

Real estate goes mobile

The Pam Golding Property (PGP) group has just launched what it reports is an industry first with 'SMS 34440' - where information on houses on show in an area can be sent straight to prospective buyer's cellphone, instantly. This new service to buyers has already been launched in the Cape Town metropolitan area and is about to be rolled out nationally to phones that are enabled for internet access.

Says Dr Andrew Golding, CE of the group, "This means that home buyers can considerably streamline the process of searching for a home in a user-friendly way, ultimately saving time while providing all the information they need in order to make a sound purchase decision. Today's buyers want instant, easy access to information and that is what we are providing - a simple and effective way that helps them select and plan ahead of time which properties to view on show days."

Buyers will be able to view photographs of the property together with a description, including number of bedrooms and bathrooms, selling price, and so on and then click to call, email or SMS the agent marketing that particular property directly from their cellphones.

For more, visit: <https://www.bizcommunity.com>