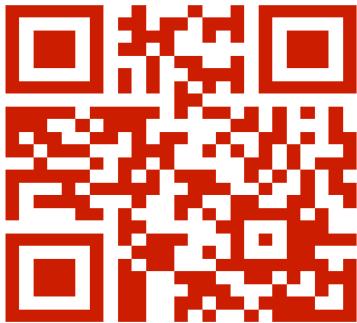


QR Codes & Real Estate – Is It Working?



QR codes are taking off in popularity in a variety of markets these days and proving to be highly effective for advertising. We have taken a look at the effectiveness of these codes in numerous areas of business to prove their overall success, and here we will take a look at the impact of QR coding on real estate. These codes are creeping up on real estate signs across the country, especially in larger and more prominent cities where the technology is more well known, but what is the impact on the industry? Are the codes proving useful?

QR codes are creeping up everywhere in real estate today. More and more real estate companies are starting to put QR codes on flyers, advertisements, and even signage. In many cities, an interested buyer can stop in front of a home listed for sale, take a photo of the QR code on the sign, and receive information on pricing, square footage, features, photos, and more. These codes also offer a direct link to the seller's website or phone number, making it easy to schedule an open house or a showing or to ask more questions about the property.

QR coding is a rapidly evolving technology, and a Hipscan on a real estate sign can offer excellent opportunities to a seller. Whether the codes are being printed on lawn signs, business cards, flyers, direct mail, or print ads, sellers are finding that they are highly effective marketing tools. The question, however, is what the impact of these codes has been on the market thus far and what the future impact is predicted to be. Will these codes prove to be a big boon for sellers, or are they just the latest fad?

For many modern sellers, the use of a Hipscan on a real estate sign has already proven to be an excellent idea. The codes are free to generate, and printing costs are traditionally no different than with printing a standard sign or flyer, yet they offer a new opportunity for potential buyers to learn more about a property before speaking with an agent. They can also be linked to a custom page created especially for the property in question, or even to a video tour of the property. This can save expenses for agents dealing with buyers who are uninterested due to feature or price issues while also offering a better chance that an interested party will schedule a showing while they are still looking at the home and feeling interested. It offers the opportunity to capture a lead while the interest in the home is at a peak, and many agents find that a Hipscan can also be used to display agent contact info as well as to link to agent videos or social networking profiles.

It is still too early to offer solid numbers on the impact of QR codes in real estate, especially since so many sellers are only using the codes on a trial basis or on a limited number of properties, but with QR campaigns taking off in so many markets, awareness of how to use the codes and what can be done with them is growing rapidly. QR codes are highly likely to be the future of real estate marketing and fresh lead generation, and creating a free Hipscan for use on flyers, cards, and signage is certainly an excellent way to increase leads and interest without increasing the need for costly advertising changes.

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