



Real Estate Professionals Deserve More Digital Dialogue

Hidden behind 'For Sale' signs, websites and mobile phones, is not the way to be a successful marketing real estate guru!

All of us at some stage are shopping for a new home, apartment, loft or that summer or winter vacation home. We have preferences to where we look, what avenues are at the top of our shopping list and importantly telling our friends of the best deals we find. Just like for our vacations, hotels, and restaurants, we are our own best *search engines*. Social media interaction has taken over as the *search engine* of society knowledge above Google.



The **Real Estate Market** is a prime example of where social media, *Facebook, Twitter, Instagram* and maybe *Snapchat* have the largest opportunity and capabilities in being the center of influence of what goes into the property shopping cart.

Home buyers, renters and lessors are a captive audience once inside your *dream making* marketplace.

It is the most expensive collective outlay anyone or couple will make. They deserve all the personal direct customer service you can and must afford them!

After all, they are your livelihood!

The Smartphone has so many internal gizmos which can be reached via Wi-Fi, Bluetooth and Google Maps that it can make your head buzz. We can alleviate this bombardment of technology and simplify with an increase in the understanding with confidence. Including short video overviews to entice for more information.



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The Smartphone is carried by a myriad of the young, millennials and seniors alike whilst roaming the streets and neighborhoods of home buying or rental opportunities. Brand information communication is likened to electronic invisible airwaves of potential. It is all about being directed to the 'real estate', you are representing!

We know we can influence the buyer with information and with shorter attention spans, we must make that impact sooner, rather than later.

You need maximum flexibility and responsiveness in the way you create, deliver, monitor, and modify your social media marketing. Offering to achieve increased sales momentum and demanded increases. Research shows more than 70% of the buying decisions are made whilst in neighborhoods. This is vastly augmented when via social media postings highlight connections to other media advertising, refreshing the buyers with a further social imprints as they peruse the ads or suggestions from friends.



Social media is not going away and is the least expensive marketing tool available today. It is a two-way communication device that once you have been coached and mentored on, you can use directly and immediately with your loyal shoppers and importantly, those on the social media search engine of connected friends and acquaintances.

Let us introduce you to the Fingers & Thumbs of the Digital Dialogue.

It is productivity personified!

**WE ARE IN THE NOW AND KEEP YOU;
IN THE KNOW...**

R's

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