

QR Barcode for Real Estate Professionals

QR Barcode is an innovative marketing tool to connect with potential clients. The Real Estate industry is adopting QR (Quick Response) codes as a value-added marketing tool. They are gaining popularity as there are many effective practical uses for real estate professionals.

At a high level, potential buyers can scan a QR barcode using a smartphone. Scanning applications are free from iPhone App Store or the Android Marketplace. The smartphone user is able to read the content of the barcode, such as a specific information about a listing, credential of the realtor, his website for other property listings or even give direction to the property.

For Realtors, there are two common uses: a web address and contact information. However, this is only touches the tip. There are many uses for effective, productive application of QR barcode:

For Sale/Lease Sign

When a prospective buyer passes by a house, he wants to learn more about this listing. With his smartphone, he can scan the QR code the realtor placed on For Sales sign, even from his car. You can program the QR barcode to direct the buyer to a YouTube video. The realtor can show him by walking through a home so they're able to see the inside. If he likes the home, he can mark it as a favourite to contact the realtor later. In a more advanced setting, he can call the realtor immediately for an appointment.

Besides putting a QR barcode on the For Sale Sign, the realtor can include a QR barcode on fact sheet, flyer or business cards. These promotional items can also be used for farming the neighbourhood, at the open house. This is the bridge between physical contact to digital content. Other possible applications for the same QR barcode would be a Flickr link with a photo gallery for the listed property. YouTube and Flickr are optimized for smartphones.

You can print your QR Barcodes in many different sizes, from business cards to giant poster billboards. Content is directly related to complicated details which is embedded inside the barcode. The more complicated the QR barcode is, the harder it will be for smartphones to read.

Flyers

Distributing flyers/postcards to the neighborhood is common practice for realtors to announce new listings, sold properties, and for farming activities. When the realtor inserts a QR Barcode for these property listings and sold, potential buyers and sellers can scan the code for more details. The realtor can direct them to a YouTube walk-through, and/or a photo gallery of the properties. This is a great opportunity to help them to visualize the home. Paint the picture in the minds through multi-media --- photos and videos.

Print Ads

Newspaper advertising, community news, realtor's own neighbourhood flyers are conventional methods of getting the message out to the buying public. How to trigger an action by the buyer is the key. A phone call is the most desirable response from a newspaper. QR Barcode is the bridge between the physical world and the digital content. Insert a QR barcode in the newspaper ad will trigger an action, either for additional information on the properties, or a simple phone call. The realtor saves money by buying a smaller ad space and include a QR code. Interested parties can scan QR barcode with their iPhone or Android smartphone. They can walk through the home as if they were there.

Posters at the Window Of The Office

A big QRT barcode posted at the window of your office differentiate one realtor from the next. It could be the trigger to create curiosity and request for additional information. If the QR barcode is integrated with photo gallery, the buyer can have a digital walk through. How about connecting them a video of the property? Or possibly a social network, Facebook, fan page?

Link to Something That Stays Around

After your specific marketing campaign, your flyer or poster with the QR barcode is no longer relevant. Replace it with another message, such as branding your professional credentials. Your professional message must stay on even the campaign is over. Allow the story and functionality to live on.

Business Card

Realtors have their existing loyal client base that they worked with in the past. There is a trusting relationship built during the course of their real estate experience. Continue building that trust is the key of their successes. A QR Barcode on the back of the business card can be an instant update tool to stay in touch. Create a QR barcode that contains your contact information, or a link to a YouTube video where you have your current listings. You stay in touch with your existing clients. We suggest that the realtor should have a small section to talk about “why people should work with you” in their business transaction. You can update the content that links to the QR barcode.

Link a QR code to Facebook, Twitter, or a Text Message

Social networking is a very powerful marketing tool. When your QR barcode links to a Facebook page and/or Twitter page, you automatically stay in touch with your clientele. Or you want the QR barcode to a text message that gets sent to you when someone scans it. You get the feedback on who is interested. The system will automatically connect with them. This is instant response.

Make sure that the Twitter/Facebook share icons are the mobile-friendly share icons. This will ensure that your users have the best experience.

Make the Landing Page Mobile-Friendly. Specific to your message (listing)

A QR barcode on your website makes the most sense when links to your contact information. Your contact information can be easily added to their phone. It makes calling you very convenient, and not another realtor. The barcode is only the door to more engaging content, such as your listing and your open house. Your landing page of the barcode must be is mobile-friendly to be effective. Make your landing page optimized for smartphones, including photos, location navigation, content, and video.

Have It On Your Phone

This is very important. You can show your client how to use it and relate you as an innovative marketing professional. This is your chance to share with your potential client on how you utilize technology to market their property. Show your marketing savvy. It makes you look cutting edge. The QR barcode could just be in the gallery on your phone.

One professional approach is to send them to the specific information page on your website, and not your home page. You don't want them to search for the information they are looking for. Make that search instantaneous.

Have a Call to Action

Insert a message next to the barcode that tells someone why they should scan it. Give them a reason to pull out their phone. Give them an offer, such as a free coupon, free appraisal of the home.

Other benefits:

You are a professional marketing in real estate. Differentiate yourself from others. Be marketing savvy. QR barcode is the innovative method for other products in automobile manufacturing, food product labeling, electronic product education, technical support, for quite some time now. It is easy for the real estate industry to adopt. Apartment rental companies are using QR barcode to trigger instant response. Several major property management have adopted QR barcode to supplement their e-commerce strategy.

Custom Designed QR barcode Solution

You can design your own with your logo embedded in the barcode. Special tagline for your professional credentials. For example, Member of Medallion Club, multilingual, and top 5% of realtor in the province.

Why Use QR (Quick Response) Codes?

It's affordable to set up with 30 days free trial. It helps differentiate you. It could help drive traffic to your content and listings. It is trackable to provide feedback on enquiries/scans and its location, which give you business marketing intelligence. It shows that you're marketing savvy, and will utilize all cutting edge tools to market properties for your clients. It translates into more listings, more sales, and more repeat clients.

Your Choice

	Gold \$9.95	Platinum \$14.95	Emerald \$19.95
Header image, (320x150 image)	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
My Webpage Links	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
My listing, link to listing page	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Recently Sold	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Call Me, SMS, Email Me	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
About Me (Credentials, Testimonials)	No	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Social Networks (Facebook, Twitter)	No	No	<input checked="" type="checkbox"/> Yes
YouTube Video	No	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Slide Show (max 5 images)	No	No	<input checked="" type="checkbox"/> Yes
Open House links	No	No	<input checked="" type="checkbox"/> Yes
Office or Regional Listings	No	No	<input checked="" type="checkbox"/> Yes
My Blog	No	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Bilingual Option (Upon Request)	No	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes

Call Us

You will get Quick Response (QR) from us. 604-418-0288 is the number, if you have any questions on how to creatively use of driving business traffic. You can also reach us by email to info@GoHotZone.com



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