



Microsoft® Tag Opportunities for REAL ESTATE

Link buyers to digital resources and make your signage and print ads more effective and engaging



KINGSWOOD GROVE REALTY
LANDING YOU IN YOUR DREAM HOME

<p>Featured Listing: 1212 Main Street, Unit A</p>  <p style="text-align: center;">offered at \$249,900</p> <p>Property Features:</p> <ul style="list-style-type: none"> + 4 Bedroom, 1.5 Bath + 1,050 sq. ft. + great downtown views + gourmet kitchen + granite countertops + private deck + walk-in closet + French doors + new custom floors throughout + reserved parking space <p>Live close to everything in this prime downtown location. Steps away from the theaters and shopping. This unit features many custom upgrades and amenities.</p> <p>Scan the tag to find out more about the building's amenities:</p>  <p style="font-size: 8px;">see the mobile app at http://gettag.mobi</p>	<p>New Listings</p> <p>124 Lodge St. Victorian charm in a cozy, country setting. offered at \$499,900</p>  <p>305 First St. #605 Bright light, big city views. Superior unit in the heart of it all. offered at \$379,900</p> 
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What Our Clients Say:
"The team at Kingswood Grove went the distance. Our dream home is a reality!" - Roger and Sandra B.
"We were moving to a new neighborhood and needed to make sure it was right for our family. Our Kingswood Grove agent had all the expertise to guide us in making the right choice, and we couldn't be happier!" - Pam T.

Let Kingswood Grove Realty land you in YOUR Dream Home!

Today, the average home buyer carries more computing power in her mobile phone than there was on a typical computer a decade ago. Because the vast majority of consumers don't leave home without their mobile phones, a massive amount of mobile computing power travels through neighborhoods every day.

Savvy real estate sales and rental agents are finding ways to leverage that power to help move properties. Microsoft Tag is a powerful new technology that helps you make the most of consumers' mobile devices to bridge your real world marketing efforts with the digital world.

Add Interactivity to Marketing Materials and Connect with Buyers More Effectively

Tag offers many opportunities to make real estate marketing and communications more creative and engaging:

Link On-Site Buyers and Renters to Additional Information

Tag lets you easily link on-site shoppers to online information via their mobile phones – without requiring them to enter long URLs or type multiple search terms. With Tag on your fliers and signage, you can treat shoppers to a 24-hour virtual open house. In addition, when all your fliers have been taken, a Tag on your signage can easily satisfy shoppers' curiosity.

Use Tags Inside Properties

While touring a property, Tags could help draw attention to – and inform prospects about – key features and amenities, such as security systems, major appliances, and noteworthy amenities and services that might otherwise go un-noticed or be under-appreciated.

Link Print Advertising to Your Online Information and Services

You could use Tag to help grab shoppers' interest and add value to your advertising by linking to additional photos and information or connecting buyers and renters directly to a realtor or sales agent.



Engage with Shoppers in New and Interesting Ways

Tag helps you provide far more information and engage with shoppers in new and interesting ways. In premier ads for single-family properties, Tag could help generate and drive interest and satisfy curiosity. The experiences such Tags can help you deliver can be as lavish as the properties themselves, or they might simply link to the information you provide via your online listings.

Multiple Listings in Newspapers, Magazines, and Pamphlets

Entire pages made up of smaller ads could easily share a single Tag that would link to a common landing page on a mobile website. Once there, shoppers could enter a short code included in the ad to pull up information related to the specific property they are interested in.

Digital experiences real estate sales and rental agents can deliver using Tags

Places where real estate sales and rental agents can display Tags

	Slideshows & Virtual tours	Info about the neighborhood	Maps & Directions	Connect to an agent
On signage	✓	✓		✓
On fliers	✓	✓		✓
Inside properties	✓	✓		
In premier ads	✓	✓	✓	✓
In multiple listing ads	✓	✓	✓	✓

Get more info about Tag:



Get the free mobile app at
<http://gettag.mobi>

or visit <http://tag.microsoft.com>

Close More Deals with Microsoft Tag

Get started with Tag today, and make your campaigns more immersive, more measurable, more effective, and more fun:

- Link on-site buyers and renters to additional information via their mobile phones – without requiring them to enter long URLs or type multiple search terms
- Link your print advertising to your online information and services to add value and grab shoppers' interest