

Now You Can Receive **REAL LEADS IN REAL TIME**  
...instantly when the buyer is in front of your listing!



Captured LEADS delivered  
immediately to your cell phone!

Choose CellAHome™ iTEXT Textnology to bring  
YOU RESULTS by producing HIGH-QUALITY LEADS...



800-344-3834 | sales@cellahome.com | CellAHome.com  
4501 Hills and Dales Road NW | Canton, Ohio 44708

# Capture More Leads.

## FAST...EASY...POWERFUL

CellAHome™ iTEXT Textnology works both online and offline. Our easy text system can be used to generate leads from home flyers, yard signs, newspaper ads, print magazines, radio ads, TV Spots, Web Videos and any other media you use to generate buyer leads. It is the most versatile first party lead generation tool for Real Estate today.



## STRATEGY

Do you have a plan  
for increasing  
lead conversion?

## 65% of Home Searches now come from a Mobile Device

CellAHome™ iTEXT Textnology is a first party lead generation tool that bridges the gap between email, phone calls and chat, generating more qualified leads. Texting is the #1 way people communicate, no matter what age, so we give local buyers an easy way to receive more photos, videos and/or information by text message.

CellAHome™ helps you connect with buyers using our exclusive iTEXT Textnology which generates instant call conversion by using a text code on all of your advertising.

When the buyer gets your photos, video and/or information, you'll instantly receive a lead capture notification in the palm of your hand with the buyer's cell number.

The home information is immediately delivered to the buyer giving you an instant advantage over your competition. Call or text the buyer to make sure they received all the information they were looking for and set up a showing. Over 97% of all text messages are read and responded to within 3 minutes. Unlike email, your text won't end up in a SPAM folder which will cut down on lost leads.

### CellAHome.com iTEXT Textnology are real time buyer leads for the broker.

- Buyers text to receive further information on a home.
- The Buyer receives a video or more photos and information in seconds
- All you need to do is follow up with a courtesy text or call making sure the buyer received the information. **Now you have captured a real LEAD!**

iTEXT Textnology starts the conversation, allowing you to set a showing and help the home buyer.



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TOUR THIS HOME FIRST ON YOUR PHONE!  
Text RE12345  
to VIDEOS

**REALESTATE**  
company  
330-323-5343 • realestateco.com

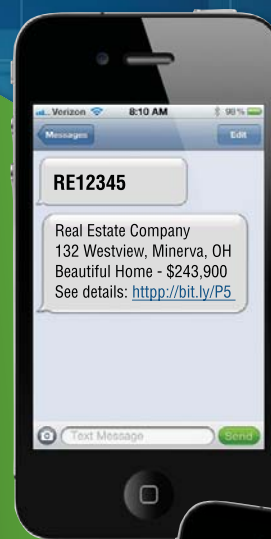
## STEP 1

The Buyer will text the code to 40691 for video, more photos and information.



## STEP 2

The Buyer will receive a text message back with a link to a video, more photos and/or information...



**CELLAHOME**  
DON'T JUST LIST IT - CELL IT!™

...at the same exact time the Broker/Agent will receive a text message with the Buyer's cell number.



...the Broker/Agent will follow up with a phone call or text asking buyer if they received the information.



## STEP 3

The Buyer will click on the link and be sent directly to a 28 second video that will then link to the Broker/Agent detail page.

**LEAD CAPTURE**  
How to make  
iTEXT Textnology  
work for you!

Place your text codes on all your marketing pieces for the best qualified LEADS you will receive instantly on your mobile device.

- Yard Sign
- Publications
- Social Media
- Billboards
- Website
- Flyers
- Email Marketing
- Postcards
- Newspaper



# Lead Capture

## EASY AS 1...2...3

Increase Sales & Lead Conversion Using  
CellAHome.com's Lead Capture Solution!  
*Directing buyers directly to you to  
get more information on what  
they are looking for.*

### EASY AS 1, 2, 3

How to get started.

#### Step 1

- Broker supplies CellAHome™ with a feed of all their listings.

#### Step 2

- CellAHome™ produces text codes for all of the broker's listings.

#### Step 3

- Advertise the text code in all advertising to promote your lead capture number.
- A monthly report will be sent to the broker with all your CellAHome™ lead capture information.



Immediately  
**CONNECT** your agents  
with home buyers

The easiest way for home buyers to get videos, photos and property information straight from their mobile phone. All they have to do is text the universal short code they see on any advertising. CellAHome™ delivers the property details to them and captures their cell number, allowing your agents to connect with these interested buyers first!

REAL TIME...REAL LEADS™ ...iTEXT Textnology



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