Launch Control Is Offering A Full Featured Text Marketing Platform For Real Estate Professionals

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Launch Control is the foremost all-in-one text messaging platform for the real estate industry. The company is inviting real estate professionals to find out more about all the features it offers that make it the leader in client engagement and property research for the real estate industry.

A spokesperson for the company talks about the business problem that its software suite is solving by saying, ?At its core, real estate is primarily a business about building relationships with people. You can curate a portfolio of the most desirable properties in an area but if you can?t get your leads interested enough in them, your prospecting efforts are going to prove futile. Keeping in constant touch with your leads, whether warm or cold, is a full-time job in itself because you must customize communications based on how deep a potential customer is in the sales funnel. Phone calls are too intrusive and emails are easily ignored. Texting is the communication sweet spot that lets you truly connect with your customers without being too pushy. In fact, according to statistics, 77% of people have a more positive impression of you when you text rather than call. The Launch Control text messaging platform is designed to leverage text communications and turn them into a marketing tool that can supercharge your real estate business. Many of our existing customers, who have benefitted from our software platform, call us the MailChimp of the text marketing space, an acclamation that we wear as a badge of honor. They particularly rave about the speed and simplicity with which they can get campaigns running, even if they are novices. The software truly shines in its ability to automate text marketing with texting scripts for real estate. With Launch Control, real estate professionals, who already have a lot on their plate, can focus exclusively on the hard parts of this competitive business. If you work in real estate, head over to our website today to start implementing high return on investment text marketing strategies.?

On its website, Launch Control claims that its clients have reported a 318% increase in revenue per deal, a 109% increase in return on investment, and a 71% decrease in lead-to-deal time. The company?s texting platform is TCPA compliant, offers an all-in-one messaging dashboard, uses a proprietary routing algorithm,

supports local phone numbers, allows users to create drip campaigns, and features One-Click Podio Push. The software platform also offers litigator scrubbing services from The Blacklist Alliance, the best, most comprehensive, and effective solution against predatory litigation with 5 levels of defense, in all its subscription packages.

The software?s Analytics & KPI dashboard offers comprehensive daily, weekly, and monthly breakdowns. It also allows users to track, and compare campaign performance, analyze KPIs for each batch, track acquisition reps, split A/B test messages, track response rates, and track lead totals. The software?s premium skip tracing capabilities offer up to 98% match rates, cost only 15 cents per record, are billed per match, offer credit bureau quality data directly from a national data warehouse, allow users to append email addresses, and prepare live results that are ready in minutes rather than days. The software also has full property details built in such as square footage, lot size, number of beds/baths, owner name, and legal description, tax information such as owner mailing address, tax amount, and market value, primary and secondary mortgage amounts including lender, loan amount, loan type and date financed, transaction history including deed history, and recorded sale amounts, and comparable sales data with adjustable criteria.

The platform currently offers three tiers of pricing for text marketing for real estate investors. At $297 per month, the Lite plan offers 18,000 messages monthly (or 600 messages daily) and makes available 1 included market. At $497 per month, the Core plan offers 36,000 messages monthly (or 1200 messages daily) and makes available 2 markets, with 1 market included. At $997 per month, the Pro plan offers 75,000 messages monthly (or 2500 messages daily) and makes available 3 markets, with 2 markets included. All three plans include unlimited active conversations.

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Launch Control

Getting the word out about potential real estate opportunities requires attention to detail and a good understanding of modern marketing strategies. One of those strategies involves Professional SMS messaging for real estate and it can work wonders.

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