

Customer Success Story

Property Bookmarking



Winners of the 2008 Best Estate Agent of the Year Awards South East
www.robertsnewby.com

The Challenge

Roberts Newby knew that property buyers and tenants often were curious about properties they stumbled across. Those properties may have been spotted with a 'For Sale' sign pegged out front, an advertisement they've seen in a magazine or newspaper or even in an agent's display window.

Roberts Newby also knew from their website traffic, that buyers like to research properties online first before contacting the agent. So the challenge was how to drive more traffic to their website, not an aggregator's website, from their offline marketing activities.

The Solution

SpotiD's SpotProperty was easily configured through their secure web login. Unique Property Codes were allocated for each Property that displayed a For Sale sign. Since Roberts Newby already had a pool of sign boards, it was decided to print a set of re-usable rider boards themed with their colour scheme. This are attached to the same poles underneath their well recognised sign boards. (See photo)

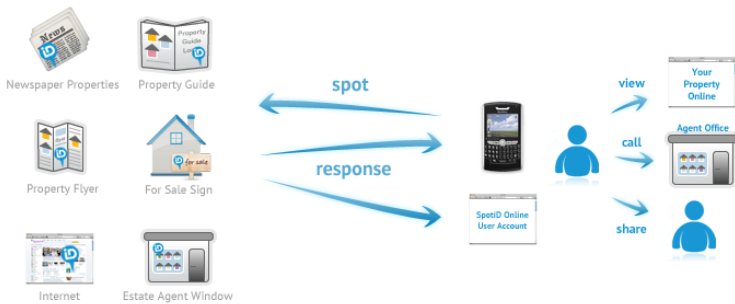
Although Roberts Newby knew that SpotiD supported many mobile phone channels such as sms, email, twitter, mobile web and camera, they chose to display the sms option because of it's ubiquity and simplicity.

Their signboard contractor was instructed to erect the appropriate sign at each property. Since the Property Codes are reusable, the rider boards are re-cycled for new instructions.

Roberts Newby can monitor the inbound requests, modify the responses anytime and even broadcast updates should buyers choose to opt-in.

Key Business Benefits

- Property details available 24 x 7 x 365
- Accessible via any mobile phone, for FREE
- Increased qualified leads and less time wasters
- Justification for vendors to display a sign board
- Measurable Property Marketing Campaigns
- Competitive advantage on Multi-Listed properties
- No install, no capital costs, all web based.



Statistics

- 50 reusable signboard are in circulation
- Each property averages 2-3 requests per week (mostly on weekends) within the first 4 weeks of listing, then dropping back to 1-2 per week.
- 76% of users that requested a PropertySpot, followed the web link directly to the detailed property description page on the Roberts Newby website within 24hrs.
- 35% of those links followed, were done so within 5 minutes, indicating that the home buyer visited the website via their smart phone
- 16% of properties visited online were shared with other people, indicating that home buyers wanted to share the property details with their family and friends.
- 22% of the links were visited by the same person more than once.
- On average, properties on busy roads received 50% more requests than those on quieter streets.
- 5% of the requests for distinct properties (within any one weekend) came from the same mobile phone, suggesting that home buyers were comfortable with the service and the information they received.

"We have found that SpotiD provides us with a great tool to convince vendors to take a signboard with a new instruction."
Amy Howman
Estate Agent, Roberts Newby

"We are committed to keeping ourselves at the forefront of technology in order to leave no stones unturned in providing our clients and customers with the best possible marketing and customer service. SpotiD is an example of this."
Simon Roberts
Managing Director, Roberts Newby

"We analyse every enquiry that comes into the office and it is staggering that over 20% are from boards, making this a very useful tool"
Steven Spencer
Sales Director, Roberts Newby

SpotiD is an innovator in the mobile bookmarking sector. It allows consumers to remember things they spot in the real world using current mobile phone technologies; SMS, MMS, Twitter, Email, Instant Messaging, Camera and Voice Recognition.

SpotiD's SpotProperty is a mobile phone service Home Buyers and Tenants can use to obtain Property information instantly and bookmark the property for online viewing at their convenience. It results in pre-qualified leads for Estate Agents and a competitive advantage in multi-agency listings.

Registered in England and Wales. Company No. 6707747
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SpotiD

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