



“Software plus services for SME’s”

FAB SMS for Estate Agents DATASHEET

What is FAB SMS for Estate Agents?

FAB SMS for Estate Agents is a suite of applications and SMS Text Messaging services suitable for use by UK Estate & Letting Agents and has been designed to enhance and compliment existing property marketing initiatives and to improve communication between vendors, buyers and staff.

What applications & services make up FAB SMS for Estate Agents?

The suite of applications & services that make up FAB SMS for Estate Agents are as follows:

- A 10 user license of our popular **FAB SMS Addin for Microsoft Outlook**
 - Send SMS directly from MS Outlook
 - Send to large groups of recipients simultaneously
 - Use existing Outlook contacts to send messages
 - User defined message templates
 - Message compression (replaces certain words with Text Speak)
- Access to **Web SMS** for the same 10 users
 - Send and receive SMS from a web browser anywhere anytime
 - Online SMS inbox
 - Online SMS contact list
 - Schedule SMS for anytime
 - Create and maintain distribution lists by property type and/or location or any other category level.
 - Send SMS to a vendor or prospect or to group of prospects using distribution lists when new instructions are available.
- A dedicated UK geographic number to receive SMS messages
 - Your SMS geographic number doubles as a virtual fax also, allowing any fax sent to this number to be converted to an email and delivered to your office email inbox.
- **SMS Keyword Software** management software
 - Respond to keywords contained within inbound SMS Text messages
 - Send a SMS autoreponse containing particulars to requesting prospects
 - Forward inbound SMS Text Messages to another mobile or group of mobiles
 - Forward SMS to email
 - Configure to save inbound text messages to an online SMS inbox
 - Collect mobile numbers and automatically build up distribution lists
 - Up to 5000 keywords (property listings) allowed at any one time
- 1200 messages a year (more can be purchased separately at 6.8p per message)
- Free technical support
- User Manual

FAB SMS for Estate Agents

Overview

- Add unique number & code to your sign boards that allows prospects to request particulars by SMS which are then delivered instantly.
- Add a unique number & code to print advertising to allow further or extended property information sent by SMS
- Allow home buyers and vendors to contact the office via SMS
- Send SMS appointments reminders to home buyers and vendors
- Sends particulars to prospects even when the office is closed
- Capture contact details of hot leads the second they show an interest in a sign board or printed advert
- Automatically build lists of hot leads you can use to send details of similar properties when you get new instructions.
- Send hot leads to different staff members instantly by text or email
- Converts inbound FAX into email

- Import existing contacts and distribution lists from existing property management systems or MS Excel, MS Access or MS Word
- Send SMS to both Mobile & Landline
- Send & Receive SMS from the Web and/or from Microsoft Outlook
- Free technical support

Allow Home buyers and prospects to get instant access to the information they want when they want it, even if the office is closed, while you receive contact details of hot leads which can be followed up quickly to obtain details of properties sought and to arrange viewings or even to gain new instructions.

Mobile communications and particularly SMS are very powerful mediums when it comes to marketing. Here at FAB we provide you with the all the tools you need to get you started and enjoy the benefits from mobilising your business

Technical

Nothing to install on branch computers (unless using the FAB SMS addin for Microsoft Outlook which is not compulsory) as all features are accessible from your online account. The only requirements are for a modern Web Browser with internet a

Received SMS can either be converted into email and sent to different staff members based on property type or saved to your online inbox, or forwarded to a mobile phone for instant alert of hot leads.

What does it cost?

Our service works on a subscription model where you pay a monthly, quarterly or yearly fee. Some SMS sending credit is included in your subscription and when that has been used you'll need to purchase more on a pay-as-go-basis.

Available subscriptions are:

Monthly	£49.95	100	inclusive texts
Quarterly	£149.95	300	inclusive texts
Yearly	£499.95	1200	inclusive texts

Outbound messages: 6.8p each (large messages may require 2 or more messages credits)

Inbound messages: FREE

Cost to client requesting particulars: 1 message at std network rate (could be free if part of a bundle)

During your subscription you will be entitled to all minor point upgrades and fixes, technical support and access to other compatible FAB software.

Ordering Information

Orders for subscriptions and additional message blocks can be placed online at www.fabit.com or by phone 0844 884 2535 all major credit & debit cards are accepted. In addition online payment processors PayPal & MoneyBookers are also accepted.

Cheques are also accepted, order forms can be downloaded from our website after completing the checkout process and selecting offline for you payment method.

System Requirements

For running Web SMS

Web Browser capable of running JavaScript & storing cookies. IE6 and above, Google Chrome, Firefox 2 and above.

For running SMS addin for MS Outlook

Windows PC running Microsoft Outlook 2000-2003 (please visit Microsoft.com for Outlook system requirements)

Examples

Example text for your sign boards...



About FAB

FAB Enterprises & Innovations Ltd is a small family run business located in Hastings, East Sussex. Established in 1999 with the aim to provide corporate quality software to small & medium sized enterprises allowing SME's to compete in the digital age.



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