

OMG!

**Text OMG to 59559
for Price & Info**

The easiest, fastest, surest way for Champion to capture a lead & blow their mind in the process.

*The desire for instant information, results and contact has defined a generation and has redefined all generations to come. Champion Realty is meeting these needs – head on- with **OMG**, our GPS location based texting system. Bringing instant results to your Smartphone. Just text **OMG** to **59559** and get price info & photos.*



...Expect More®

Here's how **OMG** works:

Potential customer is in front of the home for sale. They text **OMG** to **59559** on any smart phone and what comes back is price & info about the house (including pictures). The phone knows what listing it is in front of. Super Cool!

OR they can just text the address to **59559** and it works the same way!

The agent will get a text message telling them that there is a buyer in front of their listing at 123 Oak St. They can text the computer back that they are available and they will get the phone number of the prospect so they can text or call them.

Live Up Calls from the Point of Sale! How cool is that! It is live now so try it on one of your listings.

The Marketing of OMG:

Champion's marketing push includes radio ads, new sign riders, website widgets, contests, social media marketing and the most important word of mouth.

You can view our radio ad (yes, we said "view" a radio ad) at YouTube. Just search for:

Champion Realty OMG Program



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Technology

OMG is Champion's keyword. Each company picks their own text word, however all companies share the same phone number: **59559**. It is an easy to remember number.

The technology vendor is **Kwkly**. They provide the entire system, downloading the MLS and managing the texting and call forwarding process based on our business rules.

www.kwkly.com



About the system:

1. What is OMG & what does it stand for?

OMG is Champion's GPS based texting system. It stands for "Oh My Gosh that house is *Uberspectacular*." You can now see why Jon had to shorten it to **OMG**. No seriously **OMG** stands for "Oh My Gosh" in texting lingo.

2. How do you use the OMG system? How does it work?

The **OMG** System uses texting on a cell phone to return immediate information on listings (Price, info, pictures). You need to use a cell phone to text **OMG** to **59559**. The system returns information in a few different ways depending on the kind of phone you have.

3. What kinds of phones work with the system?

All kinds: Razors, CLIQ, LG, BlackBerry, iPhone, Droid - the list goes on & on. However the system is highly optimized if you have a Smartphone. Please don't think if you have the other kind it's called a stupid phone. We like to call them GPS challenged phones.

4. Where does it get the information it texts the customer?

Where we all do. From MRIS. The system is only as accurate as the information in MRIS.

5. Where does it get the information it texts the agent?

This information is harvested during the contact the system has with the customer cell phone and also what information the customer asks the system to provide.

6. What kind of information will it return? Well...that depends on your type of phone.

Smartphones will get the choice of texting a particular address or clicking for the closest listings to them based on GPS technology. The information returned from MRIS is the full listing plus photos. Non smart phones will receive address, price, beds/baths, broker & possibly agent (agent name & cell phone number if Champion listing) Agents will receive a text no matter what kinds of phone the customer has.

About the Customer Experience:

7. What happens after a customer texts OMG on a Champion listing -Smartphone?

Perfect world type of experience: Customer texts **OMG** from a Smartphone and they get a text message back. It tells them to either text the address of the listing they are interested in or click a link for the 5 closest listings.

a. If they text the address than they receive information about the home including photos etc. and the Champion listing agent name & info. (Champion agent gets inquiry text message)

b. If they click 5 closest listings - the screen will then display them (Closest Champion listing first) The customer now have 3 options: 1) click button for recently sold nearby. 2) Button for call associate (you will get a live call) or 3) link to click for more information where they will have the same experience as in **7a.** above - they will receive photos etc(Champion agent gets inquiry text message)

8. What happens if a customers phone is asking them to take extra steps to set up GPS?

This happens when their GPS is not set up on their phone. They will need to follow the steps on the screen & at the end they will have the same customer experience as described above in 7.

9. What happens after a customer texts OMG on a Champion listing – NOT a Smartphone?

Perfect world type of experience: Customer texts **OMG** and the text message back to them asks them to text the address. If they text the address than they receive information about the home including the Champion listing agent name & cell number. (Champion agent gets inquiry text message)

10. What happens after a customer texts OMG on a NON-Champion Listing - Smartphone?

Perfect world type of experience: Customer texts **OMG** from a Smartphone and they get a text message back that tells them to either text the address of the listing they are interested in or click a link for the 5 closest listings.

About the Customer Experience cont.:

a. If they text the address than they receive information about the home including photos etc. , the listing is courtesy of whatever broker and the Champion Realty's customer service number. (Champion customer service gets an email about inquiry and pushes it out to the manager of the closest office.)

b. If they click 5 closest listings - the screen will then display them (Closest Champion listing first) The customer now have 3 options assuming they are interested in another brokers listing: 1) click button for recently sold nearby. 2) Button for call associate (The Champion agent whose listing is in the #1 spot will get a call) or 3) link to click for more information where they will have the same experience as in **10a.** above - they will receive photos etc Whatever broker and the 800 number for Champion Customer service. (Champion customer service gets an email about the inquiry & pushes it out to the manager of the closest office.)

11. What happens after a customer texts OMG on another brokers listing –Not a Smartphone?

Perfect world type of experience: Customer texts **OMG** and they receive a text message back asking them to text an address. If they text the address than they receive information about the home, listing courtesy of whatever broker and the Champion customer service number. (Champion customer service gets an email about inquiry and pushes it out to the manager of the closest office.)

12. What happens if the customer doesn't text OMG first?

About the Agent Experience :

13. What happens after a customer texts OMG on my listing? I mean - how does it tell me?

After a customer texts **OMG** to **59559** and receives the property info and it's your listing, ***your cell phone** gets a text as well. It says that someone has just texted on your listing (ex.123 Sycamore) and to call the attached number.

***IMPORTANT NOTE – YOU MUST DIAL BACK TO THE SERVICE ON THE SAME CELL PHONE THAT THE TEXT MESSAGE CAME IN ON.**

About the Agent Experience cont.:

THIS IS NOT THE CUSTOMER'S NUMBER IT'S THE OMG COMPUTER NUMBER HOWEVER....
When you call it, your call will be forwarded and **you will end up connected to the customers cell phone** - so get your game face on!

14. But I want the customer's cell phone number:

Of course you do. After you call the **OMG** computer number (starts with a 720) the system will text you the customer's actual cell phone number. First it had to make sure you were alive & kicking and not in the shower.

15. What does that mean making sure I was alive & kicking?

It means that you have 15 minutes to respond. Let me preface that by saying in the texting world 15 minutes is pretty much the length of an Ice Age. If you call the **OMG** computer within the 15 minutes it will connect you to the customer & send the phone number.

16. What happens if I miss the 15 minutes?

When you call the **OMG** computer number it will tell you the lead timed out and the lead was sent to the office.

17. Well that sucks. Who gets my lead then?

Right Now? **You do.** There is an email to customer service telling them that an agent did not respond to a lead in time. Customer service then forwards that email to the listing agent as a courtesy. The email has the customer cell number in it.

18. How do we get a chance at the other broker leads?

1st way. If the customer was using a Smartphone and your listing came up first in the 5...remember your number is the one they can call or the one that gets texted to.

2nd way. Customer service will forward inquiries on other broker listings directly to the office manager and then the office manager has a system to hand them out.

19. What happens when I text on my listing or any other broker listing? I don't want a bunch of agents calling me.

About the Agent Experience cont.:

Long, Long ago... In a galaxy far, far away..... No seriously when this process started I handed over all known cell phone numbers to the **OMG** Company. The system KNOWS you're an agent. Inquiry texts /emails will not be sent.

20. WAIT... I didn't/don't have my cell in MRIS - I've gotten a new cell number – I am a new agent:

Not in MRIS? Well then you won't be receiving **OMG** text Inquires. **OMG** pulls the information from MRIS including agent cell numbers. Land lines cannot accept text messages. My advice is to add your cell phone number to your MRIS profile.

Gotten a new cell number? Ok just make sure you put the information in MRIS.

I am a new agent: After you set up your MRIS account make sure your cell number is properly listed in there.

After any of these has been accomplished take your cell phone and text the word **ADD** to **59559**. Your cell phone number will then be added to the **OMG** system as an agent.

21. OK so this is a really neat system and I know that my clients (Buyers & Sellers) are going to want to try it. How do I protect them from other agents?

All you need to do is text (from your cell phone) the cell phone number of your client. The client will receive a text that says your cell phone number wants to share a cool new tool with them. They must accept this so they can be registered with you. Then you will get all inquiries they text from here on out. My advice - tell them before you do it.

22. The system says they are already registered with another agent ARGHHHHHHH!

Relax - this is a really cool system and people have been trying it out left and right. Hopefully the Champion on the other end of the phone asked if they were working with someone and they told them yes you!

Have your client text the word **MASTERRESET** to **59559** and their number will be cleared out of the system completely. Then you're able to follow the directions in **19**.

The first agent is not notified that the relationship was dissolved.

23. So I got a little confused & texted ADD to 59559 on a cell phone that isn't mine and now the person isn't getting the true customer experience & I am not getting their inquiries.

I wish all questions were this easy... Just text the word **REMOVE** to **59559** and their experience will be switched back to a full customer experience.

24. Once I get a text from a prospect, do I own that relationship?

Yes. The computer pairs your cell number with the customer's cell number and you will receive notification whenever they use the **OMG** system.

25. What happens if the customer can text 40,000 characters a second and they have inquired on 7 listings in 2 minutes – 3 of them Champion?

Well first thing I want that person on my international texting team....kidding

The clock has started to tick. Each of the Champions get 15 minutes and it's first come first serve. The first person who calls the number gets the lead. The other 2 will get that MWAA MWAA MWAA sound and thanks for playing... Oh I am cracking my self up here. No seriously they will get the recording that says they timed out even if it's not 15 minutes.

26. What happens if I am seeing something other than what you have described here?

You will need to call or email me so I can fix you. (Not like "I'll fix your W.A.G.O.N. Wheel Partner" more like I'll fix the experience you are having with the system.)

Some random techie things people have asked:

**27. How do I know if I have texting on my phone?
Can you tell my looking it at it?**

Pretty much if you have purchased or upgraded
***Some random techie things people have asked
cont.:***

your cell phone in the last couple of years it has
the ability to text.

28. I heard it only works on Droids & iPhones?

No it works on all cell phones with texting
technology. (BlackBerry's, Razors etc.) The only
difference is what you are able to see when the
information is returned. Some will not be able to
see photos if you don't have a smart phone. The
agents will receive a text about the lead no matter
how much info the customer sees.

**29. The question is really Do I have texting in my
plan?**

Only the service provider can tell you if you have
texting. We would suggest giving them a call and
finding out exactly what your plan covers. There
are several different levels of texting plans, from
pay-per-text (which can be \$0.10 to \$0.20 per text)
to unlimited texting for a fixed rate. They can help
you determine the best plan for you.

**30. What happens if I am totally confused and I
throw my cell phone across the room?**

Well first I wouldn't suggest that (At least until you
know if you have insurance on your phone)

Second I would remember - I have an email
address USE IT!

Marketing@ChampionRealty.com.

I also have a phone (and hopefully you do too if
you didn't throw it across the room) 410-975-3018.
Call Me!