



MobileFlyers

Mobile

focus

HOW SMS TEXT MESSAGING CAN HELP YOU
SELL MORE REAL ESTATE!

Stand out in a competitive
real estate market!

MobileFlyers.net is a mobile marketing and lead generation service specifically designed for bringing Real Estate Agents and Buyers together.

By combining the power and convenience of text messaging, Agents are now able to save time and money by turning their paper flyers into Mobile Flyers - accessible to anybody with a cell phone!



Exploring the benefits

- ☛ Provides 24/7 instant lead capturing & notification
- ☛ Track drive-by activity in "real time"
- ☛ Brings traditional advertising to life
- ☛ Saves valuable time and money
- ☛ Environmentally Friendly – Eliminates paper flyers!



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Instant Property Information On-Demand

By incorporating Mobile Flyers into your marketing campaign, home buyers will be able to text a simple, unique property code displayed on your real estate sign allowing them to request photos and instant property information straight to their cell phone. As the listing agent, you will instantly be notified via text message & e-mail of the request which will include the potential home buyer's phone number.

Here's how it works:



Buyer requests property information via text message



Mobile Flyers receives Buyer's request and automatically replies with property information



Buyer receives instant property information directly to their cell phone



Agent is instantly notified of Buyer's request and given Buyer's phone number for immediate follow up

Supported Carriers



What the buyer receives:

- Property Address
- MLS Number
- Listing Price
- # of Bedrooms
- # of Bathrooms
- Square Footage
- Agent Contact Information
- Direct links to view additional property information and photos on their cell phone

What the Agent receives:

- Date, time & phone number of buyer's request, sent instantly to allow contact before buyer leaves the property



Text messaging has embedded itself in the American communication lifestyle

- As of Q3 2008, 203 million of the 263 million U.S. wireless subscriber lines paid for text messaging either as part of a package or on a transaction-basis.
- From a penetration and usage perspective, it is estimated that 57 percent of all mobile subscribers ages 13 and older use text messaging on a regular basis.
- Text messaging has become so popular, in fact, that U.S. mobile subscribers now send and receive more text messages in a month than they make phone calls.
- As of Q2 2008, mobile subscribers sent or received an average of 357 text messages per month, compared with placing 204 phone calls.
- According to the Mobile Marketing Association, in 2008, 89% of companies will use text and multimedia messaging to reach their audiences, with nearly one third planning to spend more than 10% percent of their marketing budgets on advertising in the text SMS marketing medium.
- 80% of consumers keep their mobile on them all day.
- Over 94% of text messages are opened and read. Far exceeding most other types of marketing.
- When given a choice 39% of US consumers — 76 million people — prefer text messages to radio or TV advertising; however, only 3% of most marketing campaigns currently have a text component.



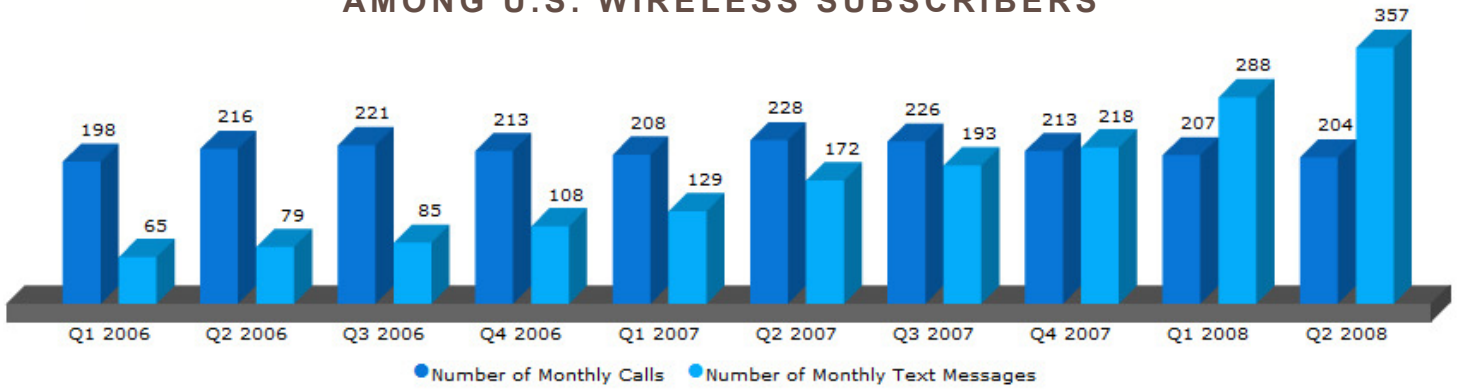
Try It Now On Your Cell Phone!
For Photos & Instant Property Information
Sent to Your Cell Phone

Text: MF20001

To: 32075

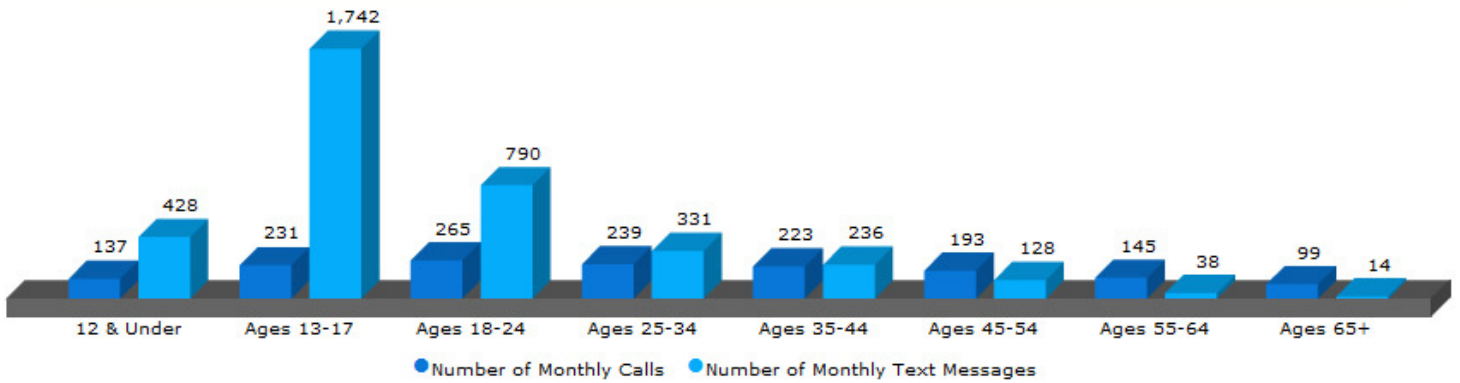


AVERAGE NUMBER OF MONTHLY CALLS VS. TEXT MESSAGES AMONG U.S. WIRELESS SUBSCRIBERS



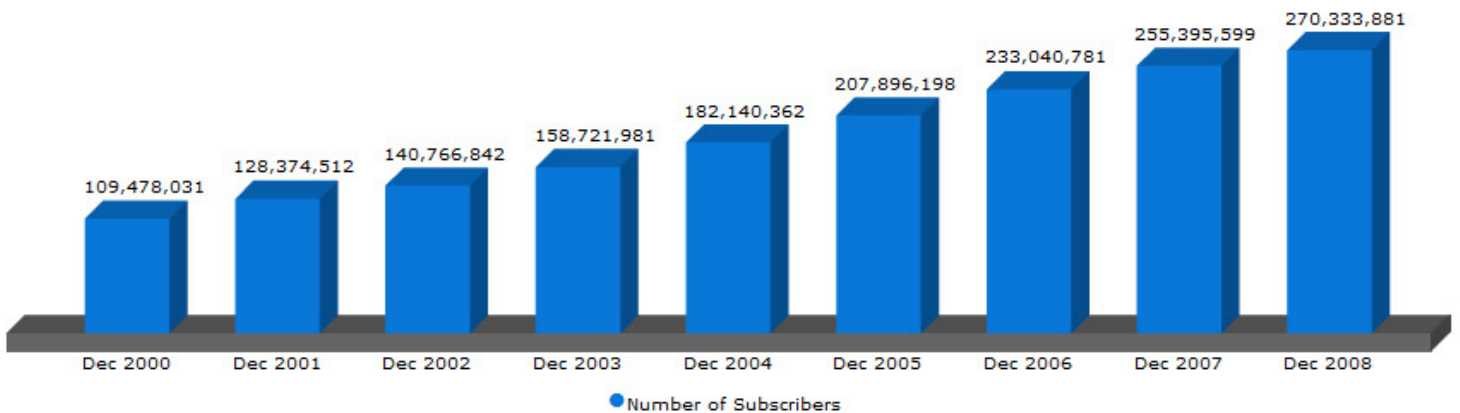
Source: The Nielsen Company. www.nielsen.com

AVERAGE NUMBER OF MONTHLY CALLS VS. TEXT MESSAGES AMONG U.S. WIRELESS SUBSCRIBERS BY AGE (Q2 2008)



Source: The Nielsen Company. www.nielsen.com

ESTIMATED NUMBER OF WIRELESS SUBSCRIBERS NATIONWIDE



Source: CTIA Year-End 2008 Top-Line Survey. www.ctia.org

Newly designed in September 2009, the MobileFlyers.net website features many useful tools for Agents & buyers alike. With the design and development inspired by basic "Web 2.0" concepts, website navigation and usability becomes easier, faster and friendlier. Visit www.MobileFlyers.net to see for yourself!



Agent Account Section:

Easily manage property listings, sign orders as well as view and track all leads received from your MobileFlyers sign.

Property Search:

Buyers can search all listings in the Mobile Flyers directory based on the criteria they are looking for.

Property Tracker:

Buyers who have received Mobile Flyers on their cell phone can easily view more details on their computer.

By entering their mobile number into the property tracker, the system will automatically display all of the listings they have previously visited in person.