



FASTER FOLLOW-UP

**HOW TEXTING CAN ENHANCE
THE HOME BUYER EXPERIENCE**



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THE HOME BUYER EXPERIENCE**

Presented By:



TODAY'S WEBINAR BROUGHT TO YOU BY



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Lasso

WWW.LASSOCR.M.COM

Lasso is the leading provider of cloud-based CRM software designed exclusively for new home marketing and sales. Home builders, real estate developers, and new home agencies use Lasso CRM to radically improve lead management, convert more prospects to buyers, and sell their communities faster, easier, and more profitably.



AtlasRTX

WWW.ATLASRTX.COM

AtlasRTX is an A.I. chatbot solution for home builders that works alongside your human marketing, sales, construction and warranty teams to create an amazing customer experience 24/7, in 100+ languages, in the ways customers prefer—text, messaging and web chat.

TODAY'S PRESENTERS

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TEXTING IN NEW HOME SALES: WHAT WE'LL COVER

01 Real-Time Experiences: The Move to Messaging

02 Transforming Follow-Up

03 Supercharging Sales and Marketing

04 Enhancing Your Customer Journey at Every Step

TEXTING TODAY



98%

TEXT MESSAGES
READ WITHIN 2 MIN

25 YRS OLD

THE FIRST SMS TEXT
MESSAGE WAS SENT
DECEMBER 3, 1992. THAT
MAKES TEXT MESSAGING
OLD ENOUGH TO VOTE,
DRINK, AND RENT A CAR.



9/10

WANT TO MESSAGE
WITH BUSINESSES

TEXTING TODAY



98%

TEXT MESSAGES
READ WITHIN 2 MIN

48.7 MILLION

CONSUMERS WHO WILL
HAVE OPTED-IN TO
RECEIVE BUSINESS
SMS BY 2020



9/10

WANT TO MESSAGE
WITH BUSINESSES

TEXTING TODAY



98%

TEXT MESSAGES
READ WITHIN 2 MIN

209% HIGHER

RESPONSE RATES OVER
TEXT THAN PHONE CALLS,
FACEBOOK, OR EMAIL



9/10

WANT TO MESSAGE
WITH BUSINESSES

YOU'RE COMPETING TO BE HEARD

2018 *This Is What Happens In An Internet Minute*



87 HOURS

AVERAGE TIME SPENT
BY MOBILE USERS
MONTHLY ON THEIR
MOBILE DEVICES

150 DAILY

NUMBER OF TIMES
PEOPLE CHECK THEIR
PHONES, TOTALING
177 MINUTES OF USE

INBOX ZERO = MISSION IMPOSSIBLE

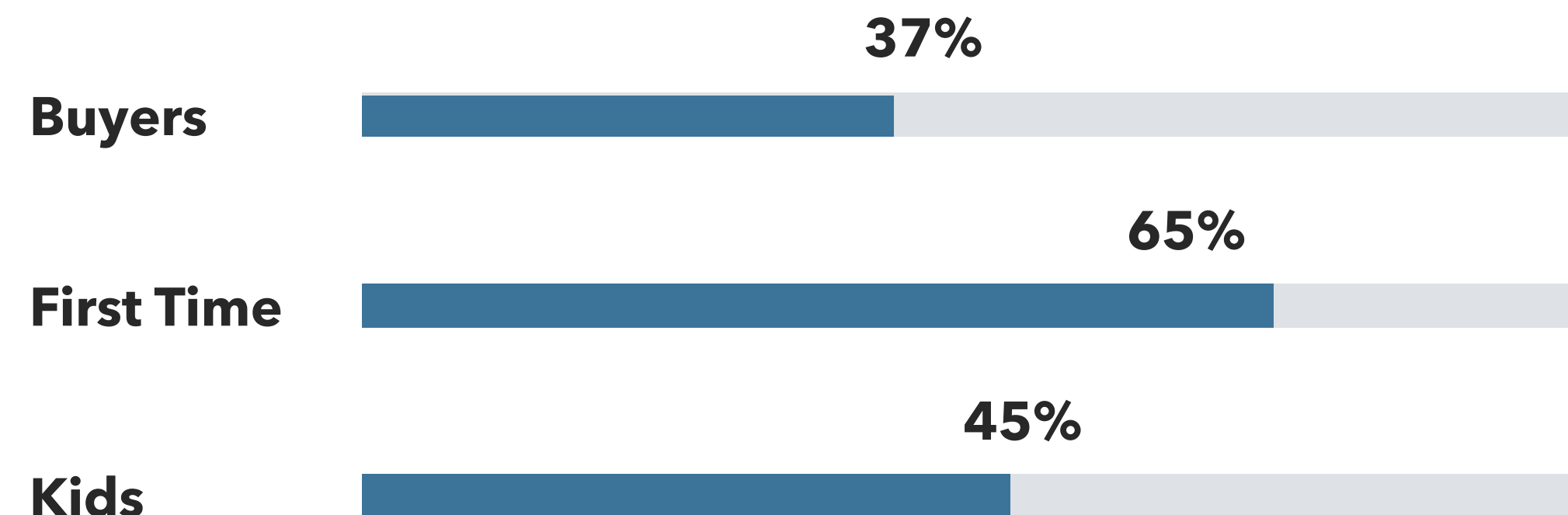
- 42,033,600,000 Facebook logins
- 159,840,000,000 Google searches
- 1,641,600,000,000 WhatsApp messages sent
- 8,078,400,000,000 emails sent



THE CHANGING HOMEBUYER

Millennials Move In

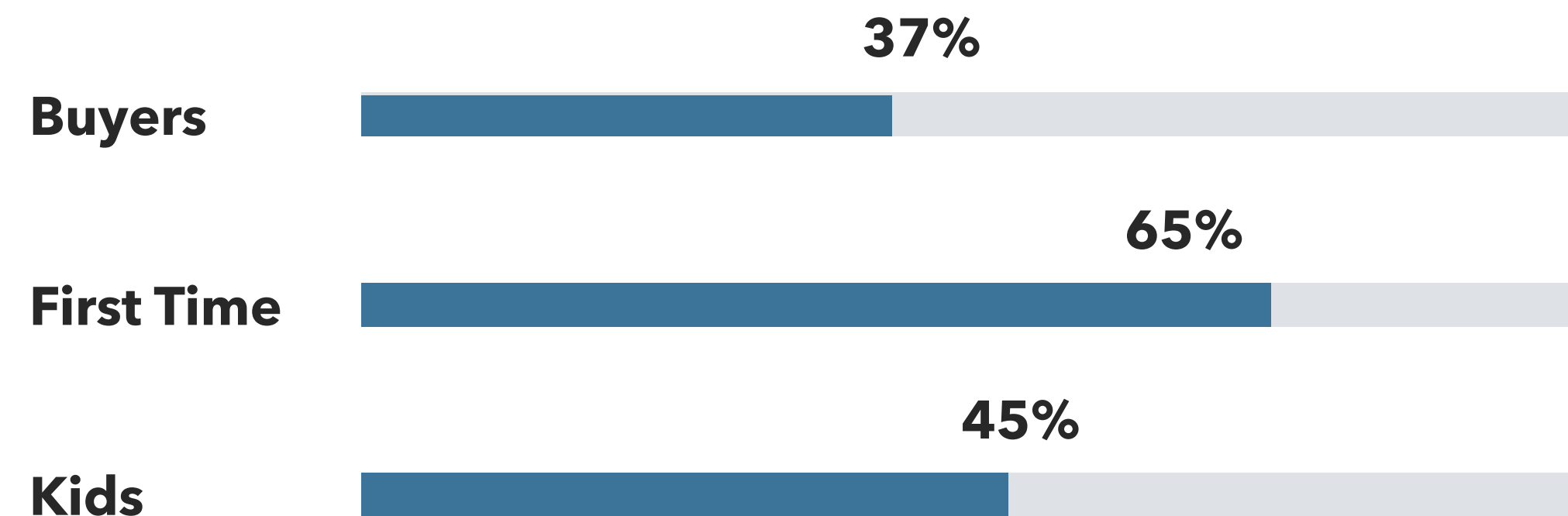
Today's buyers are technology dependent—not just savvy. To engage them, we must create experiences that are technology-enabled, seamless, easy to connect to, available, and sharable.



THE CHANGING HOMEBUYER

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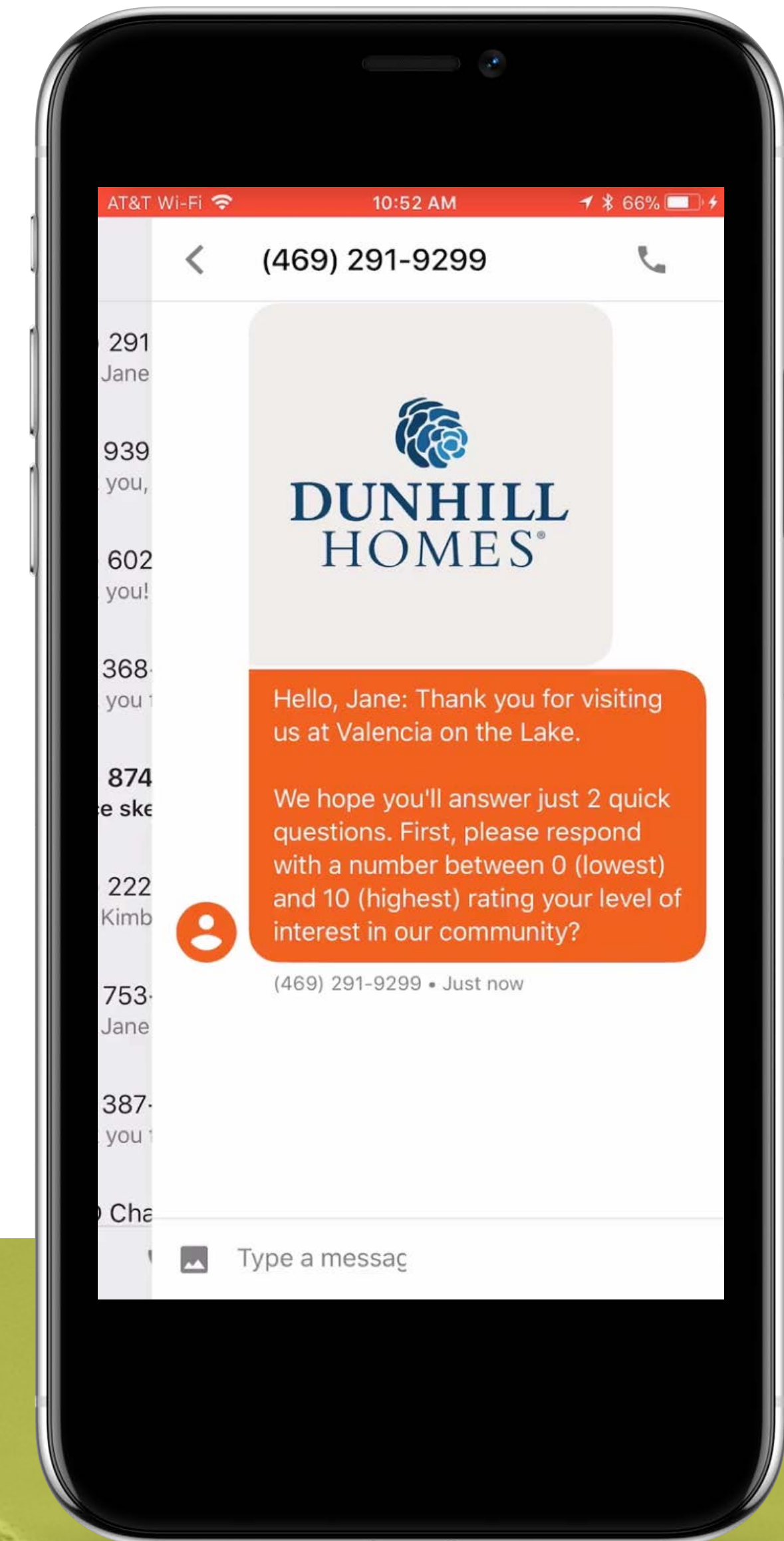
83%

GEN ZERS WHO PLAN
TO BUY A HOME IN THE
NEXT FIVE YEARS

COMMUNICATE LIKE THEY DO

- **BITE-SIZED** MATCHES MODERN ATTENTION SPANS
- **ON-DEMAND** THEIR TIME, THEIR TERMS
- **RELEVANT** ONLY WHAT THEY NEED, WHEN THEY NEED IT
- **ANYTIME, ANYWHERE** IN THE PALM OF THEIR HANDS
- **MESSAGING** TEXT, WEB CHAT, MESSENGER

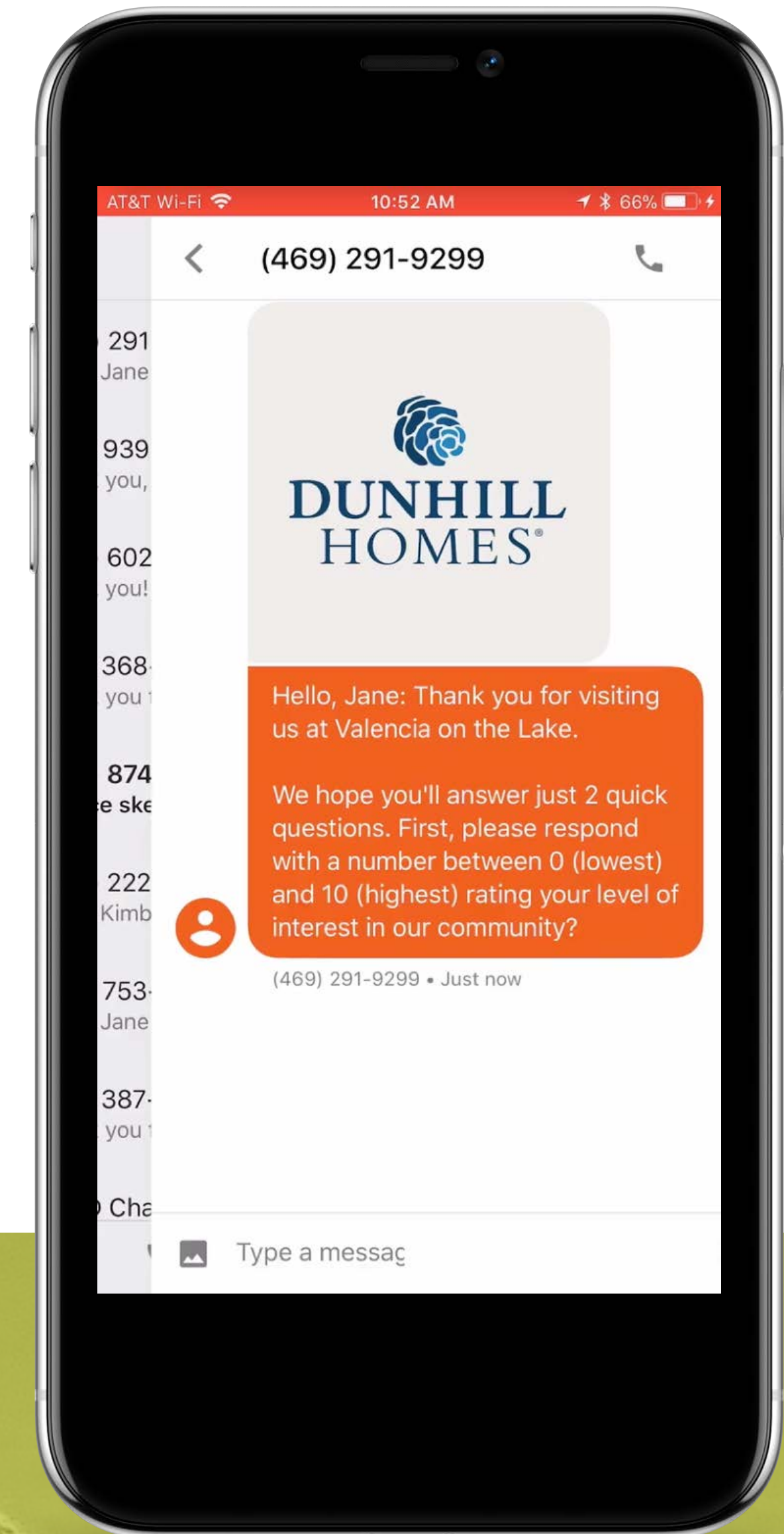
"BE THERE. BE USEFUL. BE QUICK." – THINK WITH GOOGLE



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47%

PREFER NATIVE SMS AS
THEIR MESSAGING APP
OF CHOICE

TEXTING INFLUENCES CONSUMER BEHAVIOR MORE

Actions taken:	SMS	Mobile advertising
Purchased a good or service via your mobile phone immediately	3%	2%
Gone in-store to make the purchase	8%	4%
Purchased a good or service via an alternative device (PC/Mac or tablet)	8%	6%
Purchased a good or service via your mobile phone at a later time	7%	5%
Booked an appointment	10%	n/a
Downloaded an app	9%	3%

TEXTING INFLUENCES HOMEBUYER BEHAVIOR

50%

Homebuyers who prefer texting to calling, yet only 15% of agents do it.

40%

Increase in sales prospects who receive text messages and convert.

20%

Increase in lead registrations

60-80%

Response rates from prospect follow up

40%

Increase in referrals using texting

50%

Decrease in contract to contract time

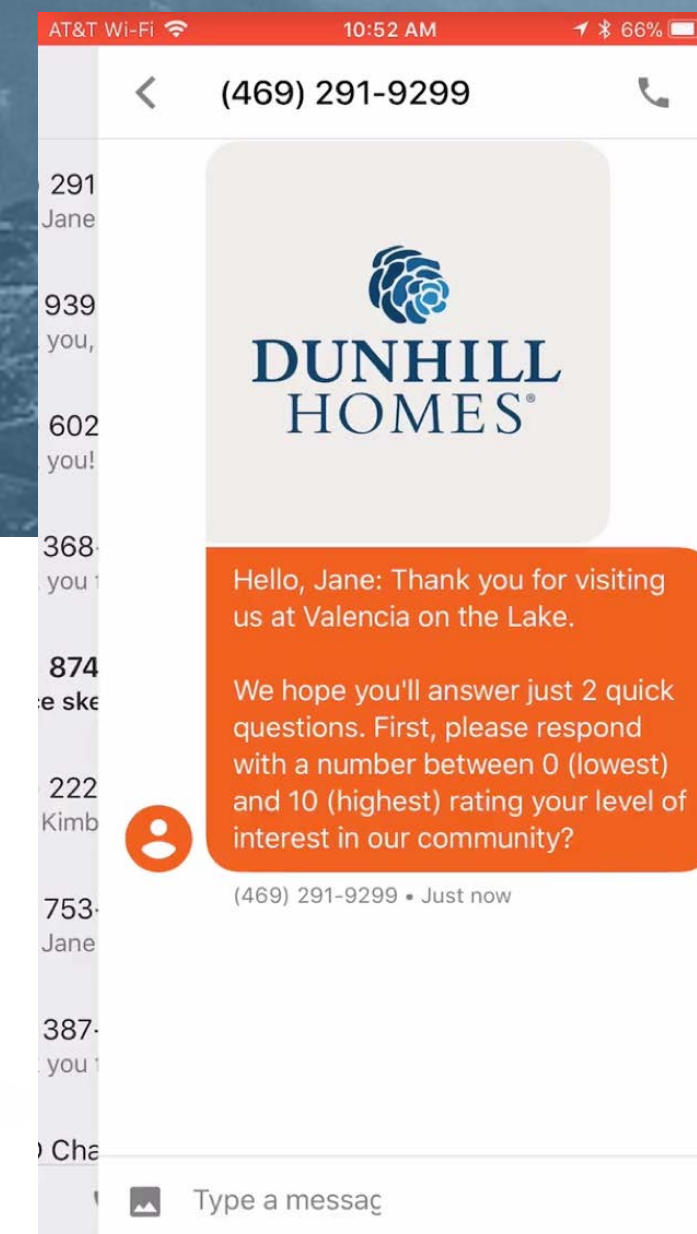
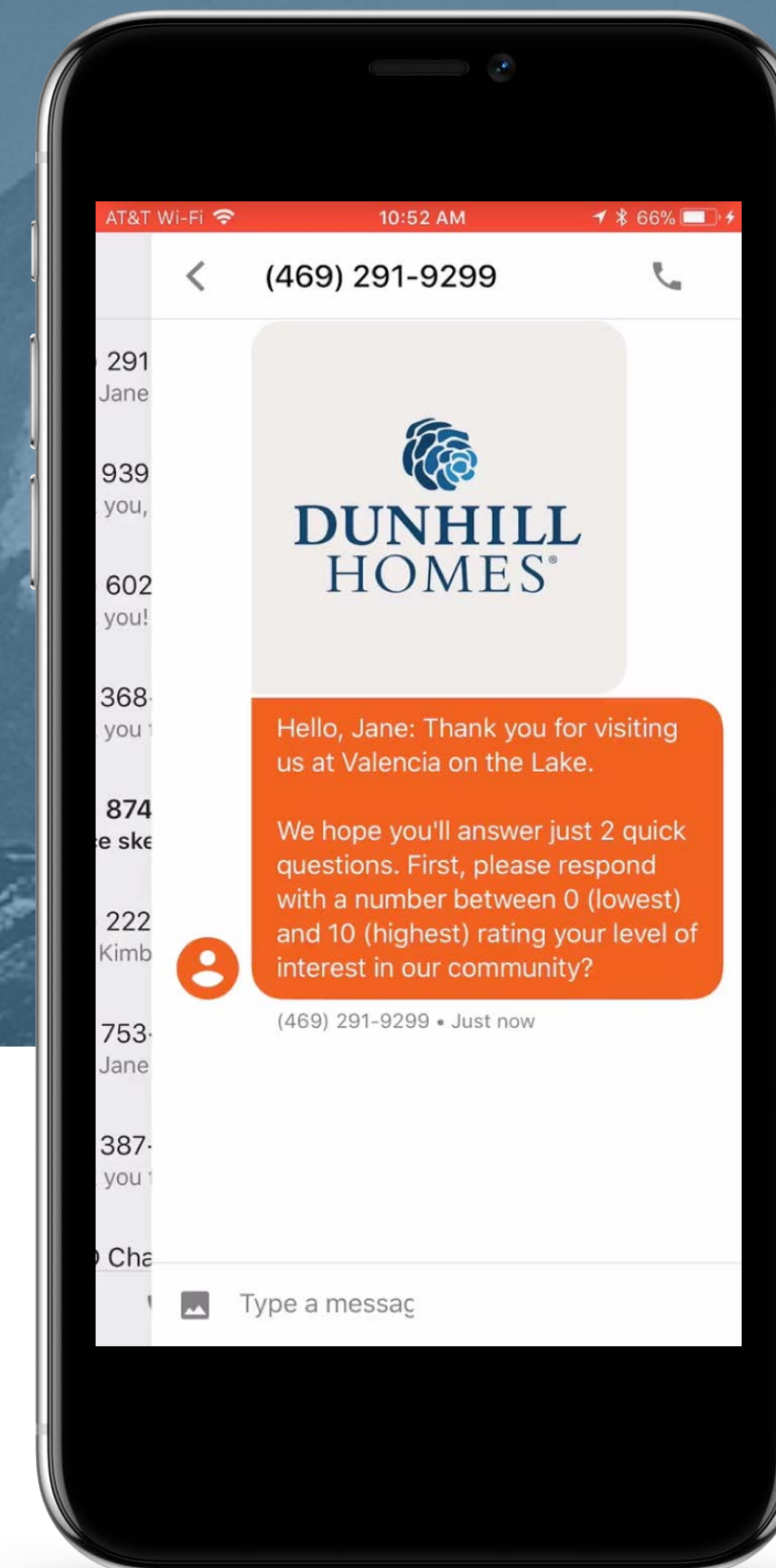
10-15%

Increase in new homes sold annually

THE DIGITAL HOMEBUYER JOURNEY

SEARCH

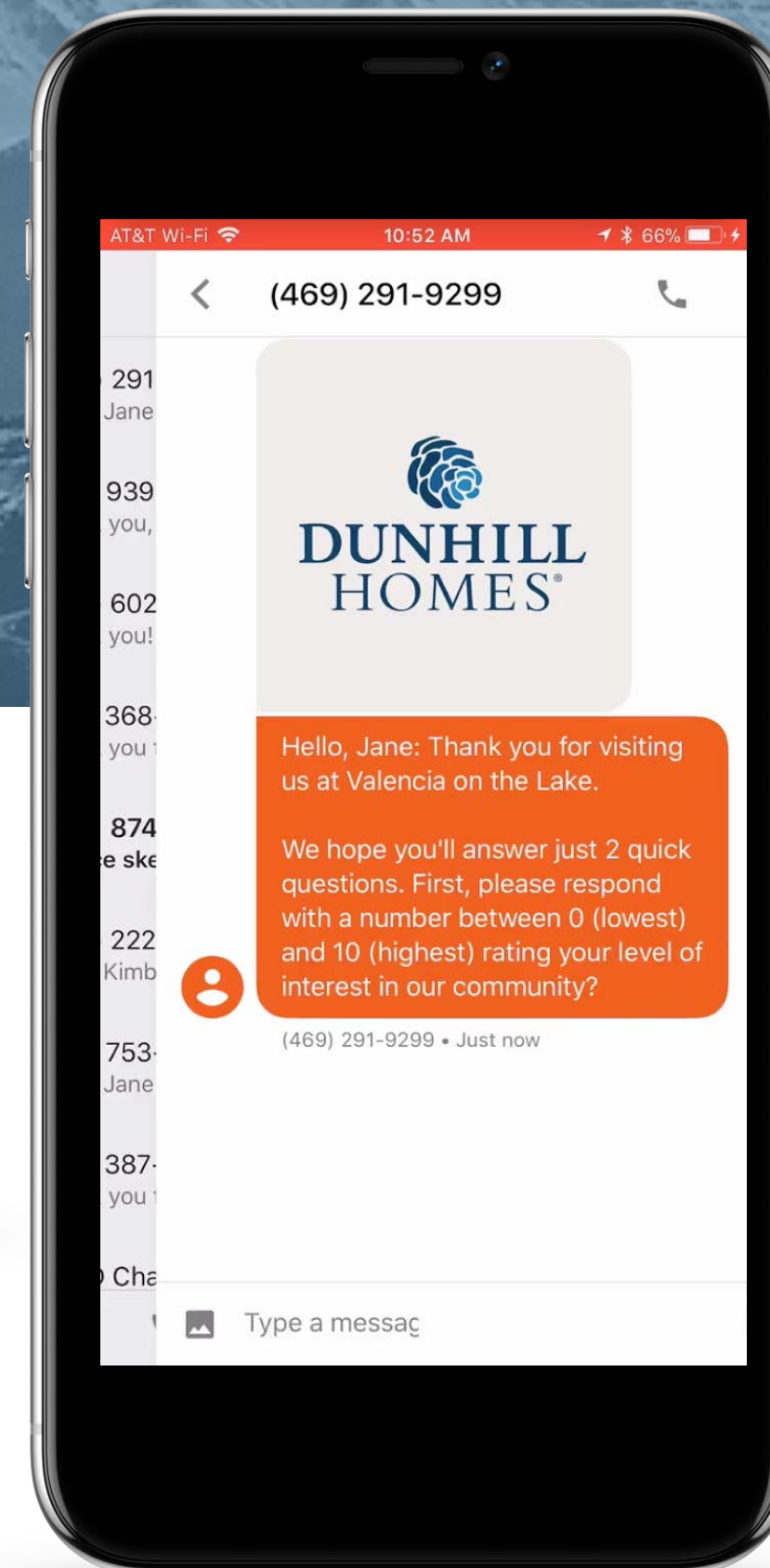
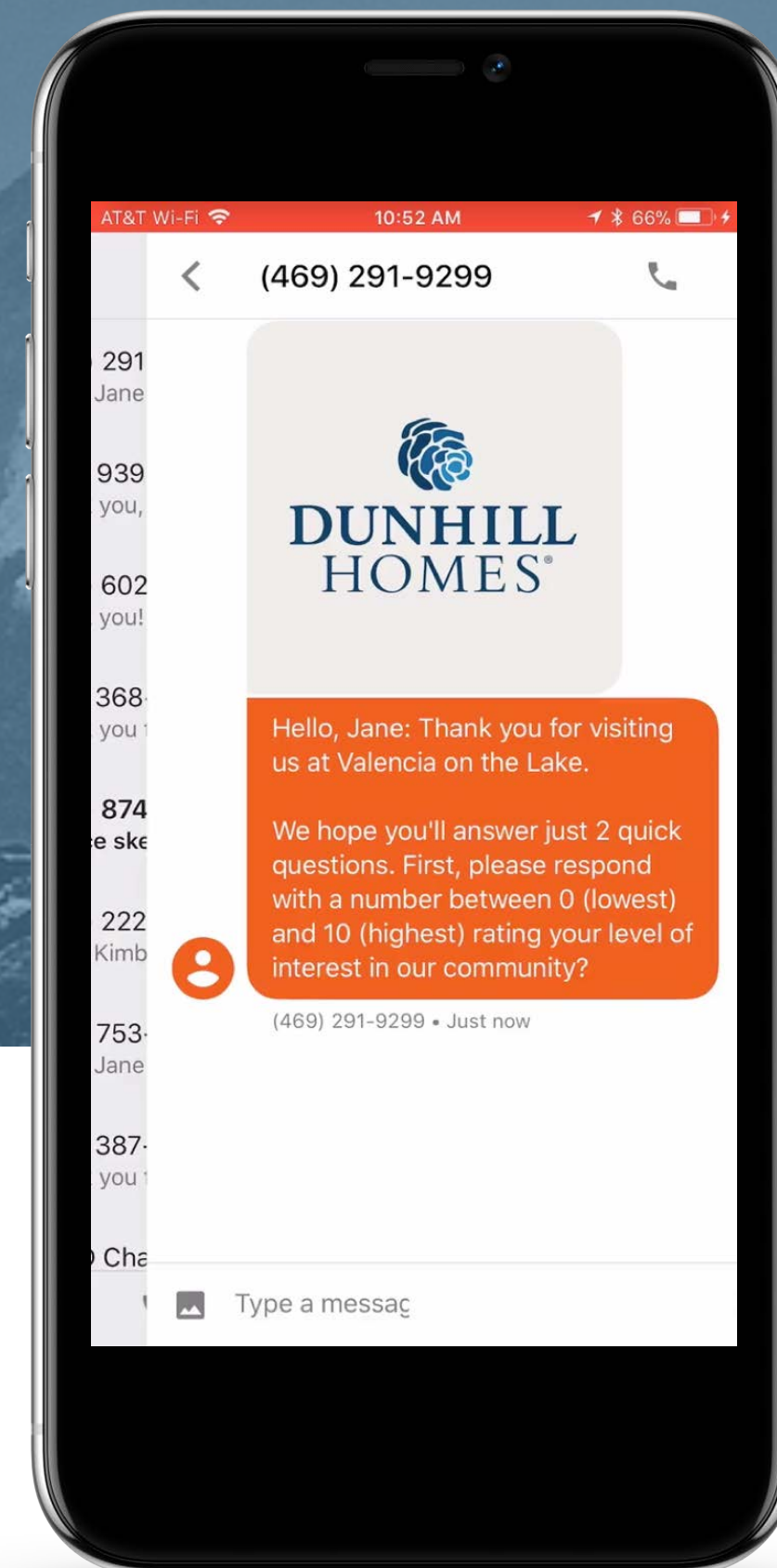
Get their attention, wow them, and
get an appt to model home



THE DIGITAL HOMEBUYER JOURNEY

SEARCH

Get their attention, wow them, and get an appt to model home



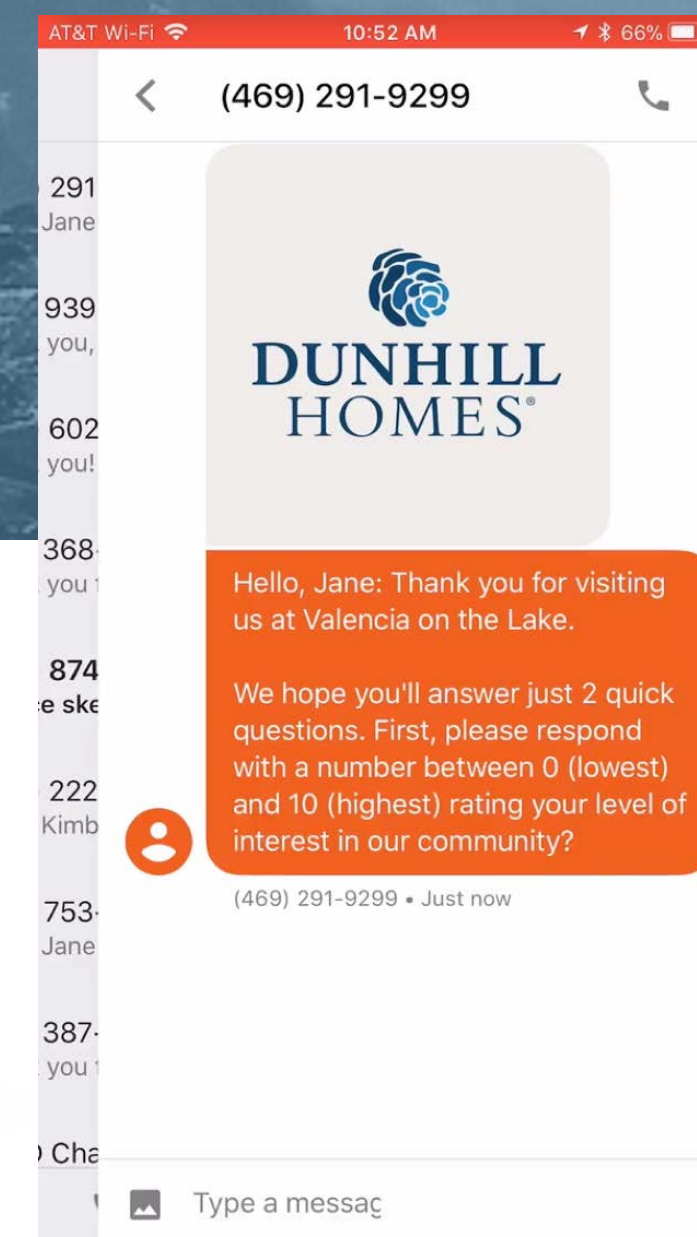
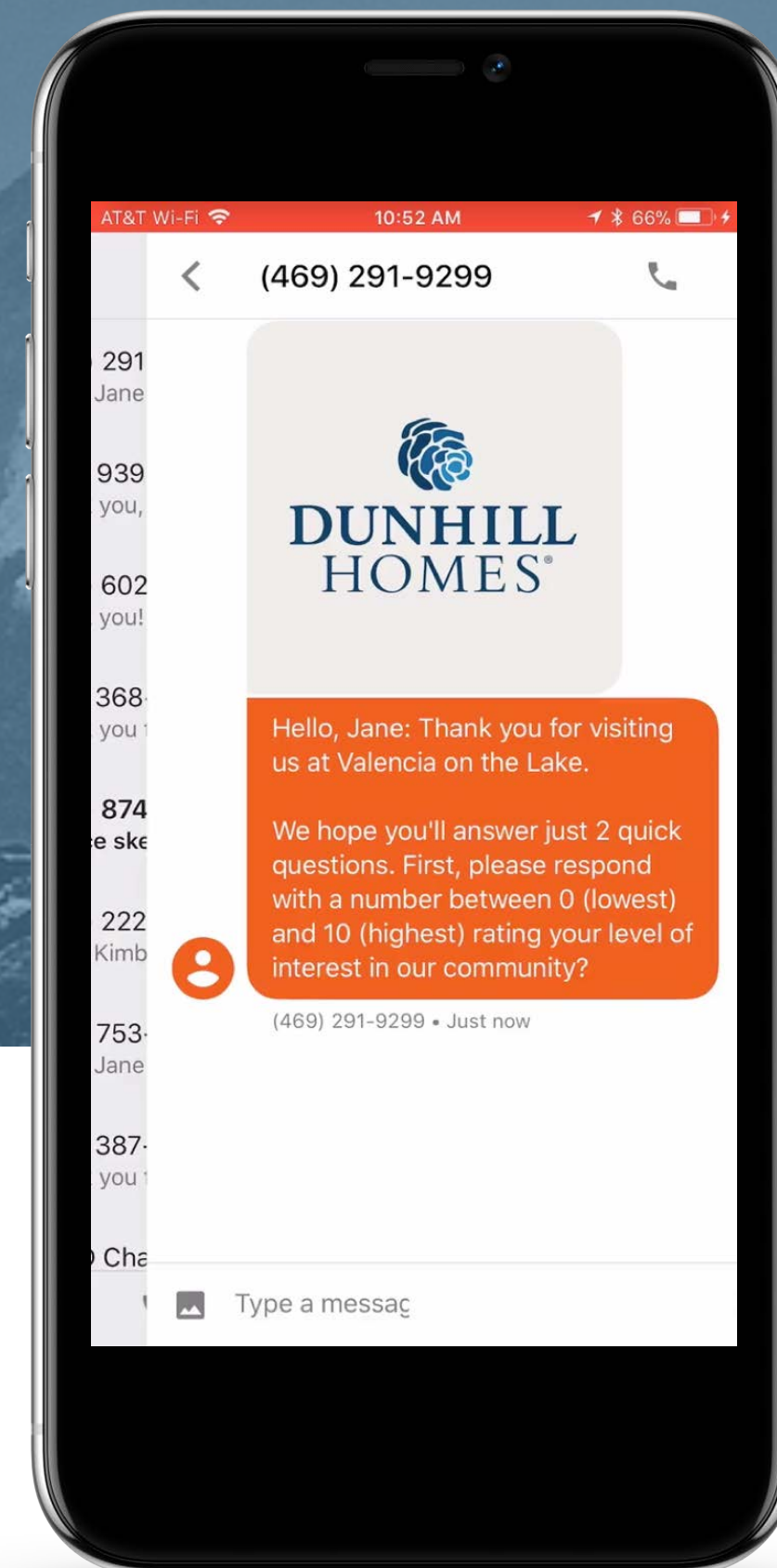
SHOP

Follow up, rate their experience, and gauge candid interest

THE DIGITAL HOMEBUYER JOURNEY

CONTRACT

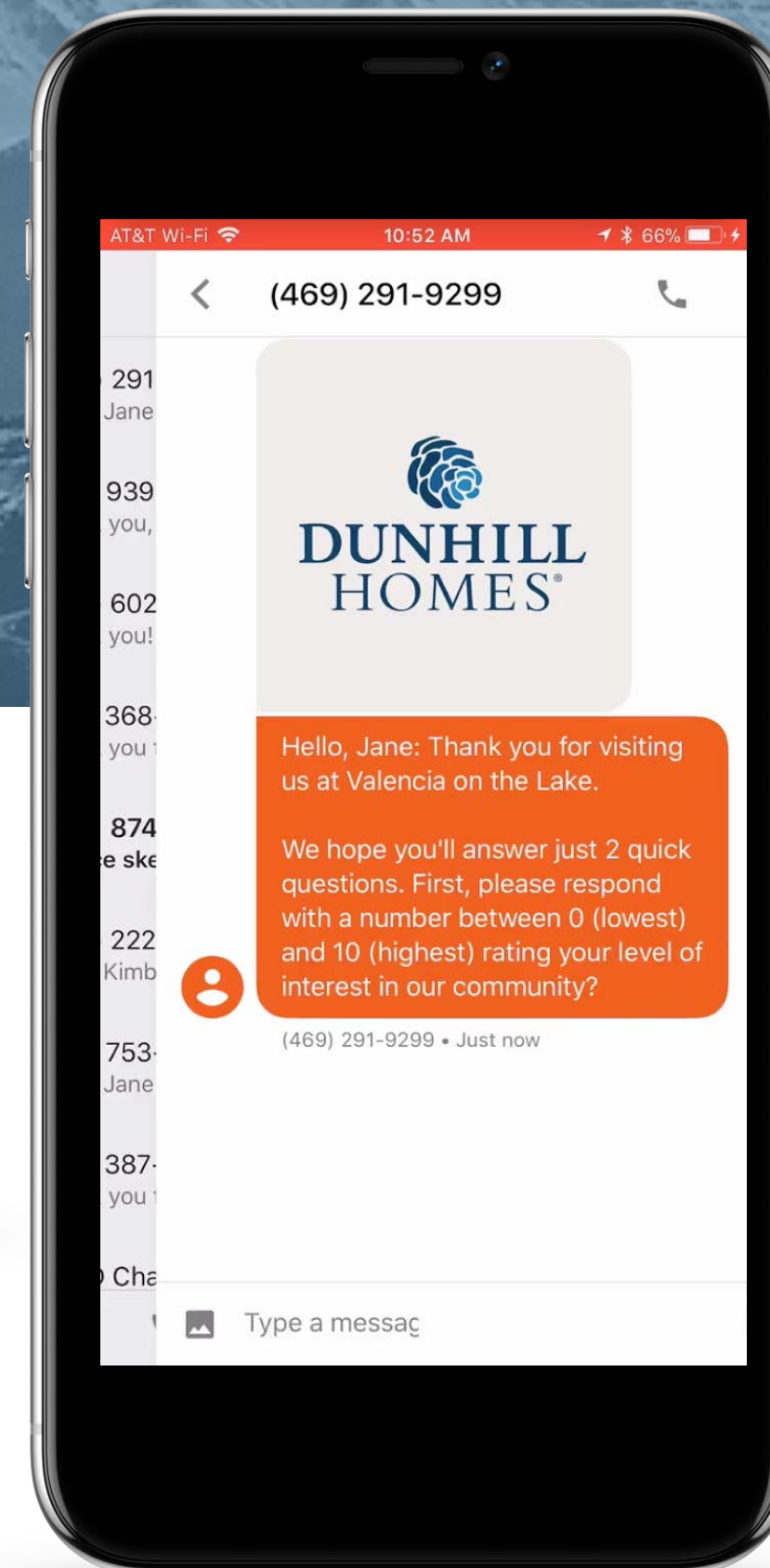
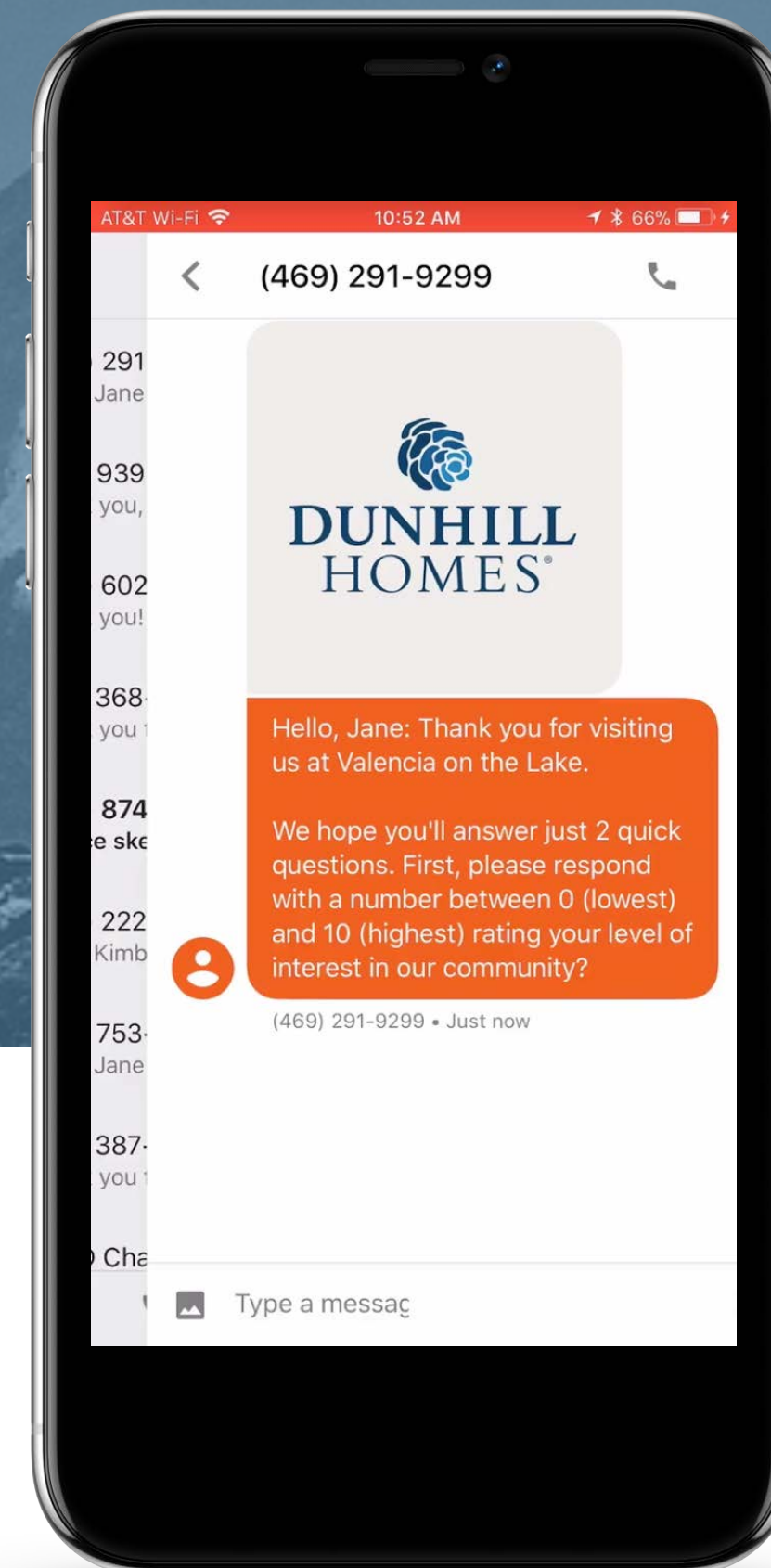
Guide with decisions and engage
for questions and answers
throughout the process



THE DIGITAL HOMEBUYER JOURNEY

CONTRACT

Guide with decisions and engage for questions and answers throughout the process



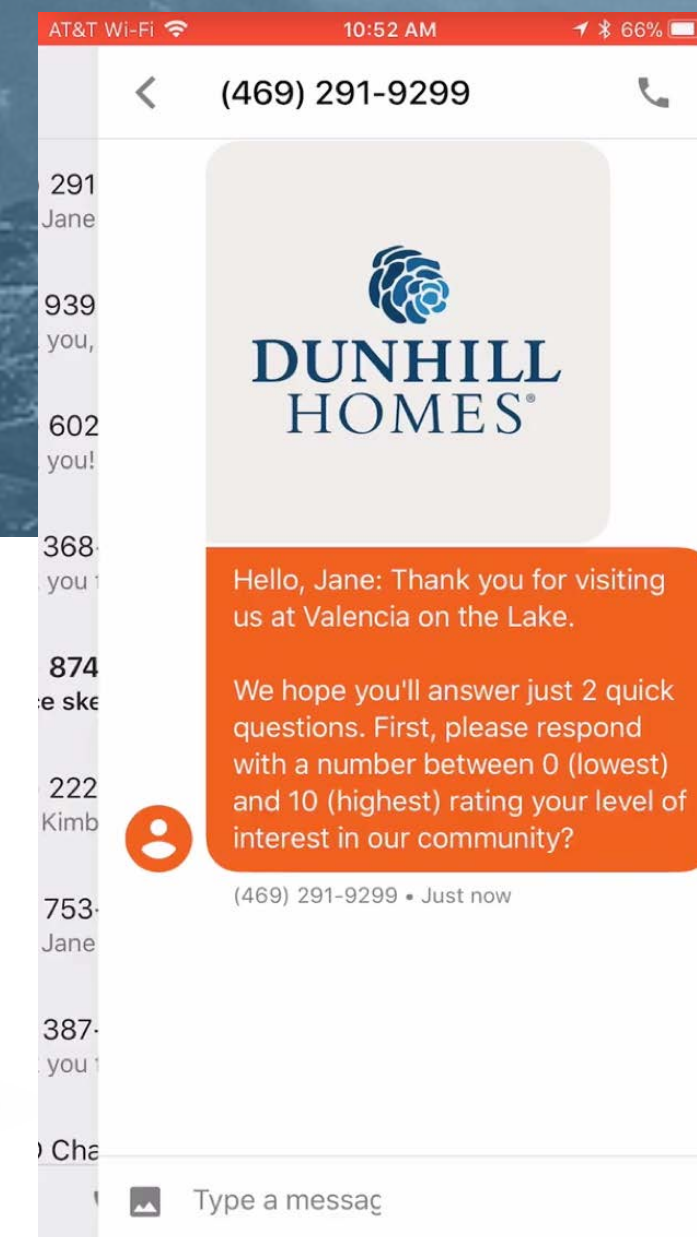
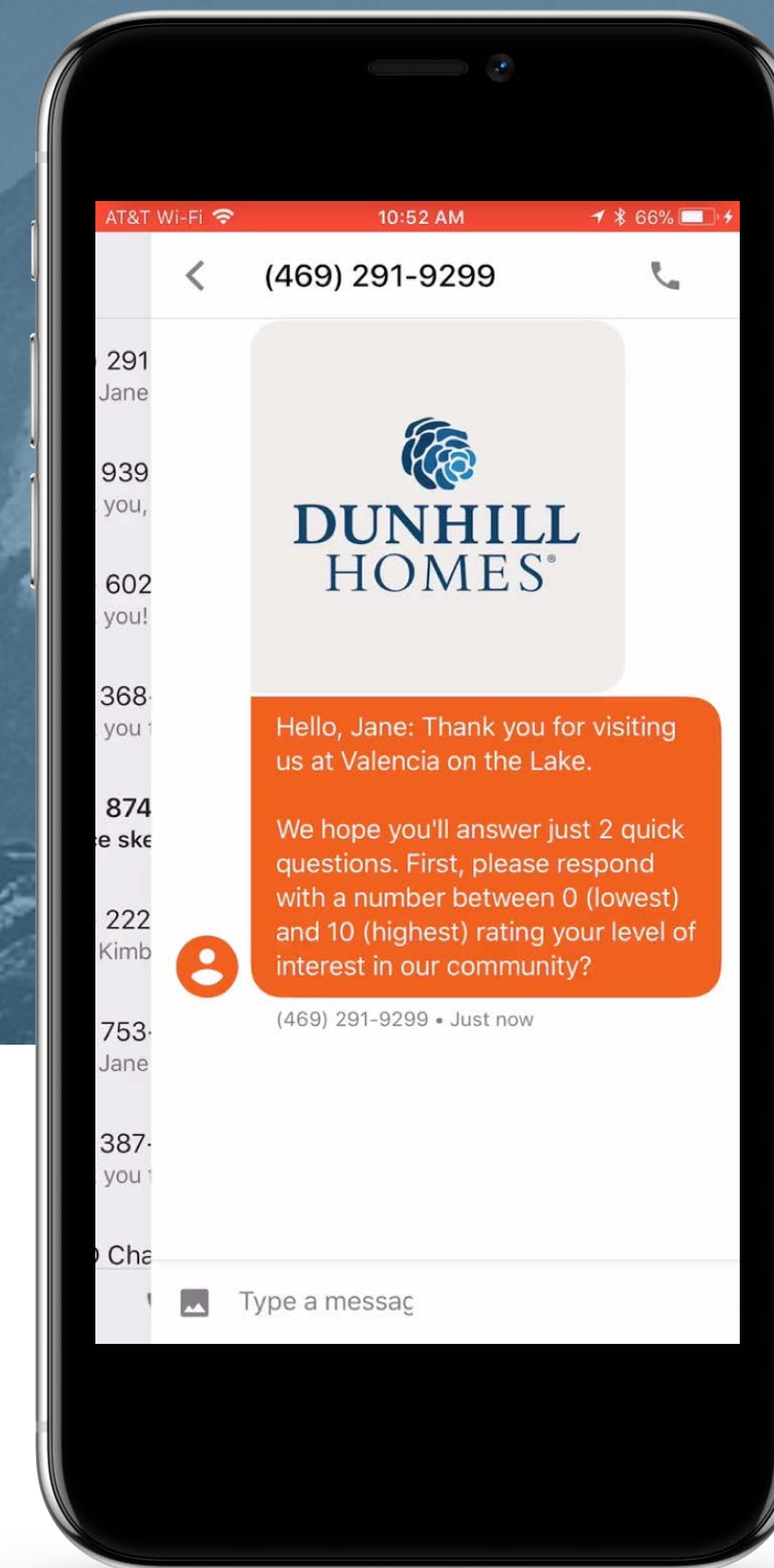
BUILD

Keep buyers posted on the process, the build process, and the next steps to expect. Share visuals to keep them engaged.

THE DIGITAL HOMEBUYER JOURNEY

MOVE IN

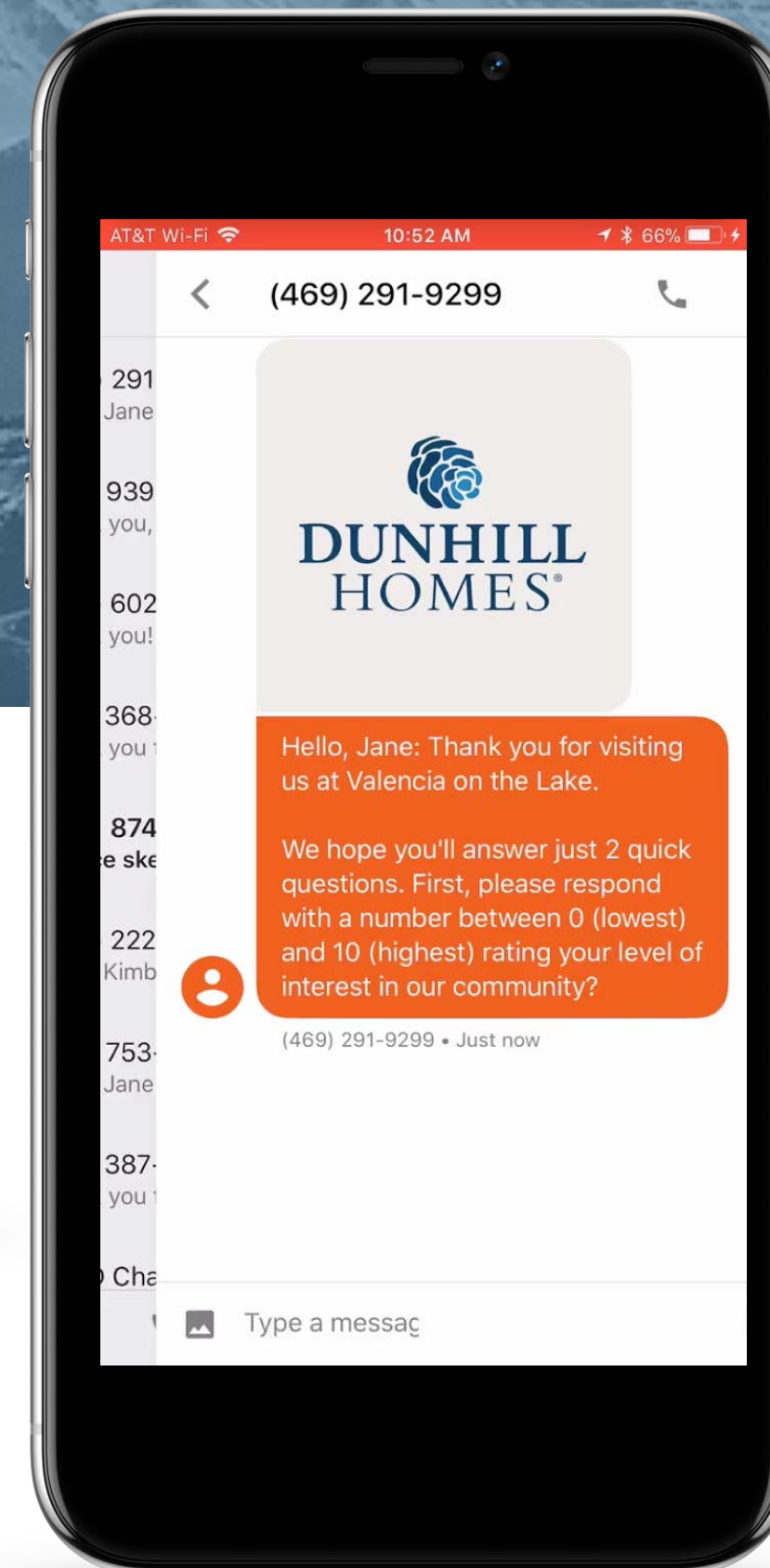
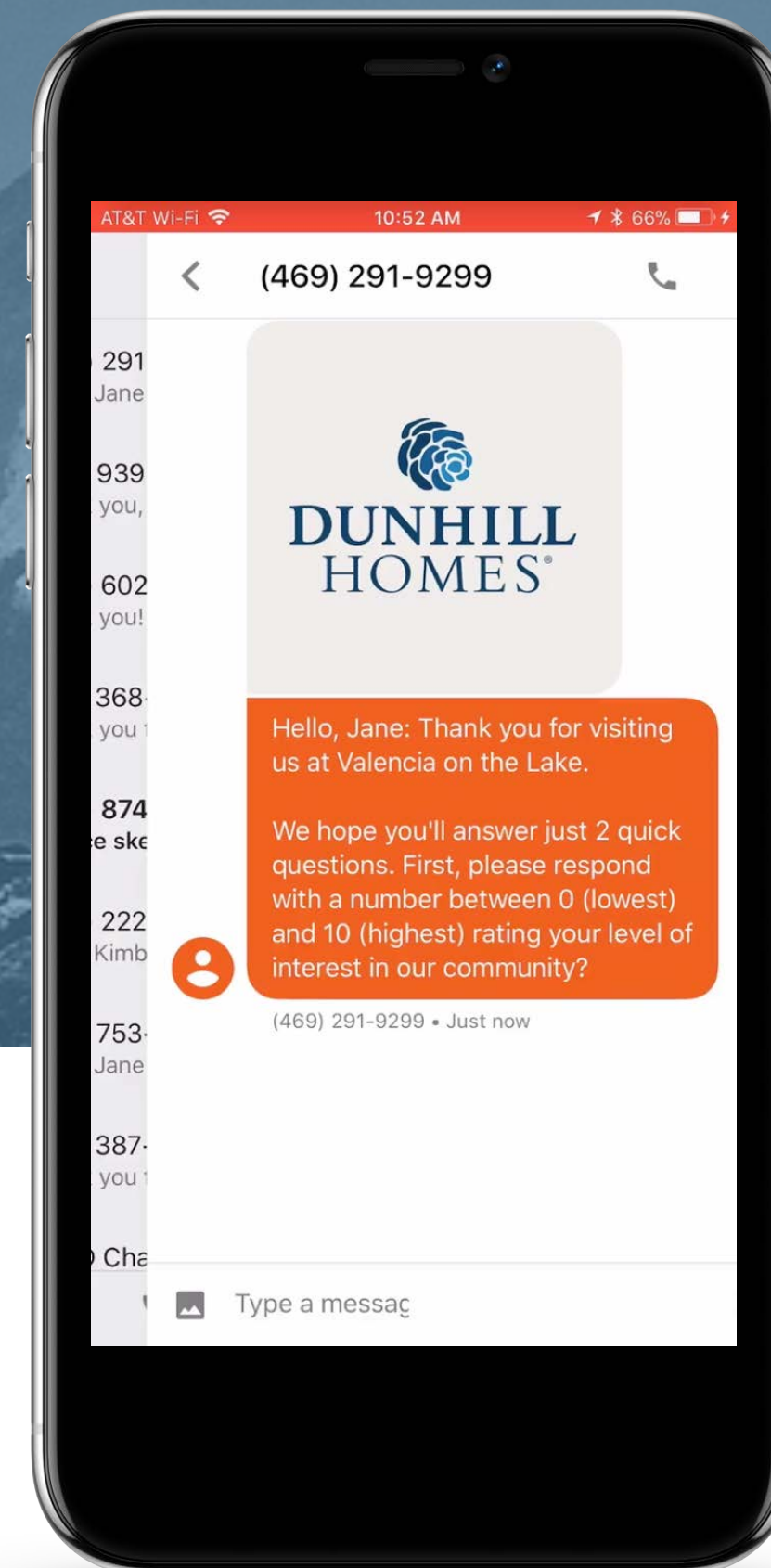
Alleviate anxiety, and reassure them that they have made an excellent decision.



THE DIGITAL HOMEBUYER JOURNEY

MOVE IN

Alleviate anxiety, and reassure them that they have made an excellent decision.



LIVE

Reinforce their decision 60, 90, and 365 days out. Address warranty issues promptly. Ensure referrals.

TEXTING SUPPORTS THE ENTIRE HOMEBUYER LIFECYCLE



TEXTING SUPPORTS THE ENTIRE HOMEBUYER LIFECYCLE

BROCHURES

APPOINTMENT SCHEDULING

OPEN HOUSES

FLOOR PLANS AND MODELS

NPS SURVEYS

VISIT FEEDBACK

CROSS-SELLING

REFERRALS

NEW COMMUNITIES

DESIGN CENTER SELECTION

SEAMLESS WARRANTY PROCESS

NATURAL LANGUAGE HOME SEARCH

Thank you. Questions?

Presented by:

**TEXT YOUR FIRST NAME TO
929-29 ATLAS (8527) TO TRY IT**

WWW.ATLASRTX.COM | @ATLASRTX

