

RTV(R) Now Providing Real Estate Agents Leads Through Mobile Texting of Properties

TRAVERSE CITY, Mich., Aug. 11 /PRNewswire/ -- [RTV\(R\), Inc. \(www.realtourvision.com\)](#), a leading [virtual tour software](#) provider, has announced RTV TXT Connect(TM) - a new service enabling RTV virtual tour dealers to make property information instantly available to consumers using mobile phone texting and simultaneously yield lead generation for real estate agents. Agents will be able to control mobile information delivery to consumers which can include prices, features, and direct web links to photos, as well as agent contact information. In addition, the service makes it easy for agents to capture the phone number of interested parties.

"Texting services are needed in order to reach Gen 'X' and Gen 'Y' consumers who are comfortable with this technology and who expect convenient, immediate responses when they inquire about a property," said Jason LaVanture, Vice President of Real Tour Vision. "In fact, some younger first time home buyers are more comfortable texting than calling. It's no wonder that text messaging is the fastest growing form of communication today."

According to RTV, more than 154 million people in the US text on a daily basis and 17% of the market has smart phones that can display photos along with text. The technology is embraced by all ages. In 2007 over 36% of American seniors who owned a cell phone were text messaging!

Says LaVanture, "We are pleased to offer RTV TXT Connect to all participating dealers at a significantly reduced price. Since it is subscription based, this service will pay participating dealers recurring revenue on a monthly basis."

RTV supports over 30 thousand real estate agents in 27 countries. RTV virtual tour technology has also attracted over 1,500 independent business owners who now provide unparalleled worldwide coverage. This makes the RTV network the largest full service virtual tour and property marketing network in the world.

For additional information on RTV TXT Connect, contact RTV toll-free at 1-866-947-TOUR (8687), email: info@realtourvision.com or visit their Web site: www.realtourvision.com.

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