



IF NOTHING EVER CHANGED,  
THERE'D BE NO BUTTERFLIES



# Real Estate Solutions

The Next Generation

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Meet Real Estate Agent  
Martha Perry



**Martha Perry**  
Acme Real Estate

Her sign and flyer boxes  
weren't getting many leads



Bummer! What did she do?

She added a texting system  
and a sign rider from  
Digital Air Media



**StevenB**  
stevenb@digitalairmedia.com  
479-685-3142

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Cool... but how does that  
help her get more leads?



Prospects text a keyword  
(in this case "Martha") to  
the number on the sign.

The prospect instantly gets  
a text message with all the  
property details along with  
a link to a mobile website.



777 Newhope Ave  
Price \$519,900  
Beds 5  
Baths 3  
3 Car Garage  
3769 square feet  
mobile website:  
<http://tinyurl.com/newhope7>  
Agent Martha Perry  
(559) 862-1221



Very nice, but how does  
this help her get leads?

Martha INSTANTLY gets  
a text with the prospect's  
cell phone number. She can  
call or text them right away  
and start building a  
relationship.



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Wow... that's really smart!  
Agents rarely get a chance  
to speak with the people  
who view their sites or flyers



And her Digital Air  
Marketing platform lets her  
"group text" her entire list  
to announce open houses,  
price reductions and new  
listings!

Martha looks happy!

Yep... she's really glad that  
she decided to check out  
Digital Air Media  
479-685-3142

Now I'm happy too!

**Text 'mls72756' to  
71441 for an Example of  
a Digital Brochure** \*Setup Fees  
may Apply

With Digital Air Media, we create for you a platform tied to each of your listings. You hang a sign rider on your existing sign. Each rider has a unique "keyword," a short series of letters and/or numbers that are tied to your listings in your texting platform. When a prospect wants info on your house, he or she texts this keyword to 71441. Your prospect receives an instant response with all the info about your listing. And then YOU get an instant text alert with your new prospect's phone number, so you can immediately call them and answer their questions, find out what they are looking for, and even offer an instant showing,! Rather than your prospect taking a flyer or visiting a website and then walking away, you now get their phone number and a chance to start a new business relationship! Your contacts will be impressed at how responsive you are, and they will know they are working with someone who will use technology to help them to the fullest extent! And whenever you want, you can use your DigitalAir platform to...**Call 479-685-3142 or Text .mls72756' to 71441" for example.**