



QR CODES FOR REALTORS

Discover how to leverage QR Codes to your advantage
for maximum conversions



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I. ABOUT SCANOVA

Scanova has helped 100,000+ businesses across the globe to create, design, manage, and track QR Codes for both promotional and operational use cases. The tool is used by the best global brands & institutions across 100+ countries. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova offers a plethora of advanced features including scan data analytics, lead generation, event tracking, end-user tracking, and much more to help businesses better acquire, engage, assist, and retain customers. Scanova's flexible plans make it affordable for all marketers — beginners to enterprises — to deploy QR Codes as per their requirements.

Scanova is the flagship product of Trycon Technologies. Founded in 2013, Trycon is a leading global provider of QR Code solutions and software-as-a-service products. Trycon follows the highest industry standards around data security and is compliant with ISO 27001:2013, SOC2, and GDPR.

II. INTRODUCTION

The COVID-19 pandemic brought in a new era for real estate marketing by transforming the way real estate agents market their offerings, arrange property visits, conduct open houses, and meet prospects. With internet listings being the primary means for home searches, property buyers and realtors adapted to virtual platforms for buying and selling. And an era of virtual meetups, virtual tours, virtual open houses, and virtual staging followed.

To facilitate virtual offerings, realtors adapted various new technologies, and using QR Codes was at the top of their list. The ease of use, diverse use cases, ability to share large amounts of information, ability to make print materials actionable and interactive, and long-term sustainability made QR Codes valuable for them. Today, realtors are using QR Codes not just for operational use cases, but also for data-driven decision-making, lead generation, and personalized targeting for better conversions.

This comprehensive e-book has been drafted specifically to help realtors explore the advantages of deploying QR Codes, address various challenges, explore the varied use cases, and understand the possibilities of implementing QR Codes to ensure operational and promotional efficiency.

III. BENEFITS OF USING QR CODES IN REAL ESTATE

COVID-19 led to a long-lasting change in the behavioral patterns of property buyers. There has been a shift from mere analytical and quantitative aspects such as price and size to qualitative aspects such as lifestyle, community, and well-being. To meet these new demands, realtors have to better showcase the features, benefits, and value proposition of their offerings. Additionally, the demand for virtual features such as tours, open houses, and staging has stayed strong. Many realtors have resorted to QR Codes to overcome these challenges. Let's look at the benefits of using QR Codes in addressing the challenges faced by realtors.

1. Convenient

Realtors have traditionally relied on print media creatives such as brochures, documents, and sales materials for their operational and promotional use cases. However, these creatives not only have limited space for information sharing but are also bulky and difficult to carry. Additionally, it is difficult for clients to easily access contact details, location, property videos, and other details from print media. Clients also find it inconvenient to carry bulky brochures and sales materials.

QR Codes are a convenient tool both for realtors and their clients. For the realtor, they are a quick and contactless way of information sharing and data collection. They can significantly increase operational efficiency during events such as open houses. Realtors can share contact information digitally with ease thanks to QR Code business cards. Realtors can also easily gather client feedback, administer surveys, create leads, and much more with QR Codes. Additionally, QR Codes can greatly simplify the tedious documentation process of property sales. From the client's perspective, they are a quick and easy way of getting access to a large amount of information and taking quick action.

2. Cost-effective

The cost of printing sales materials such as real estate brochures is substantially

high. Realtors have to get separate brochures for each listing in their portfolio. Further, any change in details such as prices or contact details makes them redundant and calls for fresh prints. They are also prone to wear and tear with time, making them unfit for use.

QR Codes are extremely affordable to make and realtors need to pay only for application fees. With Dynamic QR Codes, realtors can update the property details and other information instantly, which eliminates any re-printing efforts and costs. Clients can access the QR Code content via scanning, realtors do not have to worry about the physical damage of the print material and distribution costs.

3. Engageable

Print media marketing campaigns, physical business cards, and sales materials (such as property brochures) are non-interactive and non-actionable. There is also a limitation with the types of information that can be shared via physical creatives. It is therefore difficult for realtors to keep the clients engaged beyond a certain point.

Adding QR Codes to print media creatives allows realtors to significantly increase customer engagement. They can link various types of content to the QR Codes. For instance, they can add image galleries, virtual tours, AI experiences, Google Maps locations, website links, and much more. Realtors can also add call-to-action (CTA) buttons on landing pages, allowing clients to take desired actions.

4. Sustainable

Realtors can contribute to the increased concern for environmental sustainability by using QR Codes. QR Codes eliminate the need for printing business cards and sales materials such as brochures. This can contribute to significant reductions in paper waste over time.

5. Data-driven Decision-making

It is difficult for realtors to understand the performance of their marketing campaigns and open-house events. This hinders them from assessing marketing efforts and optimizing them for better conversions in the future.

Realtors can use QR Codes to get access to actionable data and insights and thereby optimize their marketing efforts. With QR Codes, realtors can track client engagement such as the number of times their print creatives are scanned, scans by location, scans by time of the day, and device type. Realtors can also assess client engagement on CTA buttons. Realtors can use these insights to measure their marketing effectiveness and tailor future interactions accordingly. Additionally, realtors can integrate custom forms in their print creatives to understand client preferences, receive suggestions, and improve their offerings.

IV. QR CODE USE CASES FOR REAL ESTATE

Realtors aim to maximize property conversion rates by engaging in marketing and promotions, generating and following up on leads, arranging property visits and open houses, documentation, and much more. Realtors can use QR Codes to make all of their efforts tech-savvy, quick, and efficient. Let's explore the various possible use cases of QR Codes in real estate.

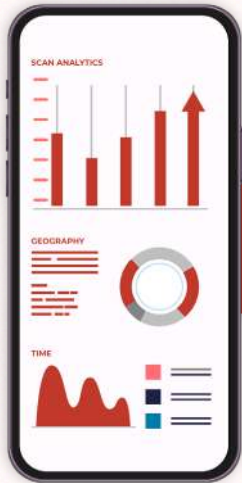
1. Optimize Marketing & Promotions

Realtors have traditionally used print media for listing and advertising their offerings. These campaigns however have certain limitations. For instance, they have limited space, are non-interactive, and offer no analytics on their effectiveness. Realtors get to have limited visibility about interested prospects while using traditional print media campaigns. Additionally, they find it difficult to share certain types of details such as property videos, locations, and contact details with interested prospects via these listings.

Realtors can alter the outcome of print media campaigns using QR Codes. They can use Dynamic QR Codes on print media campaigns such as hoardings, flyers, brochures, and newspaper ads to share large amounts of information. Realtors can share details not just about one property, but share a list of all properties under their portfolio. Additionally, QR Codes can make the print media campaigns interactive. QR Codes can be used to navigate customers to the property's **Google Maps location**. They can also be added to **yard signs** to allow interested buyers to access property information such as images, virtual tours, and contact information. Realtors can add



digital business cards on print materials using QR Codes to allow prospective buyers to save contact details conveniently. Above all, realtors can get **scan analytics** on their ongoing campaigns—using the data to analyze the campaign effectiveness and optimize their marketing efforts.



Scanova allows users to create editable Dynamic QR Codes with scan analytics and lead generation features

2. Share property details and other essential information 24*7

Realtors find it challenging to communicate comprehensive details about a property without personal meetings. Print media creatives fail to share adequate information to engage and convince prospective buyers. Also, realtors have limited ways of sharing certain information types such as Google Maps location, property images, and videos.

To ensure that prospects get access to comprehensive information 24*7, realtors can add QR Codes to their print media creatives such as yard signs, flyers, and hoardings. They can allow prospects to access complete property details including specifications, location, images, videos, and neighborhood information. QR Codes can also be used to provide virtual property tours. Realtors can also use QR Code business cards on their print creatives to allow prospects to directly contact them.



3. Share Contact Details Digitally

Traditionally, realtors have relied on physical business cards to share their contact information. However, these have limited space to share information, cannot be updated, have high printing costs, are non-interactive, provide no analytics, and contribute to paper wastage. Realtors often add contact information on print creatives such as brochures, flyers, and yard signs to allow prospective buyers to contact them. However, prospects find it difficult to manually type and save the contact details. Also, saving details manually is prone to errors.

QR Code business cards offer realtors a modern, eco-friendly, and convenient solution for contact sharing. They allow prospective clients to access and save contact details without the hassle of manual typing. QR Codes also allow prospects to take actions such as contacting the realtor or scheduling property visits conveniently. Additionally, they provide scan analytics and lead generation features—helping realtors maximize conversions by targeting clients in a better way.



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Scanova's Business Card QR Code allows realtors to share contact details digitally with prospects

4. Schedule Property Visits Conveniently

Generally, realtors face several challenges while scheduling physical property visits. They struggle to coordinate property visits at all locations due to the large number of properties in their portfolio and the lack of precise visitation schedules for prospective buyers. This could lead to overcrowding, confusion, and time wastage.

Realtors may use QR Codes to easily schedule visits. Prospective clients can scan

the QR Code to arrange a property tour, contingent upon realtors' and client's calendar availability. This can facilitate the scheduling of client property visits and streamline the realtor's run between properties. Additionally, it implies that real estate agents can focus better on a single prospect at a specific moment, which raises the possibility of conversions.



5. Provide Interactive Virtual Tours to Prospects

Virtual tours are becoming a crucial component of real estate marketing post-COVID-19. This is evident from the research by the [National Association of Realtors](#). The research states that post the pandemic, 58% of all homebuyers want to see a virtual tour of a listing. Virtual tours save buyers time by enabling them to examine a property without physically seeing it. They give clients an engaging digital experience, which helps the realtors make a favorable first impression.

Realtors can use QR Codes to conveniently provide virtual tours to prospective buyers. A QR Code containing a link to a website featuring a virtual tour can be included. Realtors can also direct clients to a pre-recorded virtual tour by using a video QR Code. It is possible to incorporate these QR Codes into different print creatives so that potential customers can take a virtual tour. Realtors can also obtain scan analytics to determine their clients' interest levels. Additionally, realtors can incorporate custom forms in their QR Codes to collect client feedback and target them better, thereby optimizing conversion rates.



Image Source: [Wegetaround](#)

6. Optimize Open House Events

Open houses are a regular necessity for realtors. They are a good way for interested buyers to spend more time with the house and its surroundings than a hurried one-on-one visit with a broker. With open houses, realtors do encounter some difficulties. These include unclear turnouts, crowded spaces, challenges in spending enough time with each client to properly address their interests, and a need for more analytics regarding buyer interest after the event.

QR codes are a useful tool for realtors to better organize open houses and boost conversion rates. QR Codes can be used to enable guests to electronically sign in and register for the open house. This saves time and minimizes errors compared to traditional sign-in sheets and paper forms. Realtors can also use QR Codes to improve the check-in process for guests attending an open house. By scanning the code, guests can access all the necessary information about the property, including contracts, permit requirements, prices, and market trends. This can provide a more efficient experience for everyone involved. It also eliminates the need for prospective buyers to sign guest books or carry back brochures. Additionally, realtors can use custom forms in their QR Codes to collect customer feedback. By doing so, they can better comprehend the client's preferences and tailor future invitations.

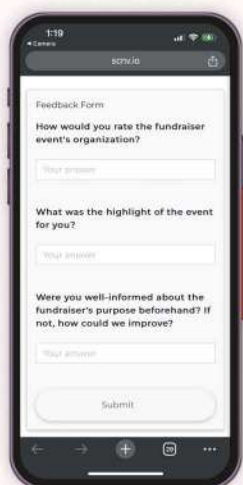


Image Source: curbhe.ro

7. Get Customer Feedback

Customer feedback is crucial for realtors to understand what they are doing well and what needs improvement. However, since customers no longer favor completing paper forms, gathering feedback can be exceedingly difficult. Also, data must be compiled somewhere before analysis. This makes it challenging for realtors to analyze the input they receive via physical forms.

Realtors can use QR Codes to make it easier for customers to submit their feedback. Instead of using digital screens or physical forms, prospects can scan QR Codes during property visits or open houses and **submit feedback using online forms** immediately. This can ensure that collecting feedback and suggestions is just a simple scan away. Also, due to the digital nature of the feedback collection, it is very simple for realtors to analyze the customer inputs and take necessary action.



Scanova's custom form feature in QR Code allows realtors to capture customer feedback digitally

8. Generate Leads

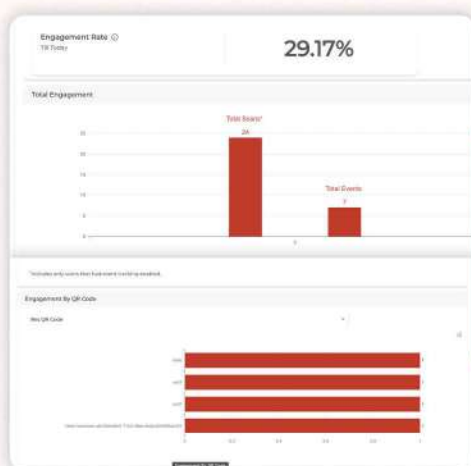
Traditional print media campaigns are non-interactive and non-actionable. They provide limited visibility on the interests and actions of prospects—making them ineffective in lead generation. Adding QR Codes to print media creatives allows realtors to get contact and other information when people scan the QR Codes. Realtors can use an advanced QR Code generator such as Scanova to **collect details** such as name, email address, & mobile number of customers. These details can be used to send out **future property listings, details of open houses, & other communications**.

Scanova allows users to capture contact information of customers who scan the QR Code and build lead lists

9. Get Insights on Potential Client's Interests

It is challenging for realtors to gauge prospective customers' interests during their regular interactions. Also, realtors cannot assess the client's interest through physical marketing creatives. As realtors have limited visibility of their efforts, they find it difficult to improve their efforts for better conversions.

Advanced QR Code solutions enable realtors to not only get scan analytics but also track client engagement on various CTAs to analyze marketing effectiveness. Realtors can track the number of clicks and engagement rate on actionable elements such as buttons on the landing page of their marketing creatives or business cards. This information can be used to analyze whether their efforts are effective and optimize them in the future.



Scanova allows realtors to track the number of clicks and engagement rate on actionable elements on the landing page of their QR Codes

V. SCANOVA'S QR CODE SOLUTION FOR REALTORS

Scanova is an easy do-it-yourself (DIY) tool that allows realtors to create and deploy QR Codes in a matter of minutes. Realtors can use the following steps to fulfill their QR Code needs:

1. Visit the [Scanova QR Code Generator](#) online and create an account.
2. Select the QR Code type from the menu. Scanova allows users to choose from 24 different QR Code categories. Popular categories for real estate include Website URL, Document, Google Maps, Image, Business Card, and Social Media.
3. Enter the content and specify other options—dynamic, capture leads, event tracking, and more as per requirement.
4. Click on Create QR Code to generate a basic black and white QR Code.
5. Customize the QR Code design. Scanova allows users to personalize their QR Codes with colors, patterns, frames, background images, and even brand logo.
6. Test the QR Code. Before downloading and using the QR Code, test it with multiple devices and QR Code scanning apps. This step ensures that your QR Code works correctly.
7. Download the QR Code image. Scanova allows users to download the QR Code in various formats suitable for print and digital use.
8. Add the QR Code image to print creatives (property brochures, yard signs, marketing materials). Users can deploy the QR Codes at places where it is easily visible and can be scanned conveniently by the target audience.

VI. CUSTOMER TESTIMONIALS

Brands across the globe use Scanova QR Code Generator for their promotional and operational use cases.



A great starting point for QR Codes

I love the ability to create Dynamic QR Codes and analyze traffic. The customization tools are excellent meaning we have been able to create stunning codes. Scanova was our first experience using QR codes and it definitely sold us on the value and use.

[See review](#)



Scanova—The Ultimate QR Code Solution

Scanova is a great platform that provides a user-friendly interface. It also prioritizes data security. Scanova supports a wide range of QR Code types which can help us to create QR Codes for various purposes.

[See review](#)



High-Quality QR Code Generation

You can create Dynamic QR Codes that allow you to edit the content or redirect the destination URL even after generating the QR Code. This flexibility was beneficial when we wanted to update information or change the landing page associated with the QR Code without reprinting or redistributing it.

[See review](#)



Create QR Codes without any hassle

Scanova platform is the ultimate tool for Dynamic and quick marketing. With this innovative platform, you can easily create and track customized QR Codes for all of your marketing campaigns. Whether it is for print materials, billboards, or social media—Scanova's QR codes are the perfect way to drive traffic to your website or promotions.

With the dynamic and quick capabilities of the generated QR Code, I easily got updates and tracked the success of our campaign in real time, making it a powerful tool for any marketing strategy.

[See review](#)

Want to leverage QR Code for Real Estate?

Click [here](#) to contact our customer relation expert

Scan to explore the tool



Contact us for more information:

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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io.