



WHAT IS iREALTY

iRealty is comprehensive digital real estate marketing tool that gives agents and their teams the ability to craft brand building email and social media marketing campaigns in a matter of minutes.



EMAILS

- Access fully customisable Place branded email templates to create emails that impress buyers and vendors alike
- Easily add properties and external articles
- Add your choice of interactive banners and lead generating landing pages
- Select from pre-built factsheets to help build up-to-date profiles of your database



AUTOMATION

- Send smart automated emails that target the right people at the right time, without spamming your database.
- Retarget engaged contacts with property alerts.
- Nurture contacts and build your brand with welcome and survey emails
- Set up automated appraisal and call-to-action follow ups to generate enquiries and save you time on calls.



SOCIAL MEDIA

- Easily create ad campaigns and post content directly to your social media account from iRealty
- Promote new listings and sold properties to targeted preset audiences
- Build brand awareness and generate quality leads through the ability to share appraisal forms, newsletters & unique content to your page.
- Harness the power of your email marketing database with our buyer prediction tool, which reveals the number of buyer matches for properties in your area.



SMS

- Easily send bulk marketing to your database or target specific groups
- Include links to properties, newsletters and Place branded call-to-action landing pages



LANDING PAGES

- Use Place branded landing pages for properties, appraisal forms, factsheets and the buyer prediction tool
- Link landing pages across newsletters, automated campaigns, SMS and social media content & advertising
- Optimised for higher lead rates



REPORTING

- Automatically receive insightful activity reports each time marketing is sent from your account
- Keep track of contacts with instant subscriber profiling based on tracking in your campaigns
- Access live-updating vendor reports to simplify the process for your vendors
- Receive instant alerts when a contact interacts with your marketing in a way you should know about



OTHER FEATURES

- Utilise free unlimited training on all features in the account (both online and in-office)
- Request an account audit from our digital marketing team
- Access our property prediction tool to impress potential vendors at your next listing presentation
- Take advantage of our unlimited email and phone support (within business hours)

CONTACT US

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