

What is cityphone?

cityphone real estate is a new marketing and lead generation service designed exclusively for Estate Agents. It's a perfect tool for the Estate Agent who wants to gain an edge over the competition and increase their sales.

Why should you use it?

Simply put - to make your job easier!

- ▶ **Generate more leads.** – By using our innovative text message technology, you can dramatically increase the number of prospective clients you gain access to through cityphone's automated tracking system.
- ▶ **Differentiate yourself from the competition.** – In any competitive real estate market, uniqueness and additional client services are essential. Be one of the first agents to offer this exciting new technology to your clients.
- ▶ **Bring Static advertising mediums to life.** – There is a high cost for displaying multiple color photos and great difficulty in tracking the effectiveness of any newspaper ad campaign. By adding your keyword, you can make every ad interactive while providing more information, reducing the overall cost and tracking all the requests.

How does it work?

cityphone works by combining the flexibility and convenience of text messaging with an agents listing. By giving every home its own unique keyword, you can give prospective buyers instant access to photos and information direct to their cell phone and you can track the activity while capturing all call back requests.

Your unique keyword should be used to complement your existing advertising programs. By placing your unique keywords on the sign, in a newspaper ad or any other form of advertising you use, you will enhance the effectiveness and reporting capabilities of your overall campaign. All this for £7 a listing per month!

How can you find out more?

You can test the system now by simply texting the keyword **Agent Smith** to **80039**

You can also visit us on the web at www.mycityphone.co.uk or use the info above to contact your local representative.

