

# READY TO SELL?

Introducing Realty World's Mobile Connect



**FACT:** Nearly all of today's homebuyers start their search for property online. And one in every seven searches is now done on a mobile device. At Realty World, our focus is to maximize your property's exposure to the fastest growing segment: **mobile**.

Yes, homebuyers do tons of research online. But they still bundle the kids in the backseat and drive around looking at houses and neighborhoods. These self-guided tours happen at any time of day, any day of the week. Wouldn't it be great if you could put your home's information we post online right in the car with them?

With Realty World's **Mobile Connect**, you can. The yard sign in front of your home will contain instructions for buyers to get detailed information about your property by sending a text message or scanning a special QR (Quick Response) code that automatically sends your home's listing information and photos to their cell phone. In real time.



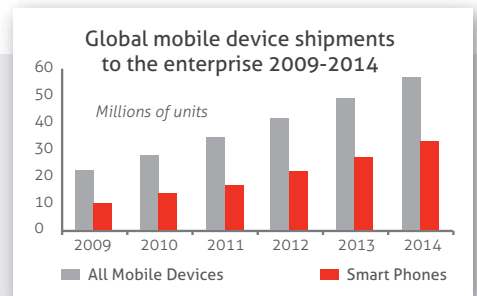
And then we will have that potential client's mobile number, so we can follow up, answer any questions or schedule a tour.

Realty World's **Mobile Connect**—Just another way we bridge the online and offline homebuyer experience.

*"The right agent makes all the difference in the world."*™

## MOBILE FACTS

- It's estimated that 60% of all cell phone users carry their cell phone with them at all times and there are some 170 Million Americans who can engage on their mobile at any given time.<sup>1</sup>



- Today 50% of all local searches are performed on Mobile devices.<sup>2</sup>
- Mobile device use has skyrocketed to roughly 5 Billion subscribers world wide in 2011.<sup>3</sup>



<sup>1</sup> Peter Mayer Advertising and Consulting, 2010, "Three reasons 2D Mobile Tagging is Ready to Take Off" <sup>2</sup> Think Blog; April 2011 Mobile Marketnig and Usage <sup>3</sup> CTIA – The Wireless Association | Each office is independently owned and operated