Mobile Real Estate ID FAQ's

Mobile Real Estate ID is a mobile marketing platform for real estate professionals. It allows buyers to access property information, pictures and the agent's contact info directly on their cell phone via text message. Simultaneously, it captures that buyer's information and sends the lead directly to the listing agent; all in real time!

1. How do buyers receive property information?
When a buyer wants to get property information they simply send a text message to the number 88500, in the body of the message they will put the home's Mobile ID (i.e. text 123 TO 88500).

2. How will a potential buyer know what to text?
Typically, a sign rider will be used in conjunction with the for sale sign that reads: For Information, Pictures and Price Text 123 TO 88500. However, the Mobile ID can be used in **any form** of advertisement created for a particular property.

3. How does the agent get the lead?
At the same time that a buyer texts in for property information, the system will record their contact information and what property they are looking at and send an alert directly to the agent. Leads are sent via e-mail and text message, and agents can turn each on and off as they please.

4. Can the buyers see pictures?
Yes, when a buyer receives the text message with the property information (bedrooms, bathrooms, price, etc.) they can click a link to see pictures. Buyers must have Internet access to see the pictures on their phone.

5. Where does the property information that the buyer receives come from?
Property information will be uploaded automatically from your MLS. During the set-up process, the appropriate paperwork will be completed in order for Mobile Real Estate ID to access your listing information directly from your local MLS.

6. Do brokers, agents or both get access to the system? How do they access it?
Both the broker and agent will get access to the system. Brokers will receive a log in and password that allows them to see everything related to their firm, including properties, agents, leads, resources, history, alerts and more. Each agent will also receive a login in and password to the online platform where they will be able to see only the information that pertains to their listings and their leads.

7. What other information is available on the online platform?
With the online platform users have access to all their leads stored in chronological order and on a per property basis. In addition, they can edit and preview outgoing messages, generate reports and track and manage all leads.

8. How many property pictures can you include?
You can upload as many pictures as you want. When Mobile Real Estate uploads MLS property information, all the pictures included in the MLS will be available automatically.