

Mobile Marketer™

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SMS case study - Coldwell Banker

By [Giselle Tsurulnik](#)

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Use your phone to buy a house

Name and city and state of marketer

Coldwell Banker, Pittsburgh, PA

Name and city and state of agency or marketing services firm

Songwhale, Pittsburgh, PA

Campaign/program name

Songwhale Home

Duration

October 2009 - present

Common short code and keywords used

Consumers could text the keyword WHALE to short code 94253

Objective

To streamline the process of buying a home and give individuals selling their home more options

Target audience

Potential homebuyers and renters

Strategy

To use SMS as a way to buy and sell houses

Call to action

Sign riders on each house with a specific house code. Calls to action were also promoted on the Coldwell Banker Web site and in the newspaper.

Tactics

Coldwell Banker used Songwhale for over half of their listings in Pittsburgh. Each sign rider had a unique house code that individuals can text in to get specific information about the house, a link to a mobile Web site, and a way to text in for an agent to contact them.

Results

As of January 26, 2010 there were 1,816 sign rider texts and 94,186 visits to Songwhale Home.

What next

Coldwell is expanding to more properties

Lessons learned

Individuals want to use their phone to buy their home

Surprise finding

Individuals want to use mobile to browse homes and be more in control of the home buying process, as expected, but they still text in AGENT to have an agent call them, so using mobile does not tremendously

cut into the role of the real estate agent

Strategy quote

George Hackett, president of Coldwell Banker Real Estate Services in Pittsburgh, PA - "Our company is focused on the highest level of customer service, we work hard to ensure that our sales associates have superior services and technology to meet the needs of our clients. This technology gives buyers immediate and comprehensive information about our listings in a very convenient way, and gives our sellers a truly competitive edge in attracting potential buyers."


Art

The following is a screen grab for a Web site property listing. Towards the bottom (boxed in red), the viewer is given the option to text in for more information on this listing.

9121 Lucia Lane
North Huntingdon, PA 15642

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [More](#)

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Basic Information

Price:	\$319,500
Type:	Single Family
Bedrooms:	3
Bathrooms:	2 Full, 1 Half
Garage:	3
MLS ID:	805965

[Request More Information](#)

[Schedule a Showing](#)

[Video Tour](#)

More Photos: [1-10](#) [11-18](#) [View All Lane Photos](#)

For more information or to view this property, please contact Kimberly Pavlick at 724-864-2121 or 412-600-5839.

BELLA MA

Ask me about the \$8000 tax credit available when buying your home! Bella Mia beauty awaits! Worth every penny! Large 3 bedroom, 1.5 bath all brick home. Manor house kitchen with maple cabinetry, granite countertops, brand new wide plan hardwood floors, brand new furnace, elegant open floor plan, 2 sided gas fireplace, den can be extra bedroom or library, Private backyard, backs to woods and is LEVEL.

For a free no hassle mortgage pre approval in 24 hours or less call 887-377-2623. It's fast, it's easy.

To receive details about this property on your cell phone, text the code cb10709 to WHALE (94253).

This is the Coldwell Banker Web site. On the right hand side are ads. One of them asks people to use their phone to find a home.

The screenshot shows a mobile website for Coldwell Banker. At the top, a banner features a shark with the headline "SINK YOUR TEETH INTO THIS HOUSE" and a sub-headline "Click here to collect information and to enter". Below this is a navigation bar with links for "Property Search", "Agents & Offices", "Mortgage", "Buying Your Home", and "Selling Your Home". The main content area is titled "Featuring 24,372 Properties for Sale in the Western Pennsylvania Area". On the left, there is a "Quick Search" form with fields for "City" (set to "Adams Township"), "Type" (set to "Residential - All"), "Price" (with "No Minimum" and "No Maximum" options), and "Beds" (with "No Minimum" and "Baths" options). A "Search" button is at the bottom of the form. To the right of the search form is a "Featured Properties" section with four property listings, each with a photo and a "New Homes" label. The listings are: "Hampden Woodlands, Hampden, PA", "Pymouring Tree, PA 6 beds/4 baths", "Evergreen Place, Ross Township, PA", and "Estate at the Villa, Hampden, PA". On the far right, there are two vertical banners: the top one says "Use your phone to find your home" with a mobile phone icon, and the bottom one says "MAKE A WISH" with a star icon.

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