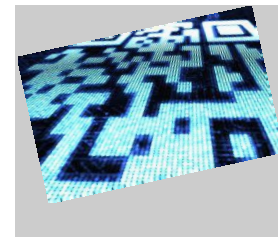


QR Codes



FOR REAL ESTATE PROFESSIONALS

What is a QR Code anyway and why should I care? Quick Response (QR) codes are square barcodes you have seen on everything from business cards to listing signs. You can embed your URL into the code and create an active and trackable hyperlink to the digital content you want to display to others (i.e., your comprehensive listing information).

How do you read a QR Code? A smartphone App is normally used to read a QR Code. The camera on the phone will “scan” the Code and convert and redirect you to the intended digital location. Most QR Code Readers are free and many can be found in your App Store.

How do I create my own QR Codes? We recommend you contact our office so we can show you how to create them at no cost. We have several no cost favorite QR Code generators we can recommend.

What kind of information will a scanned QR Code display? Anything and everything: text, text message capabilities, websites, phone numbers, email addresses, contact details, Google Maps, video . . . Think of ways that your QR Code can deliver information that would not normally be accessible right then & there.

Test your Codes before you send them out for use!

How should I use QR Codes to achieve maximum exposure and impact?

- On Listing Signs to point to your Single Property website for access to all details of your listing
- On Open House signs with our magnet backings (you can recycle them for future use) that provide directions or a map to the property
- In Window Displays for your storefront office
- For Digital Homebooks we can help you to create
- For Virtual Tours or other videos
- Use Google Maps for that hard-to-find property
- Show me your other listings requests
- “How can I contact you?” requests
- Promotional materials and article
- Anything you can imagine . . .

QR Code Best Practices: Get the most out of your codes by –

- Telling people how to Read your Code and what they should expect to appear when they scan it
- Land them on content that will call them to action and help you capture that hot lead

TITLE COMPANY *experience*
OF THE ROCKIES *the experience*

