

Text Messages...



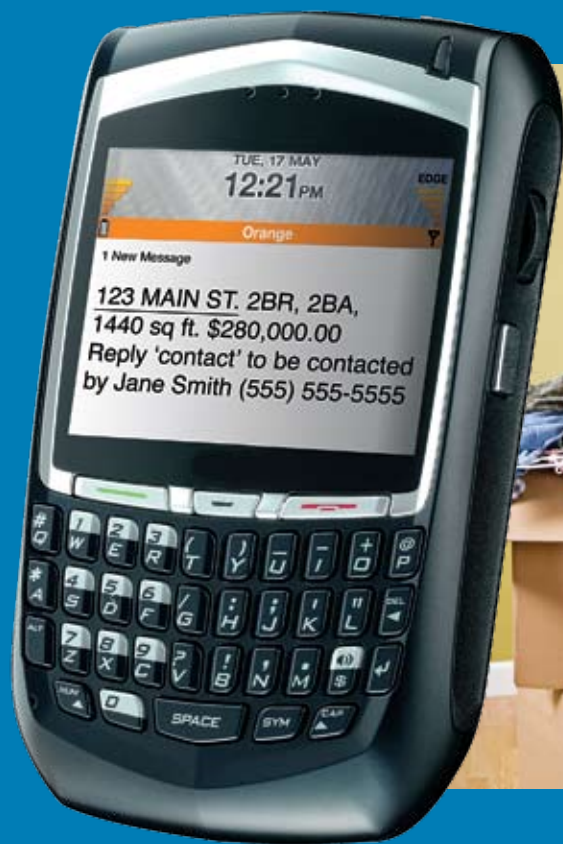
Keeping Agents Connected

How Siva can help your business

Bring the latest technology to your home buyers and sellers by adding text message links on your available properties. Tag each property with a unique property identifier, send that unique code to 97063 and immediately receive information such as address, bedrooms, bathrooms, square footage, price, and realtor contact information.

Why choose Siva?

- Offer your clients the latest technologies
- Secure a listing
- Personally connect with prospective buyers
- **SELL MORE HOUSES**



Why it works

Siva Communication's Interactive Real Estate allows prospective buyers to receive all property information in the palm of their hand. This noninvasive technology does not push a customer's phone number to real estate agents unless requested by the customer. Getting this information, including the realtor's contact information to a prospective buyer guarantees that buyer retains all necessary information on the property. They also hold information to contact the realtor at any point in the future as well.

- Prospective buyers have a digital marketing flyer of any property of their choice
- Flyer includes contact information allowing the prospective buyer to contact the realtor associated with the property
- Message allows for 2-way communication, allowing the consumer to opt for a response from the realtor
- When prompted for a contact request – the realtor receives an email and a text message providing the interested party's telephone number along with the property they are interested in

Text message facts

There was a 200% increase in SMS usage in 2005

Over 20 billion text messages are sent every month in the United States

Beginning in 2004 there were more wireless phone subscribers than landline phone subscribers

There are currently over 233 million cell phone subscribers in USA

How to get started

Integrating this system into your current advertising scheme will guarantee buzz and community acceptance. Scott Tobias of Coldwell Banker Mid-America Group, Realtors, began their text message campaign with advertisements in the *Des Moines Register*. The kickoff of the program was Sunday April 15th, in order to create a large buzz in the community Scott placed teaser ads beginning Thursday April 12th (Ads can be seen below). By the time CBMAG officially unveiled the new technology communication program, the Des Moines community was talking.

CBMAG has continued advertising – reaching out to both the entire city along with more targeted consumers. Ads were also placed in Juice, an alternative news magazine targeted towards young adults in the Des Moines area. Advertisements and information was also posted on dmjuice.com, desmoinesregister.com, and coldwellbankermag.com.



Some of the advertisements Coldwell Banker ran in the Des Moines Register to announce their text message campaign.



COLDWELL BANKER MID-AMERICA GROUP REALTORS is proud to be the first to showcase cutting edge innovation in real estate buying and selling. Check out our lab section or text 224-8400 to learn more about another advantage to working with Coldwell Banker Mid-America Group, Realtors® in the 21st century. Standard text messaging rates apply.

Testimonials

- "We knew we wanted to enter the mobile world, but with our already developed backend, we didn't want to disrupt our day-to-day business. Siva Communications was able to integrate their mobile solution into our system. Business went on as usual, and we are seeing great results and gaining listings everyday."
~ **Kent Allison, VP of Information Technology, Coldwell Banker Mid-America Group, Realtors**
- "Traditional marketing vehicles are just that, traditional. We are looking for an edge on the competition, a marketing strategy encompassing print, web, and mobile. Siva Communications was the answer to our mobile marketing vehicle - providing us with the edge we needed."
~ **Scott Tobias, Director of Marketing, Coldwell Banker Mid-America Group, Realtors**