

## Powering SMS Communications for Businesses Large and Small

### Case Study



### **SMS**delivery™ SMS Gateway Customer

Price 140,900 Bd 4  
Ba 2 Half Ba 1  
1591 Sq Ft Jo Ann  
Taylor ERA Elite  
Ventures Realty  
706-536-5937  
std/rates other  
chgs apply

### ERA Delivers Valuable Property Information via Text Message

Continuing a 30 year tradition that started with the fax machine, ERA® Real Estate continues to be first in Technology.

Cell phones have become the most common form of technology in our daily lives. More recently, text messaging has become the preferred form of communication for people on the go. Allowing you to instantly give and receive information on your terms.

TXT ERA capitalizes on the text -messaging trend by delivering valuable property information directly to your cell phone via text message. Simply send a text message to TXT ERA (898372) with the express listing number you see on an ERA yard sign, and in an instant you will receive a return text message with the basic property information.



TXT ERA is also integrated into the MyERA.com functionality of ERA.com. Simply enter your cell phone number and property search criteria. Then, ERA.com will automatically send you text messages, notifying you of any new listings that match your saved criteria.