

How do you know when your message  
has reached your target?



When it's in the palm of their hand.

## Mobile Keywords Benefit Buyers, Sellers, and Agents

With the housing market in a slump, and the real-estate market becoming more and more competitive, a mobile text messaging solution will set your real estate agency apart from your competitors.

Here's how it works:

- Instantly text specific property listing info upon request - 24/7.
- Setup custom automated text responses (for each mobile keyword): number of beds/baths, agent's number and website, listing price, taxes, etc.
- Automatically capture potential buyer information in a mobile database to contact in the future with new property listings.
- Quickly launch mass text messaging campaigns right from your cell phone with one text message, or by using TextHub's online software.
- Streamline the lead generation process allowing you to spend less time and money attracting buyers, while at the same time attracting more buyers than ever before.
- Schedule text message alerts to go out at specific dates and times.
- Save money on printing costs and classified ads.

## Text Message Fast Facts

- 94% read rate!
- 90% opened within 3 minutes!
- 23% of text campaign messages are forwarded.
- Cost savings up to 500% over direct mail/email.
- Offers sent via text convert 10-20 times higher than either email or direct mail.
- 95% of all cell phones in the US can be reached via text.
- 12% of US mobile subscribers who receive a text ad respond to it.
- Increase customer acquisition by 5-15%.
- Over 84% of US consumers will not leave home without their cell phone.



# Service Plans

Features	Basic \$99/month	Advanced \$299/month	Premium \$999/month
<b>Send Text Messages (SMS)</b> send text messages to all US carriers.	●	●	●
<b>Receive Text Messages (SMS)</b> receive text messages from any mobile number.	●	●	●
<b>Unlimited Messaging</b> send and receive unlimited text messages. <sup>1</sup>	●	●	●
<b>Response Keywords</b> allow your registered users to interact via keywords. <sup>2</sup>	●	●	●
<b>Global Keywords</b> allow external users to interact via keywords. <sup>3</sup>	●	●	●
<b>Text A Reply</b> automatically reply to incoming messages based on a keyword.	●	●	●
<b>Personalize Messages</b> automatically include recipient's name to start message.	●	●	●
<b>Schedule Messages</b> schedule when to send a message.	●	●	●
<b>Text Groups</b> setup recipients in groups for target messaging.	●	●	●
<b>Online Inbox</b> view incoming messages online.	●	●	●
<b>Send Surveys</b> poll your customers and capture the results.		●	●
<b>Branding</b> tag the end of your message with ad or branding message.		●	●
<b>Incoming to Your Phone</b> TextHub will forward incoming messages to you.		●	●
<b>Forward Text Messages</b> automatically forward texts to another # based on keyword.		●	●
<b>E-mail Text Messages</b> automatically forward texts to e-mail based on keyword.		●	●
<b>Post to Web Service</b> automatically post texts to web service based on keyword		●	●
<b>TextHub API</b> connect to TextHub API to send messages, subscribe users, etc.		●	●
<b>Dedicated Number</b> get a dedicated number for sending and receiving messages.			●
<b>Natural Language</b> build natural language responders on incoming keywords.			●

<sup>1</sup> Basic Accounts are limited to 500 subscribed contacts. <sup>2</sup> Users must be active in your numbers list for response keywords to work.

<sup>3</sup> Premium Accounts are allowed unlimited global keywords; Advanced Accounts get 50 free global keywords; Additional global keywords are \$2.95/month