

## TelTemplates: Laying out a .tel for a Real Estate Agent

This TelTemplate is for an independent realtor professional or a real estate agency. This template has been put together from our research into existing and actively used .tel domains, such as <http://johnmckenzie.tel/>, <http://www.jeffkushnir.tel/>, <http://torealtor.tel/>, <http://south-quay.tel/>, <http://grimsbyrealestate.tel/>, <http://chesnokov.tel/>, <http://hamiltonrealtor.tel/>, <http://wallakers.tel/>, <http://atps.tel/> to name but a few. We have been pleased to find so many fine examples of .tel domains in this industry, and would like to share some of our discoveries with you.

*So, what do we recommend?*

**1) Raise your profile** - Creating strong, long-lasting relations with clients is critical for a real estate professional, and .tel is an easy way to step up. It's an easy-to-remember name that benefits the current opportunity, and also helps your clients find you years later when they're ready for their next purchase.

**2) Use your Header!** – Use the header to highlight your name and the area you cover. It may sound obvious, but some people are missing out! Also, put a brief description of your services: Do you work with industrial estate as well as real estate properties, rent or sale? Do you offer free property evaluations or other special services? What's your area like?

**3) Personal Touch.** A motto or favourite quote will help people understand who you are and establish a personal bond with you. It also gets you remembered.

**4) Put the most important information first** – Remember, this can be accessed by any device, so which is more important? Your website or your telephone number? We'd say telephone number. And don't forget, visitors may be browsing your page from a mobile device, so make sure the text and contact information at the top are what they are looking for.

**5) Diversify and Prioritize** – Arrange your contact information in the order you wish to be contacted. Toll-free numbers, SMS gateways, VoIP handles and instant messaging can all be cheap and efficient means of getting in touch with you, so don't leave them out. A .tel page can offer much more than any business card ever!

**6) Current Listings** – Create sub-folders to describe individual properties that are currently on offer. Each location can have a short description and a geo-location, so that clients can instantly select the property they want and see it on a map. The location is stored as coordinates, so a GPS system can easily read those and lead your prospective buyers to their new home! And because you can update your .tel in minutes, properties can be taken down or added to the page really quickly.

**7) Stay in touch while on the move** – Setup profiles for your office hours, your day in the field and your time off, each with a short status note and the appropriate contact information. This way, you can switch between your

preferred means of communication quickly and easily from your mobile device. No more frustrated clients or missed calls.

**8) Team up** – If you already have a website, link to it from your .tel for content-rich information. You can integrate your contact information from .tel to your main site so that it automatically updates whenever you change your .tel. Download our free tools for webmasters.

**9) Personal Service** – A flexible privacy system allows you to control who sees what. Use this as a customer retention tool by publishing premium contacts like just listed properties or personal contact information, thus encouraging clients to send you friend requests to create even a closer bond. Alternatively, setup special access for your friends and family, and your .tel will become a single place of contact for both work and home.

*Do you have any additional suggestions for this TelTemplate? Do you have a .tel template that you think shows an excellent example of how businesses and individuals can get the best out of the .tel domain? Then simply submit the information to [community@telnic.org](mailto:community@telnic.org) and we will see whether we can feature it on our website. Please keep the advice general to the type of business that might benefit, but if you have a specific example you would like us to promote, please feel free to reference this. These templates are for guidance only and may be changed or updated in the future.*

