



**S**wint Real Estate serves a five county area near Sacramento, and they needed a competitive edge for effectively marketing their business. They didn't have a lot of budget or time to spend on developing and managing marketing programs, but they still needed a solution that set them apart, kept them in touch with clients and was inexpensive.

## Competitive Edge

Recognizing that reaching clients through their phones and implementing the latest technology for their business would give them an edge in a very competitive field. "We have a limited budget and wanted to maximize our marketing efforts in a streamlined way that did not take up a lot of time to manage," said Melanie Swint. "We evaluated a mobile application because it encompassed almost all of the marketing programs we wanted to launch and found that it was cost effective."

## Marketing Tool

Swint wanted to provide a useful tool for clients where they could receive information about new listings, be notified of open house events and use a mortgage calculator. Swint discussed the needed functionality during the design phase of creating her mobile application and realized that her app could do so much more.

## QR Codes

Swint's mobile app is a complete mobile marketing platform that is easy to use and update. Swint also received a branded QR code she printed on business cards, flyers and signs that when scanned, links directly to her app in all the app stores for people to download on their phones. QR codes are a companion marketing tool for the mobile application and are a simple way to promote the app.

## Functionality

Swint's app is a comprehensive marketing system that facilitates constant contact with clients and has been a successful referral tool. The app functionality includes:

- Instant access to MLS listings
- Photo gallery of homes for sale
- Mortgage calculator
- GPS locator to find listed homes
- Text notifications for immediate client communication
- Event schedule for open houses
- Message center to leave or retrieve messages
- Appointment scheduler / confirmation
- QR code scanner
- Client referral through share function
- Social media integration
- Portal for updating and managing app information

## ROI

The Swint app is a mobile marketing platform that has not only saved money, but generated sales too. The app was paid for 10x over when the first house sale came in from a referral shared from the app. Swint also saves money by not having to print flyers and mailers since the communications are now sent through the app. The app provides other ways to save on marketing costs too where traditional marketing programs would be cost-prohibitive.

*The Swint Mobile App is FREE and is available on iPhone, iPad and Android phones.*



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