

Your Online Business Card (And so much more!)

Use a mobile marketing platform to grow your network of buyers and sellers.

Tom Scaglione, e-PRO, is an early adopter of new technology. “I put my first website up in 1995—when people were saying, ‘You’ll never sell real estate on the Internet,’” says the sales associate with **Future Home Realty** in Tampa.

That’s why Scaglione jumped at trying a Web-based app called SavvyCard, a sharable webcard that is optimized for mobile devices. In addition to contact information, SavvyCard serves as a mini website that allows users to search the MLS, find out more about Scaglione’s listings, review preferred vendors, and access photos and information on his listings.

Using the app is working. Last summer, for example, Scaglione won over a determined FSBO seller. “I showed him my Internet marketing (which includes SavvyCard), and he [gave me] the listing,” he says.

The basic SavvyCard is free, but Scaglione paid a \$250 one-time fee, and he pays \$30 a month for premium usage, which includes search engine optimization (SEO) and a custom front page. He pays an extra \$10 monthly for a feature that allows people to email or text him directly from the card. “It’s the best money I’ve ever spent,” he says. “I find that SavvyCard brings me more leads than my MLS mobile app.”

Here are several other benefits Scaglione derives from SavvyCard:

21 Create mobile websites.

Each time Scaglione adds a listing to the MLS, SavvyCard automatically creates a website for that listing in the form of a SavvyCard featuring information about the house, photos, local

Tom Scaglione, with Future Home Realty in Tampa, uses his SavvyCard when working with buyers so they can easily contact him or search properties.

“It’s also a great way to generate leads without paying somebody to send them to you.”

school ratings and more. “It helps me move the property quickly because buyers have information at their fingertips, plus the Call-Me button is right on the card,” he says. Scaglione can then share the branded SavvyCard, via text or email. “It’s a great way to generate leads without paying somebody to send them to you.”

SavvyCard also includes analytics that

track the number of views a listing has received. “I share this data with my sellers to show they are getting exposure.”

22 Quickly connect with prospects.

For a quick connection, customers can click on Scaglione’s SavvyCard call button. “It dials my phone number, and they see my face [on screen] every time.”



Scaglione's Tools

Cameras: Olympus, Sony

Laptop: Asus Q551

Smartphone: Samsung Galaxy S5

Tablet: Samsung Galaxy 2014

Apps: FidelityAgent 3.0, iMobile, Karl's Mortgage Calculator, My MLS App

Web Services: Dropbox, Facebook, Google Drive, Google+, LinkedIn, One-Drive

Potential buyers can also easily reach him. "If someone calls and says, 'I'm sitting here outside your listing on Murphy Drive. Can you tell me something about it?' I tell them I can do one better, and I send a link to my SavvyCard."

Some of his listings also include a sign rider that says "Text Agent" with a specific number to enter to receive an automatic text reply with a link to the property card for that listing. "I don't have to stop what I'm doing to text the prospect because the Savvy Card servers do it for me," he says.

23 Effortlessly generate referrals.

After Scaglione's three decades in real estate, the majority of his business arrives by word of mouth. Thanks to SavvyCard, people can easily refer him to others—via email, text, social media or 3-D barcode—by clicking the Share button on his card. Each time his SavvyCard is shared, he receives an email notification; however, the sender isn't required to share the recipient's contact information. He also pays a referral fee to the property manager of a local apartment complex who shares the

SavvyCard link with tenants who plan to buy a house. "He sent my SavvyCard to someone on a Thursday, and I emailed [the buyer] that very day. [The buyer and I] talked on the phone on Friday. He called Saturday night and asked to see a property he found using the SavvyCard search engine. We met at the property on Sunday morning, and by 9 p.m. we were under contract."

Scaglione can also offer referrals for service providers he trusts. Buyers and sellers looking for a home inspector, lender, plumber or other service can click on the Recommend button on Scaglione's SavvyCard and access a list of preferred vendors.

24 Run a "green" business.

SavvyCard has made it possible for Scaglione to eliminate all paper advertising and listing fliers. He created the website TampaMobileRealty.com, which points directly to his SavvyCard. He markets himself via Facebook, Google+, LinkedIn, Pinterest, Vimeo and YouTube, and he created a series of about 20 graphics to use on those platforms and his blog, *realestatetampabayblog.com*. "At the bottom of each [graphic] it says, 'Text Agent1000 to 72889' or 'Go to TampaMobileRealty.com,' which goes directly to my SavvyCard."

The only obstacle Scaglione has encountered is when people are afraid to open the link to his SavvyCard. "I have to help them understand it's safe." He also emphasizes that he cannot rely solely on SavvyCard to generate business. "It's not going to be the miracle that brings more listings without using all the other tools that are available." ○

4 Digital Marketing Services

myRealPage, myrealpage.com

Placester, placester.com

RealBird, realbird.com

SavvyCard, savvycard.com

LIST. SHOOT. SELL.



GO WITH A PRO.



Visit VHTStudios.com
(800) 790-TOUR

©2015 VHT, Inc. All rights reserved.