in any way. Should you have a larger requirement for your portfolio then you can purchase additional property blocks as required. The annual fee covers all your inbound and outbound messaging.

### Letting Agents:

Specifically designed for Letting agents this package allows you to market up to 100 properties at any one time and means throughout the year you can assign new codes to new properties so you are not limited in any way. End users are charged 50 pence per request for property information. Should you have a larger requirement for your portfolio then you can purchase additional property blocks as required. The annual fee covers all your outbound messaging.

To discuss integrating flexitxt into your property business please contact **0845 634 2941**.