

Sell -- Rent -- Lease

with text message marketing



Enhance Your Property Ads

Extend Your Ad Message

Engage Your Customers

Enabled By Text Messaging

FOR
PROPERTY
INFO



text: **HOUSE**
to: **68247** (OTAIR)



* Sample rider sign; designs provided & available in different sizes; codes randomly generated at order

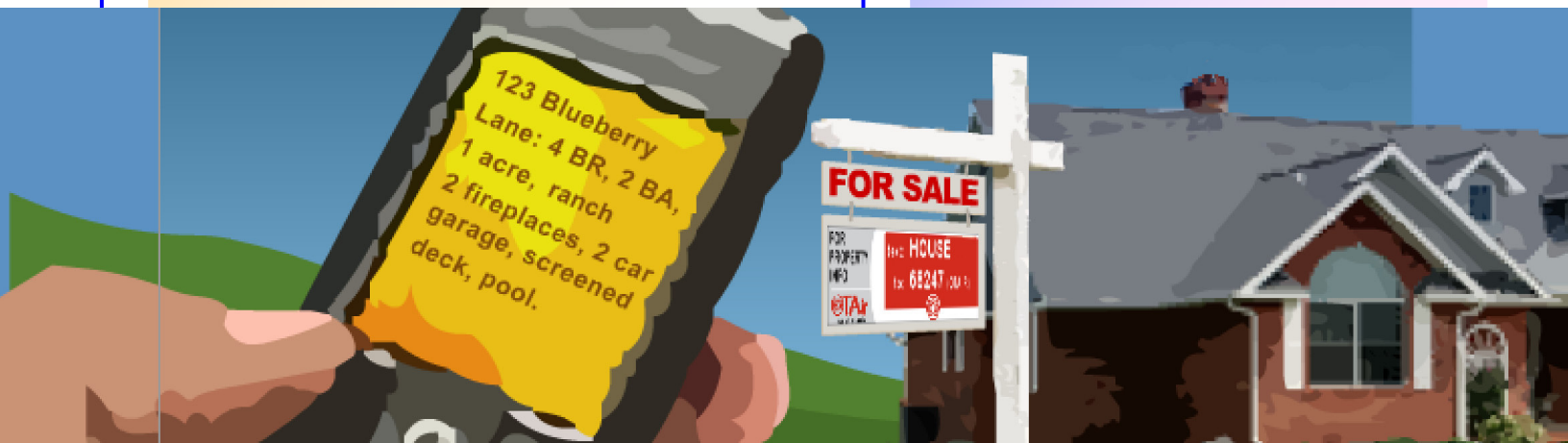
**Get Started Today -
see reverse**

CUSTOMER BENEFITS:

- Receive property & agent info directly to cell phone
- NO need to find pen & paper to copy property address or agent's phone number & web site
- Quick & easy—even if new to text messaging
- Short, five character property code to type
- Works anytime—24x7, everyday
- Fast—return messages arrive within seconds
- Receive non-interruptive messages about critical open house alerts or property status changes
- Available nationwide on most U.S. carriers—works anywhere there is digital cell coverage
- Free to use, except for carrier messaging charges
- Received messages remain on phone until deleted
- Can forward messages to another person directly from cell phone
- Can quickly log in to OTAir.com account to access detailed house specification, photos and more – NO need to pre-register at OTAir.com

AGENT BENEFITS:

- Sell, rent or lease more properties as truly interested persons actively engage your listings
- Receive a text message whenever one of your property codes is texted—instantly
- Interested person's mobile number provided in text message & on real-time activity report at OTAir.com
- Direct traffic from text message to listing's web page
- Easy to setup & maintain—24x7; toll-free support
- NO hardware or software to buy & maintain
- Inexpensive—flat-rate pricing for easy budgeting
- Variety of pricing plans to choose from depending on number of property codes and plan duration—fantastic volume discounts for brokerages & firms
- NO setup, NO maintenance & NO message fees **
- Earn commissions for referrals to other agents
- Close a property? Simply move your code & change the text messages & online info for the new property
- Include your codes on all ads for a property—rider signs, magazines, flyers, emails, etc.



SEARCH FOR AVAILABLE KEYWORDS

MY OTAir

Home Short Codes Services News Case Studies Advertisers Contact Us

Account Actions

- Statistics and Reports
- Billing History
- Online Payment & Reservation
- Ad Campaigns
- TXTCasts
- Users
- Logout

Edit Campaign

TXTpak Info

Keyword: **1** HOUSE

Response Message: **2** 123 Blueberry Lane: 4 BR, 2 BA, 1 acre, ranch, 2 fireplaces, 2 car garage, screened deck, pool. Visit OTAir.com 4 more info. - NOTE: This is just a sample.

Response Message 2: **3** Hi, I'm Jane Doe, the realtor for the house. I'll call u soon with more info & to better understand ur needs. Call me anytime at 804-555-1111.

Website URL: **4** <http://www.househuntnews.com/samplehouse.gif>

Current Logo: **5** [SampleHouse.gif](#)

Keep this image

6 My OTAir Page Description:
This is an absolutely beautiful house in a thriving, friendly neighborhood close to the state's best schools, new shopping centers and a growing corporate park. There are parks with playgrounds, a bowling alley, a public golf course and a 21-screen theater close by, as well.

Easy to use property info management tool, accessible anytime from any internet computer.

- Property code clearly displayed
- Outgoing text message with property info
- Outgoing text message with agent contact info
- URL for detailed property information
- Realty's logo, photo of property or other image
- Additional information about the property, narrative or special announcements, such as open house, that may not be on listing's web page—accepts HTML
- Broadcast open house alerts & property status text messages to those who have texted the property code

Easy to use interface for mobile user shows their texted keywords & the property info you supplied.

SEARCH FOR AVAILABLE KEYWORDS

MY OTAir

Home Short Codes Services News Case Studies Advertisers Contact Us

My TXTMarks My Account Logout

My OTAir

You have TXTMarked the following OTAir.com ad campaigns:

1 Keyword: HOUSE
04/19/2006
11:02 AM
[Delete this TXTmark](#)

4 **5** **6** **OTAir LLC**

This is an absolutely beautiful house in a thriving, friendly neighborhood close to the state's best schools, new shopping centers and a growing corporate park. There are parks with playgrounds, a bowling alley, a public golf course and a 21-screen theater close by, as well.

The house has plenty of room, inside and outside, for a growing family. One of the two fireplaces is in the screened deck making the large deck a wonderful evening getaway for a couple or a fun place for the family to roast marshmallows protected from bugs and rain.

There is a large in-ground swimming pool in the

GET STARTED TODAY:

- Go to OTAir.com
- Click on Services & navigate to Real Estate TXTpak
- Click on link to Order
- Select desired plan, depending on codes & length—multiple plans can be added to the shopping cart of various quantity or duration for a custom solution
- Click to check out & log in or register for service
- Complete payment being sure to enter Program Code, if provided
- Log in as Advertiser on OTAir.com home page using your created user name & password
- Click on Ad Campaigns link to see your randomly generated property codes
- Begin using your property codes on flyers, emails, magazine ads & more
- OTAir will contact you regarding your rider signs—you may have them printed or provide us with your desired sizes as we have special arrangements with BizPort of Richmond, VA to quickly & as cost effectively as possible produce & ship your signs to you

For assistance, call 888-898-8247 (888-TXT-TAGS) or email info@otair.com

FLAT-RATE PLANS & NO EXTRA FEES

Codes	12 Months	6 Months	3 Months
1	\$240 (\$20)	\$150 (\$25)	\$105 (\$35)
5	\$960 (\$16)	\$675 (\$23)	\$450 (\$30)
10	\$1,680 (\$14)	\$1,200 (\$20)	\$750 (\$25)
50	\$7,200 (\$12)	\$5,250 (\$18)	\$3,000 (\$20)
100	\$12,000 (\$10)	\$9,000 (\$15)	\$5,400 (\$18)

** Figures in parentheses are cost per code, per month. No message charges thru the later of 12/31/06 or plan duration in effect 12/31/06; 45-day risk-free period from time of order; additional volume & branded plans available for brokerages & firms; sign production not included, but special pricing is arranged with BizPort, Richmond, VA.



text INFO to OTAIR (68247)

www.otair.com

info@otair.com

11232 Patterson Ave

Richmond VA 23238-5011

P# 804 750 2058

888 TXT TAGS (888 898 8247)

F# 804 750 2076