



SMS in construction and property

White paper





Why SMS is so powerful

With increasing house prices and mortgage approvals, the housing market is growing rapidly causing a booming construction and property industry. Now more than ever, businesses need an instant and effective communication channel to communicate with potential buyers and staff. Whether building, selling or leasing properties SMS is an invaluable tool to hammer home effectiveness.

In construction

Updates

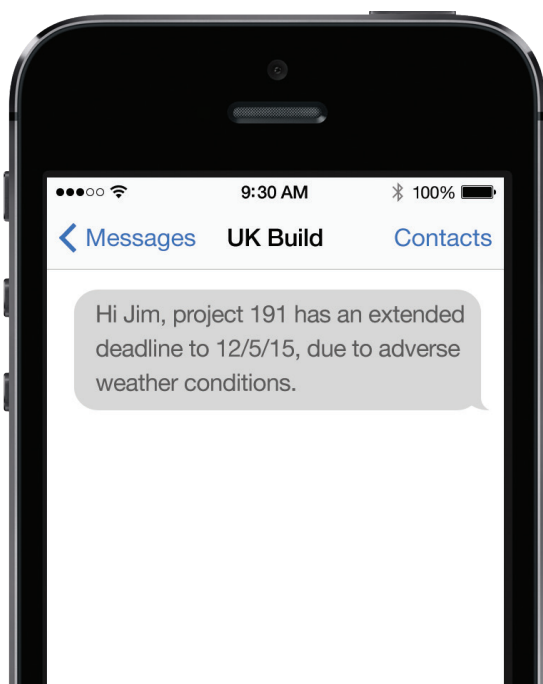
In the construction industry, it can be difficult to contact all employees at once regarding important job information – especially due to the mobile nature of workers making it difficult to track people down. Using SMS, the entire workforce can be kept up to date about project timelines and emergencies.

Stock

SMS enables the mobile workforce to send SMS alerts if any stock falls below a critical stock level. SMS can also be used for the workforce to check the stock of a specific item. Not only this, the workforce can be alerted when an item has been dispatched, notifying them when it will arrive on site.

Shift changes

SMS can be used to alert staff of shift changes to send employment information to contractors. An online SMS platform enables you to send SMS to different contacts and groups easily – far quicker than spending hours calling round staff keeping them up to date or for finding contractors at short notice.





In property

Property details

Give prospective customers the power to request property information direct to their phone – location, price, photos and more. Not only does it make gaining this information incredibly easy, but customers can also refer back to it whenever needed. Even better, you can also capture data to build up a database of prospective clients to follow up with.

Alerts

To make searching for their next home even easier, customers can also receive property alerts automatically to their phone whenever there is a new property listing that matches their requirements. This targeted communication increases the likelihood they will be interested in the property you are offering. Send out reminders instantly to remind customers of properties they are interested in to keep this fresh in their mind.

Appointment scheduling

With so many property viewings being organised it is essential to have a straightforward way to schedule, confirm and even reschedule appointments. Send an SMS message straight to your client's phone to make sure appointments are never missed - so your time can be better spent. Not only will this increase customer service, it will take the hassle out of buying a home.

Renting or leasing

When renting or leasing out a property it is vital to have instant communication with your tenants. SMS messaging is an easy to use channel that allows you to communicate within seconds. Whether reminders need sending regarding overdue rent or upcoming visits or alerts notifying tenants of upcoming maintenance to the property – SMS is the most effective method.

Re-housing

Not-for-profit landlords like councils, housing associations and housing trusts provide thousands of homes to rent, should these become empty the homes would need to be re-allocated. Using SMS messaging means you can instantly deliver updates regarding the availability of new properties.





Get in touch



Call us

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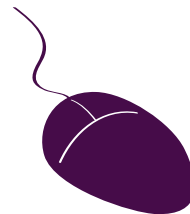
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