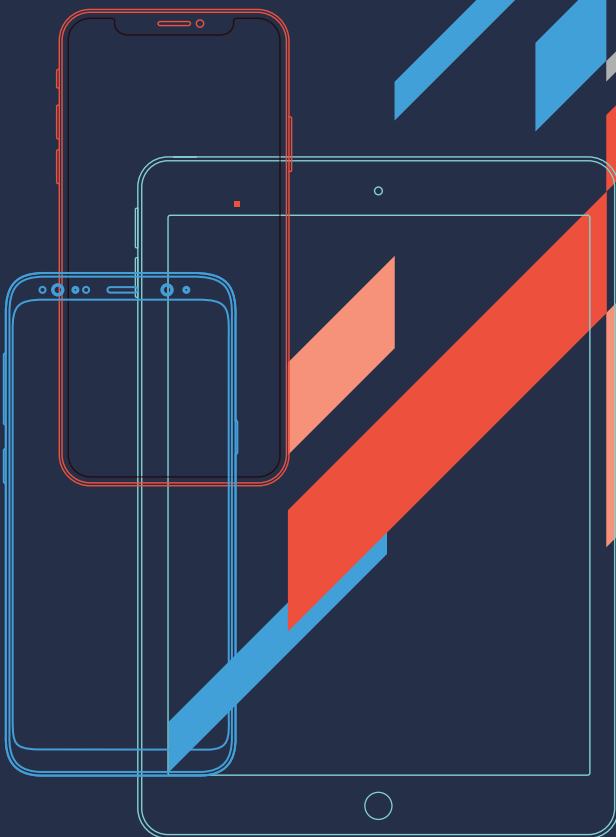




Mobile Apps: How Today's Real Estate Agents Connect with Clients

READING TIME: 10 MINUTES





In your car, on the beach, even in the air at 30,000 feet, today's real estate mobile app technology makes the **complete end-to-end transaction** happen.

With **video**, **texting** and **special transaction features**, mobile can help move your real estate business to the next level.



CAPTURE LEADS WITH MOBILE VIDEO

Research shows that video ads are twice as likely as static image ads to elicit emotional responses at faster exposure speeds.* Also, static-plus-video campaigns have been shown to result in a **17%** higher conversion rate.**

VIDEO-TOUR YOUR LISTINGS

Try using video to take clients on a virtual listing tour in lieu of an open house. [RE/MAX Agent Melanie Galea](#) has been using live open house videos on Facebook since 2017 to get more homes sold with multiple offers.

PAUSE AND FLIP

Dotloop integration partner [BombBomb](#) offers an iOS-enabled feature that lets agents pause and restart a recording in one, continuous clip. You can also flip from the front camera to the rear camera on the fly while recording.

MASTER YOUR TECHNIQUE

Shoot horizontally, especially if you're going to post on YouTube, and use a stabilizer to avoid shaky video. Also, select an attention-grabbing, text-light still frame for your thumbnail, and use plenty of text captions, visuals and overlays to help underscore key features.

REPURPOSE VIDEOS

Once you capture your listings on video, make sure to download and repurpose on Facebook, Instagram, YouTube and emails for targeted audiences.

The

MAJORITY

of real estate sales today start

ONLINE*

75%

of buyers only interviewed
one agent during their home search**



TEXT TO TRANSACT

Dotloop's in-app text Messenger can be used at every point of the transaction journey from following up on a prospect you just met at an open house to eSigning documents. Best of all, **Messenger** helps to significantly increase your client response time.

CHECK IN CASUALLY

Try using a text as a way to check in with a friendly message and start a conversation after meeting a prospect for the first time or through a referral.

TEXT HOT LISTINGS

Dotloop's in-app Messenger lets you text clients a loop doc showing the MLS picture of a listing. Or, take a screenshot of the property's location on a map app, upload it to a loop and send the image in PDF format.

TEXT WHEN YOU NEED IT FAST

Texting within the dotloop mobile app is a great lifesaver for urgently needed eSignatures or to make offers on a desirable property in a tight market.

ASK FOR REFERRALS AND REVIEWS

Texting also provides a simple, casual way to ask a client who recently closed a deal for a review. Include a link to your website, or, if you offer a referral program, create a form template and share via text Messenger.

Most online home
searches occur on

MOBILE DEVICES*



SCAN DOCS, SUBMIT FOR REVIEW, ONBOARD AND MORE!

Dotloop's top-rated mobile app keeps your business moving forward faster.

SYNC GOOGLE CONTACTS

Stop second-guessing who's calling you and start personalizing your calls by [syncing your Google contacts](#) with dotloop. Our integrated partner [PieSync](#) offers a simple way to sync your contacts so when you start a loop in dotloop and that contact calls you on your phone, you'll know instantly who they are. The two-way sync also works in reverse.

SCAN DOCUMENTS FROM YOUR PHONE

Our [mobile document scanner](#) lets you take a picture of a document and turn it into a PDF wherever you go. Simply open the dotloop app and upload the document by selecting "Scan a document."

SUBMIT FOR REVIEW

The dotloop mobile app also lets admins and transaction coordinators submit for review on the go from an [iOS](#) or [Android](#) device so you can submit for compliance quickly and close more deals faster.

CUSTOMIZE YOUR SEARCH

Filter transactions by any combination of status — Active listings, Sold and Archived, for instance — and save as many of these custom filter settings as desired.

ONBOARD NEW AGENTS

Dotloop's responsive mobile platform enables new agents to complete their paperwork wherever they are. They can eSign, submit and store all the onboarding documents from their phone or tablet.



MOBILE USERS' OPEN RATE:*

TEXT MESSAGES

EMAILS

98% vs. 20%

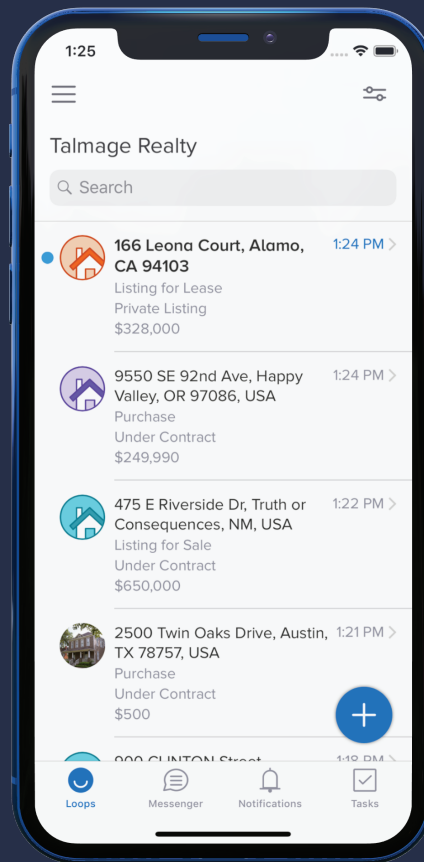
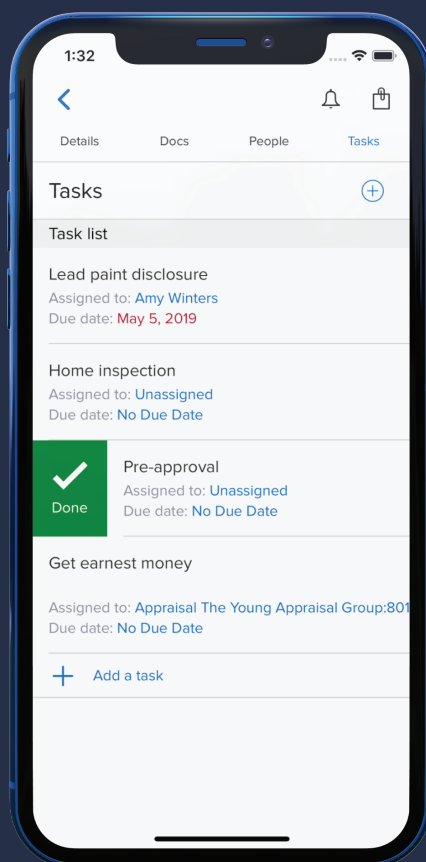
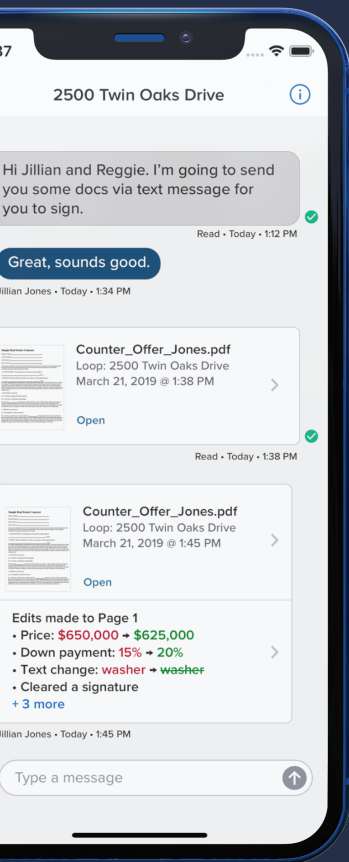


Source: *Mobile Marketing Watch

Make the Move to Mobile

Dotloop's full-service mobile app, including the in-app texting Messenger feature, can significantly improve response times. **Get connected!**

Download dotloop's mobile app and start communicating in real time when the lead is hot!



MOBILE VIDEO GUIDES

Need a quick reference to submit folders for review on your smartphone?
Or want to set up text **Messenger** on your **iOS** device on the fly?
We've got you covered with this mobile video reference library.

NAVIGATING THE DOTLOOP IOS APP:

<https://support.dotloop.com/hc/en-us/articles/218281898-iOS-Navigating-The-Mobile-App>

NAVIGATING THE DOTLOOP ANDROID APP:

<https://support.dotloop.com/hc/en-us/articles/218888368-Android-Navigating-The-Mobile-App>

HOW TO SET UP MESSENGER ON IOS:

<https://support.dotloop.com/hc/en-us/articles/360007381351-iOS-Messenger>

HOW TO SUBMIT FOR REVIEW ON ANDROID:

<https://support.dotloop.com/hc/en-us/articles/360022161831-Android-Submit-for-Review>