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Positioning4Profits Releases New Texting Feature For Real Estate Lead Conversion

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Positioning4Profits, a leading real estate technology company that makes high converting real estate websites with a back end lead management and conversion platform, has released a texting feature that they state allows real estate agents to text their leads directly from the back end of their systems and be notified instantly of responses. The company declares that the feature will have a huge impact on lead conversion rates, as leads are more likely to respond to text messages in contrast to email.

Stephen Thiele with Positioning4Profits says, "Most consumers today have cell phones. I mean, they're nearly addicted to them, so you can count on your potential leads to have those phones in their hands when you send out messages."

Thiele explains that most people keep their smartphones on them at all times, and that taking advantage of this fact can help real estate companies to hone in on potential leads, and convert those leads to clients. He says that fewer and fewer consumers are engaging with emails or phone calls, but often do respond to text messages, and that by taking advantage of this communication venue, real estate agents can significantly increase their lead conversion rates and turn more leads into appointments and closings than ever before.

"Social media has gained in popularity," says Thiele. "But, so has texting, and it remains one of the most widely used methods of communication, with open rates topping 98%. By the way, our real estate websites also instantly search for social media links when a lead registers to give you yet another channel for contacting leads."

Studies show that more than six billion texts are sent out every day, and Thiele says that companies not taking advantage of this way of communicating are missing out. He says that texting is also underestimated and that companies should get onboard with it if they want to see a massive increase in real estate lead conversions.

The texting feature offered by Positioning4Profits is designed to assist businesses in reaching their leads and converting those leads to clients. The company offers tips on how to prepare effective texts, such as keeping them short and to the point, and states that businesses using this method are going to begin to see much more interaction with their leads, simply because consumers view this as a more personal and intimate form of communication.

Those interested in learning more about the texting feature or about how texting can help to convert leads can visit the company on their official website at <http://www.p4prealestate.com/demo/>.

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Positioning4Profits

Positioning4Profits is a combination of the best real estate marketing, buyer and seller lead generation websites, lead management and conversion, and training available on the market.

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