



# WhatsApp for Real Estate

## Close deals like a Pro



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## Contents

### Chapter 1



Setting up WhatsApp Business for your Real Estate business

01

How can your company go from leads to deals?

---

05

How do you generate leads for your real estate business using WhatsApp?

---

9

### Chapter 2



How do you nurture leads on WhatsApp?

---

12

How do you close leads using WhatsApp?

---

17

### Chapter 3



Measuring the success of your real estate campaigns

20

### Chapter 4



Best practices and compliances

23

## Conclusion

---

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## As a busy real estate professional or marketer (agent/broker/channel partner/developer), does this sound painfully familiar?

- You've probably tried everything to generate enough leads instead of online and newspaper ads, SMS, email blasts instead of but your cost per lead is too high
- You're generating leads online but your conversion rate from those leads to deals is low
- Your marketing budget is dwindling year by year and previously successful channels such as SMS or email no longer work well.

WhatsApp has an average open rate of 98%. We can almost bet that it's probably 3x better than email or your currently best performing marketing channel. It is also hands-down the most-used communication app globally. It enables you to interact with potential buyers in real time and send different types of media files.

In this Ebook, we'll explore the 2 primary ways by which you can leverage WhatsApp: Whatsapp for Business and WhatsApp Business API. and We will also take you through the different stages of WhatsApp marketing to help you generate and nurture leads, and close deals like a pro for your real estate business.

Let's get started!

# Chapter 1



## Setting Up WhatsApp Business for your Real Estate Business



To begin with, you need a WhatsApp Business account to start WhatsApp marketing for your real estate business.

## Steps to open a WhatsApp Business account

1

Use the Android Play Store or Apple App Store to download the WhatsApp Business app.

2

Register with your business contact number and verify through a one-time password (OTP).

3

Add details such as your business name, description, profile picture, time zone, location, currency, and available payment options to your business profile.

4

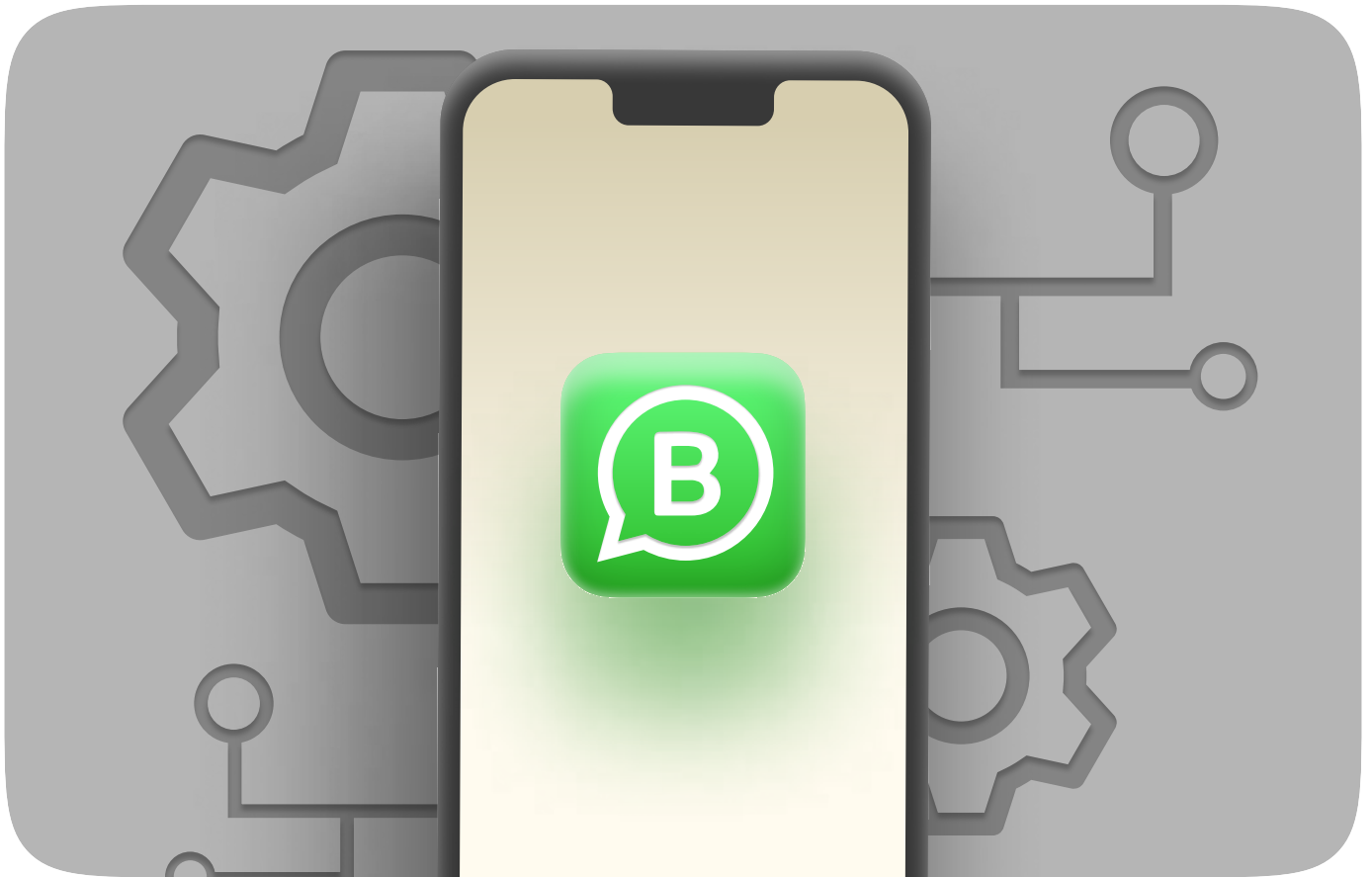
Allow WhatsApp to access your phone's contact list.

5

And, you just got your company/brand on WhatsApp!

A WhatsApp for Business account is a prerequisite if you want to utilize WhatsApp Business API. Let's discuss WhatsApp Business APIs and how they can power your real estate sales and marketing funnels. end to end.





## What is WhatsApp Business API?

WhatsApp Business API allows businesses to connect their systems and applications to WhatsApp chats enabling:

- impactful automation of conversation flows
- collecting information
- qualifying leads
- setting up interactive call-to-action elements, among other use cases.

You can either access it from Meta or select a leading [WhatsApp Business API provider](#) such as [Gallabox](#). Designed for medium to large businesses, the WhatsApp Business API allows teams of real estate builders, developers, brokers, and channel partners to use powerful features that help them to generate interest from prospects, send promotional offers on properties, close deals, and much more.

Here are a few key differences between WhatsApp Business and WhatsApp Business API:

## WhatsApp Business versus WhatsApp Business API

Features	WhatsApp Business	WA Business API
Shared team inbox		
Automated, rule-based replies	Limited	
Voice call		
Broadcasts	Limited	Send to 100,000 users at once
Number of agents	4	Thousands
Business Profile		
Profile verification (Green tick)		
Business profile, descriptions, catalogs		
Call to Action (CTA)		
Cost	Free	Paid

Don't worry if you're unfamiliar with some of the terms used in the above table. Keep reading the sections below where We explain all the relevant terms in the following sections in detail.

# Chapter 2



## How can real estate companies go from Leads to Deals?



## Have you struggled to get responses for your listings and increase conversion rates?

Whatsapp Business API offers support for sending interactive content at scale, such as property videos/home tours, PDF brochures, GIFs, polls, and listing links as long as the messages are below 1,000 characters.



## Not seeing ROI from your marketing tools?

WhatsApp API providers like [Gallabox](#) offer flexible pricing options where you need to only pay a per-month fee to accommodate up to six users.



## Tired of the same cookie-cutter campaigns that don't "wow" your real estate customers?

Whether you're notifying potential buyers about an open house, listing a new property, or announcing special discounts in collaboration with a some lender, WhatsApp automation features can support different types of real estate campaigns and use cases to simplify your workflows.

Businesses using WhatsApp Business API experience several benefits over other online channels:

1. People are very comfortable using WhatsApp, even for communicating with businesses.
2. It facilitates two-way communication between prospects, customers and businesses using chat-like natural language that builds trust.
3. It allows running/enabling chatbots and message templates for specific use cases that help bring in a personalized experience for your customers.
4. With a WhatsApp API account, businesses can assist the entire lead funnel from acquisition to nurture to deal closure.





Let us tell you the story of Property2X, a realtor company that used WhatsApp marketing to increase its gross profit by a whopping 300%!

Property2X was facing several challenges:

- High overhead costs due to the lack of an automation tool to handle leads and customer queries.
- Though Property2X tried to use templated responses to reduce overhead costs, it backfired as it seemed like “copied” responses to the end users.
- Property2X didn’t have a structured framework to track its campaign metrics, leading to high inventory and marketing expenses.

This was when [Property2X](#) reached out to [Gallabox](#) to automate its WhatsApp marketing operations. Here's how Gallabox helped the company with its challenges:

- The first goal was to reduce overhead costs. Gallabox's 24/7, tireless WhatsApp chatbots automated routine responses without sounding "copied". This freed up their human agents' time and reduced operational overheads by 67%.
- Gallabox's shared inbox and chatbot-CRM integrations helped their marketing team and support agents get better visibility into their users' queries. This, in turn, helped them develop a deeper understanding of their challenges, allowing them to personalize messages based on the context.
- Gallabox's intuitive dashboard helped their team to manage their drip marketing campaigns, access actionable analytics, and reduce marketing inventory costs by 53%.

All these contributed to an increase in gross business profit by 300%!

As you can see, the powerful WhatsApp Business API lets you convert leads to deals easily. Let us explain this in three stages—lead generation, lead nurturing, and lead closure.

# How do you Generate Leads for Real Estate using WhatsApp?

Here's how to use WhatsApp as a lead generation channel.

## Use Click-to-WhatsApp ads (CTWA) to direct leads to a personalized chat window

You can run ads on Meta's channels—Facebook and Instagram—and add call-to-action (CTA) buttons that direct users to your business' WhatsApp chat window. With the CTWA feature, real estate companies can help drive discovery of their products and services and optimize their campaigns better based on the responses received.

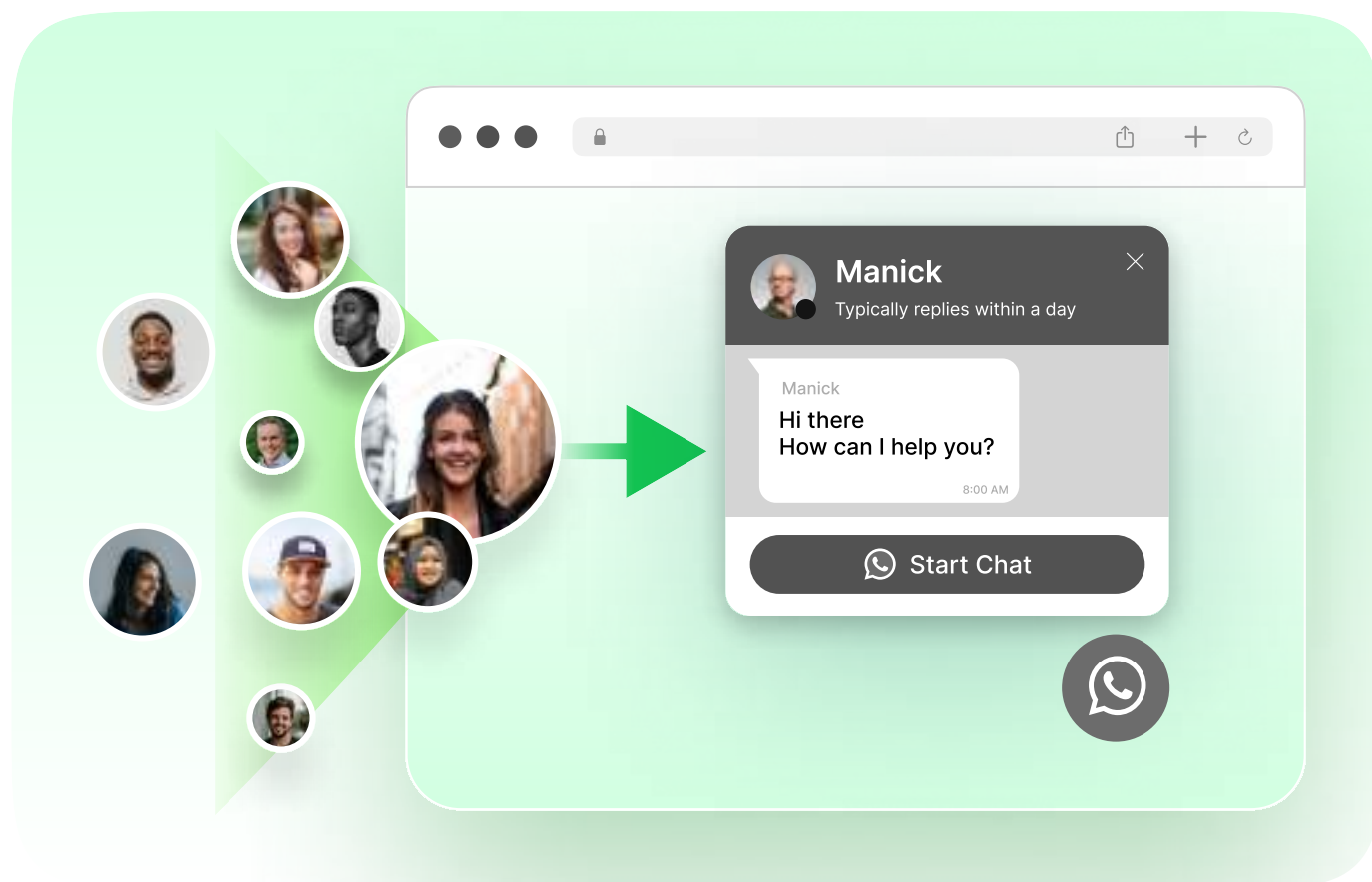
The diagram illustrates the process of generating leads for real estate using WhatsApp. It shows a sequence of three elements:

- CTWA Ad:** A sponsored advertisement for Alef Group. The text reads: "Hurry!! Book Now! Townhouses & Villas starting at AED 1.6MN. Luxury has a new address!!". Below the text is an image of a modern townhouse. At the bottom, there is a "Book today" button and a "Hurry!! Book Now!" button. A green arrow points from the "Hurry!! Book Now!" button to the chat window.
- WhatsApp Chat Window:** A screenshot of a WhatsApp chat window with Alef Group. The header shows "Alef Group Business Account". The chat content includes a small image of the townhouse, the text "Alef Group Launching Alma", and a prompt: "Please let us know how we can help you". Below this are three interactive buttons: "Where is this property located?", "I'm Interested, Can you tell me more?", and "Can I get some assistance in this chat?". A green arrow points from the "Hurry!! Book Now!" button in the ad to the top of the chat window.

A green arrow also points from the "Hurry!! Book Now!" button in the ad to the "WhatsApp" button in the ad, indicating the link between the ad and the chat window.

## Convert anonymous website visitors into leads with Chat Widgets

A WhatsApp Widget is a pop-up window within your website that allows leads to contact teams in your organization with just one click. It is a great way to initiate a conversation with an anonymous website visitor, answer their queries, and schedule a call to take the discussion to the next stage.



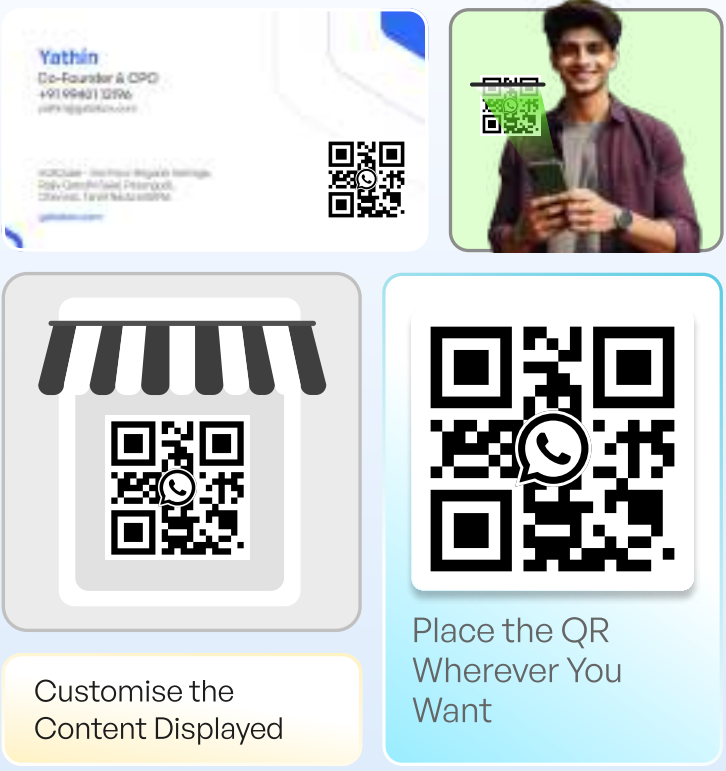
You can create your first WhatsApp widget using [Gallabox's free WhatsApp Chat Widget](#).

## Make the most of your offline real estate marketing using QR Codes

Suppose you attend an offline real estate event where a lead enquires about your property listing. How do you add this lead to your broadcast list to ensure they get more details about the property and regular WhatsApp updates from your brand?

Enter WhatsApp QR Codes.

With [Gallabox's free QR Code generator](#), you can leverage offline events like open houses, exhibitions, property fairs, charity events, and builder summits.



The collage illustrates four ways to use QR codes for WhatsApp marketing:

- Business Card:** A QR code is placed on a business card for 'Yathin', Co-Founder & CEO, to allow leads to scan and connect.
- Personal Device:** A man is shown holding a smartphone displaying a QR code, representing a personal or mobile marketing touchpoint.
- Customizable Content:** A QR code is shown with a storefront icon, indicating that the content displayed around the QR code can be customized.
- Flexible Placement:** A QR code with a WhatsApp icon is shown, with the text 'Place the QR Wherever You Want', indicating its versatility for various marketing locations.

You can create your first WhatsApp widget using [Gallabox's free WhatsApp Chat Widget](#).

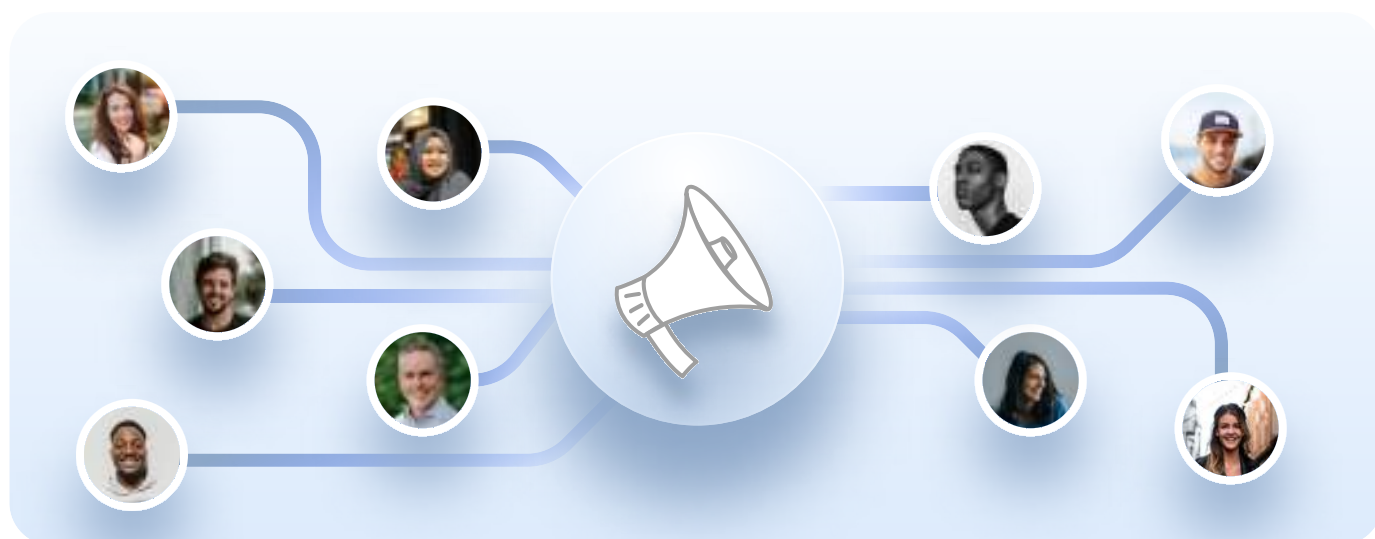


# How do you Nurture Leads for Real Estate using WhatsApp?

We all know that not all leads are closed right away; they require nurturing. Here's how you can put WhatsApp Business APIs to good use by building nurtures for different real estate scenarios:

## Use Broadcasts to reach your entire lead pipeline

When a lead clicks your WhatsApp ad's CTA button or fills out an opt-in form, they are instantly added to your broadcast list. Like an email list, a WhatsApp broadcast lists all your potential and existing customers. You can send them promotional and informative messages in bulk.

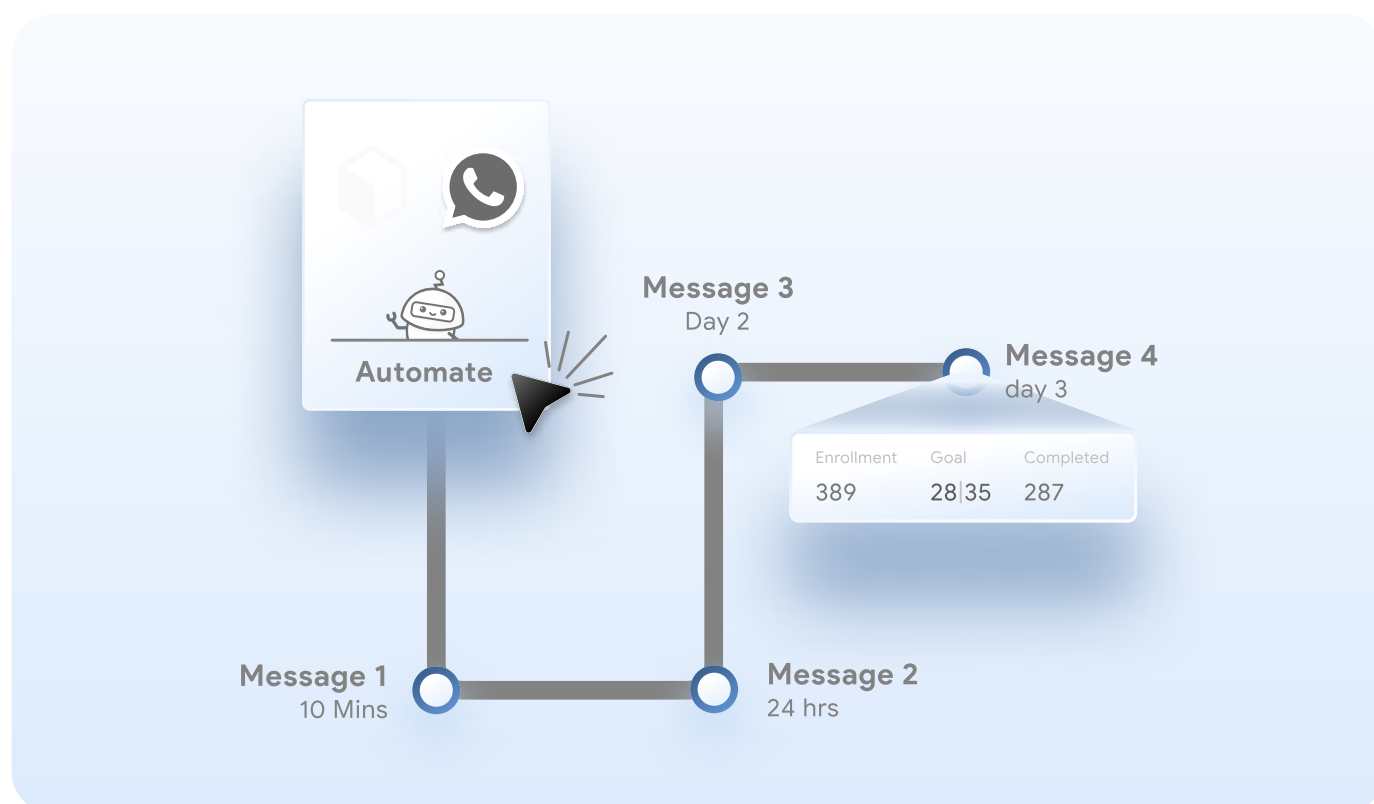


With tools such as [Gallabox](#), you can do more than just send promotional messages. It allows you to:

- Segment your leads based on their budget, location, and property preferences, and only send relevant messages.
- Perform A/B testing (compare two or more versions of content to see which performs the best) with multiple message templates, copies, CTA button positions, text, and so on—to identify which message types or campaigns generate the highest engagement.
- Manage broadcast responses with a shared team inbox that let you auto-assign lead queries to the right team members or agents for faster resolution.

## Automate WhatsApp campaigns with Drip marketing

Drip marketing is a marketing strategy in which you nurture prospective customers by sharing helpful information and engaging with them on a deeper level. With tools such as Gallabox, you can easily run your drip campaigns without any set-up fees.



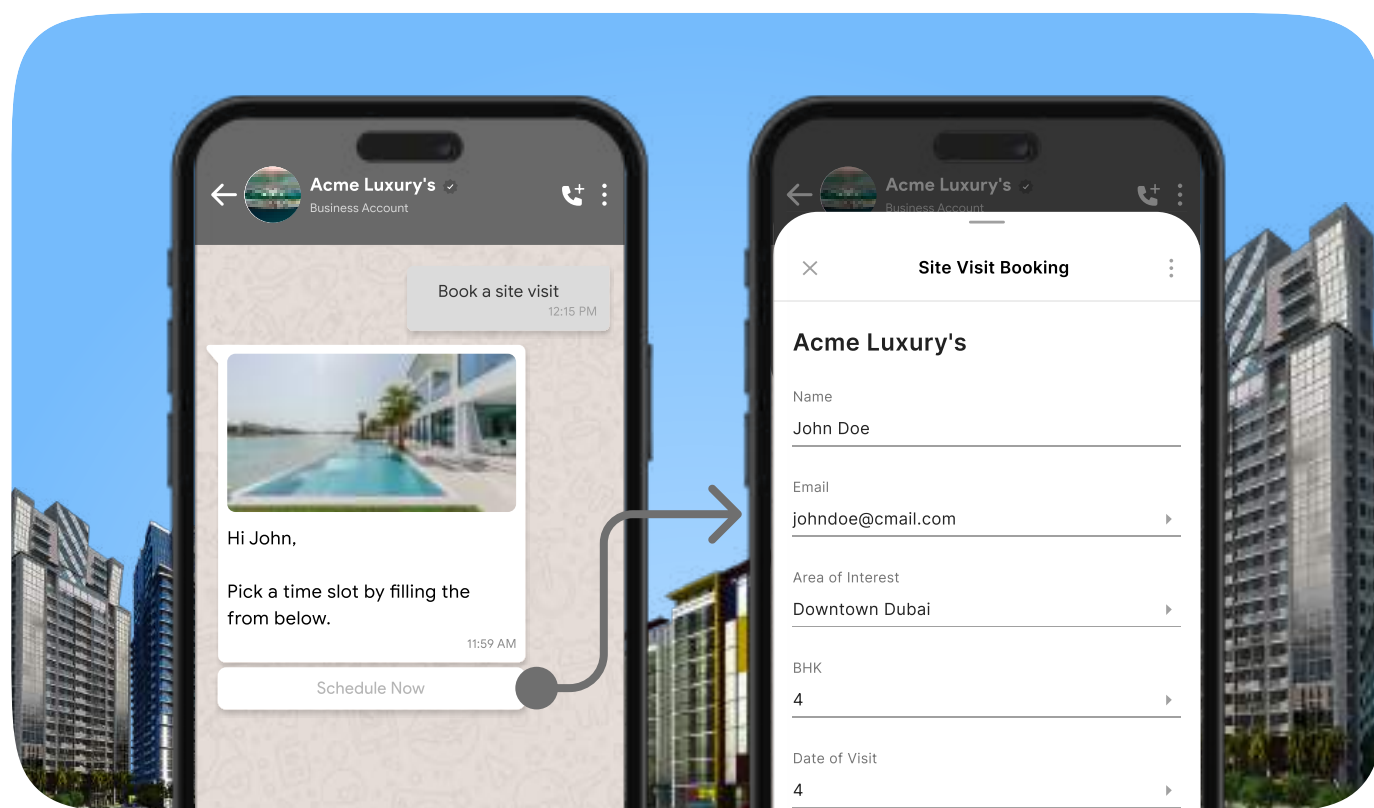
With Gallabox, your real estate drip marketing initiatives are more likely to be successful because it allows you to:

- Segment your leads based on pre-decided conditions (such as the prospect's intent, past queries on a property, and affordability).
- Use built-in templates for multiple workflows, including site visit reminders, new project launches, documentation, and payment follow-ups.
- Track your drip marketing metrics in a single dashboard to adjust the campaign messaging—based on what's working well and what is not.

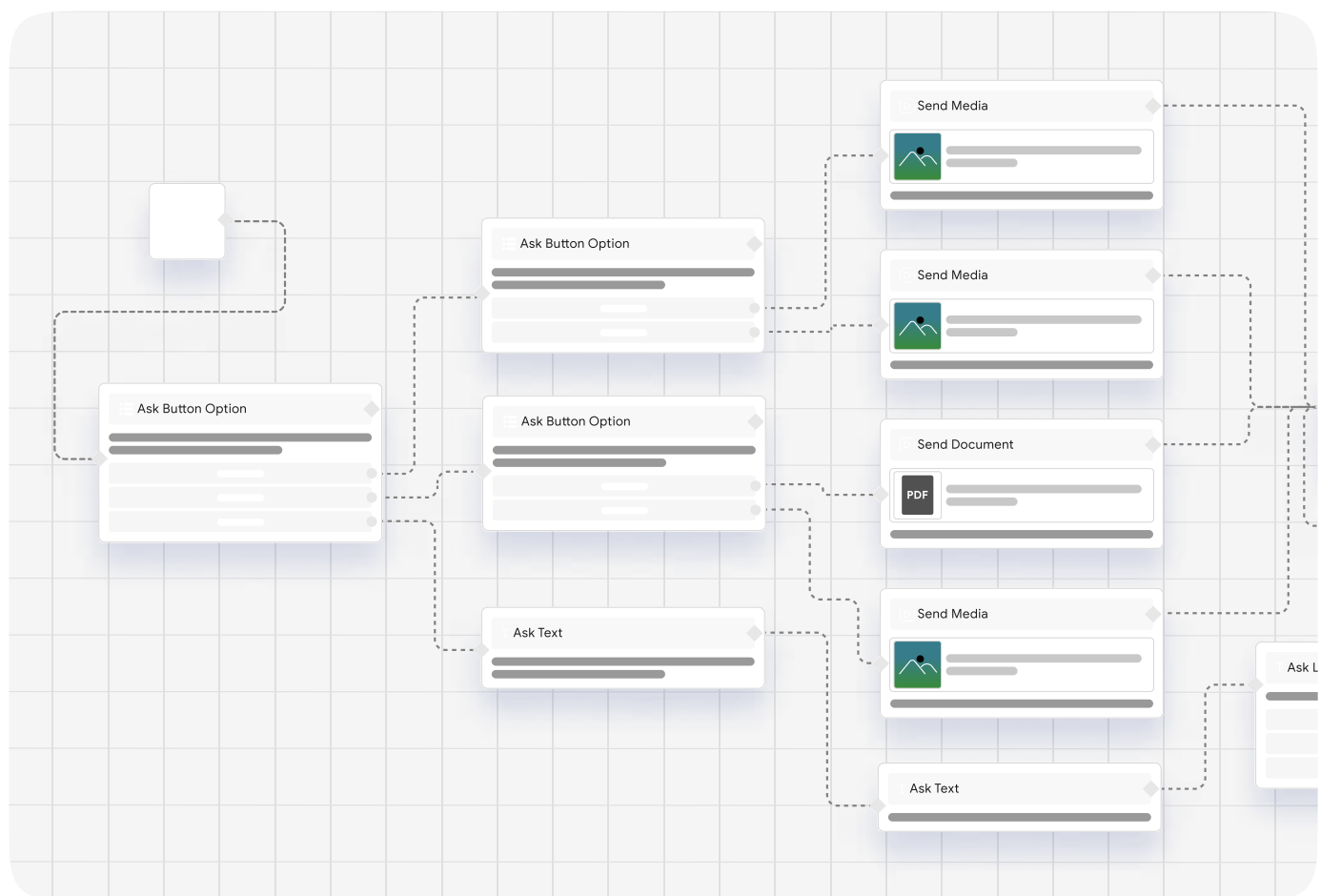
## Create Interactive Flows for your Real Estate use cases

WhatsApp Flows is a new feature that can help you convert long discussions into faster, actionable interactions. These are essentially forms that can be shared with users to collect information, which can be used to derive actionable insights. Some use cases include qualifying leads, collecting feedback, and booking appointments.

Let's suppose a prospect wants to buy a villa in South Goa and they reach out to you on WhatsApp. You can set up a WhatsApp flow to collect information including in which they are looking to purchase, how big a property they want to buy, what their budget is and so on.



With this feature, you can easily build form-like flows using drag-and-drop elements. It allows you to collect, store, and analyze all conversation-related data from each flow to further personalize interactions with prospects.



## Build personalized Chatbots to streamline conversations

Gallabox can help handle stakeholder queries, including brokers, developers, channel partners, buyers, sellers, financiers, appraisers, and lawyers for different use cases. As your business scales, it can become very difficult to handle all stakeholder/customer/potential prospect queries manually even if you have a team specifically for this.

This is when you need to create personalized real estate chatbots, which are designed to simulate human-like conversations with users. You can set up automated customer engagement workflows based on customer actions and queries.

Chatbots integrated with WhatsApp Flows can streamline your broker-buyer-seller conversations, automate routine property buyer and seller queries, and route complex queries to human agents.

With [Gallabox's WhatsApp Chatbot solution](#), you can:

- Create specific bots for various real estate use cases, such as handling enquiries about property listings, booking site visits, registering a potential buyer or seller for an event, and so on.
- You can qualify your leads by asking specific questions and pass on that information to your customer-facing representatives.
- Ensure a lot of your customers' queries are answered round the clock—even outside of your business hours.
- Assign new leads to the right agent based on their time zones, locations, and skills. This ensures that leads will get specific responses to their queries and will be more likely to complete a desired action.
- Integrate your chatbot with your customer relationship management (CRM) tool, real estate enterprise resource planning (ERP) system, or payment gateways to fetch real-time lead data and provide more tailored responses to customers' queries.

## Integrate Chatbot with your CRM to manage leads in a single dashboard

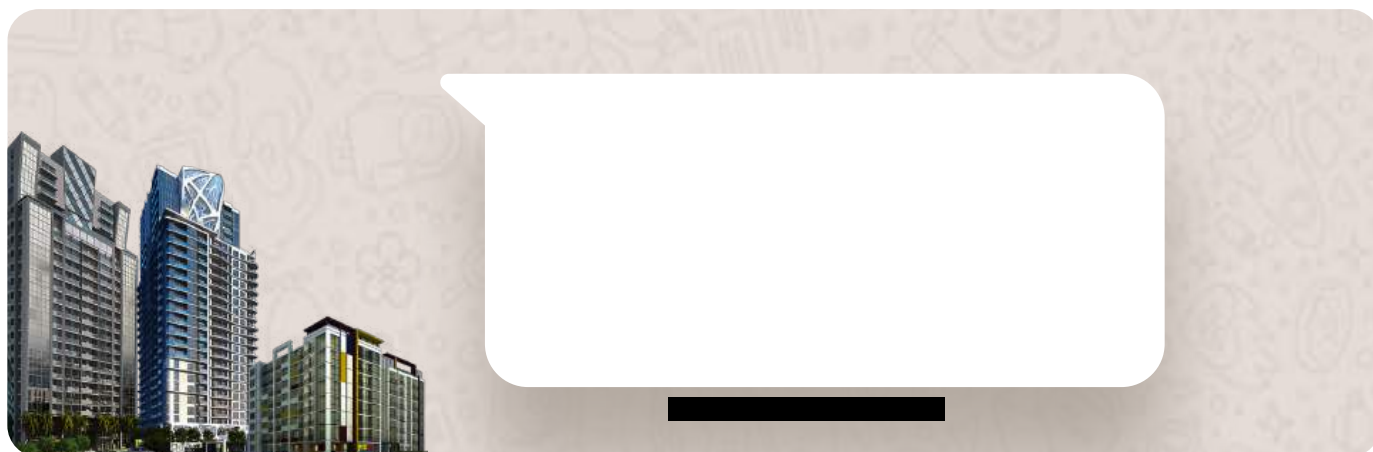
Another way to manage your leads is to integrate your real estate chatbot with your existing CRM. WhatsApp marketing tools such as Gallabox integrate with other popular software products, including [HubSpot](#) and [Zoho CRM](#), to manage leads within a single dashboard.





This integration helps real estate businesses to:

- Sync all their contact details and deals, and incorporate WhatsApp business campaigns within their CRM workflow.
- Craft personalized WhatsApp messages based on the behavior and past engagement history of the leads.
- Set up event-based triggers for specific actions. For example, if a customer clicks on the ‘Know more about the property’ button in a nurture campaign, you could send them related information such as buy/sell/rental prices and trends in the neighborhood, the distance from the nearest hospital/school/airport/station, and so on.

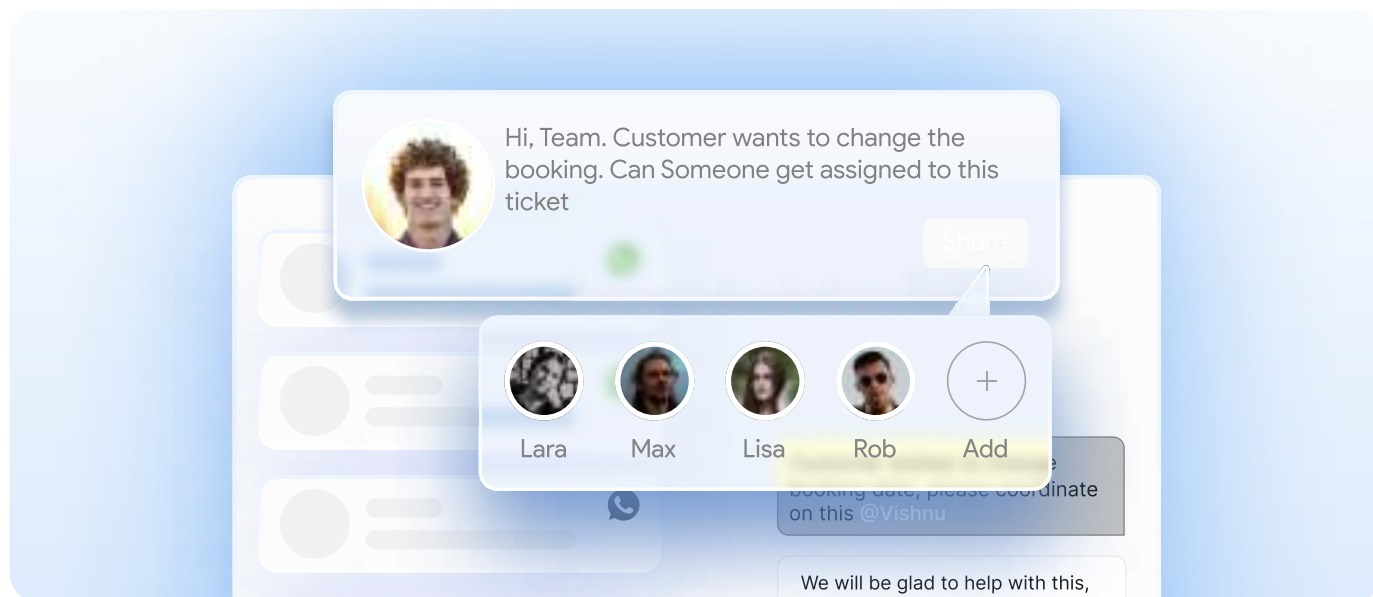


## How to close deals for your Real Estate business using WhatsApp

Closing a lead into a deal is the ultimate goal for any real estate salesperson or marketer. Check out how WhatsApp automation can help you and your team achieve your targets consistently.

### Leverage Shared Team Inbox to filter high-intent prospects

WhatsApp marketing is not a one-person job as it can get overwhelming. Your team’s collaboration is required to make these campaigns successful. With a [shared team inbox](#), your agents/brokers/sales team can respond to customer queries, live chats, or initiate new campaigns within a single dashboard.



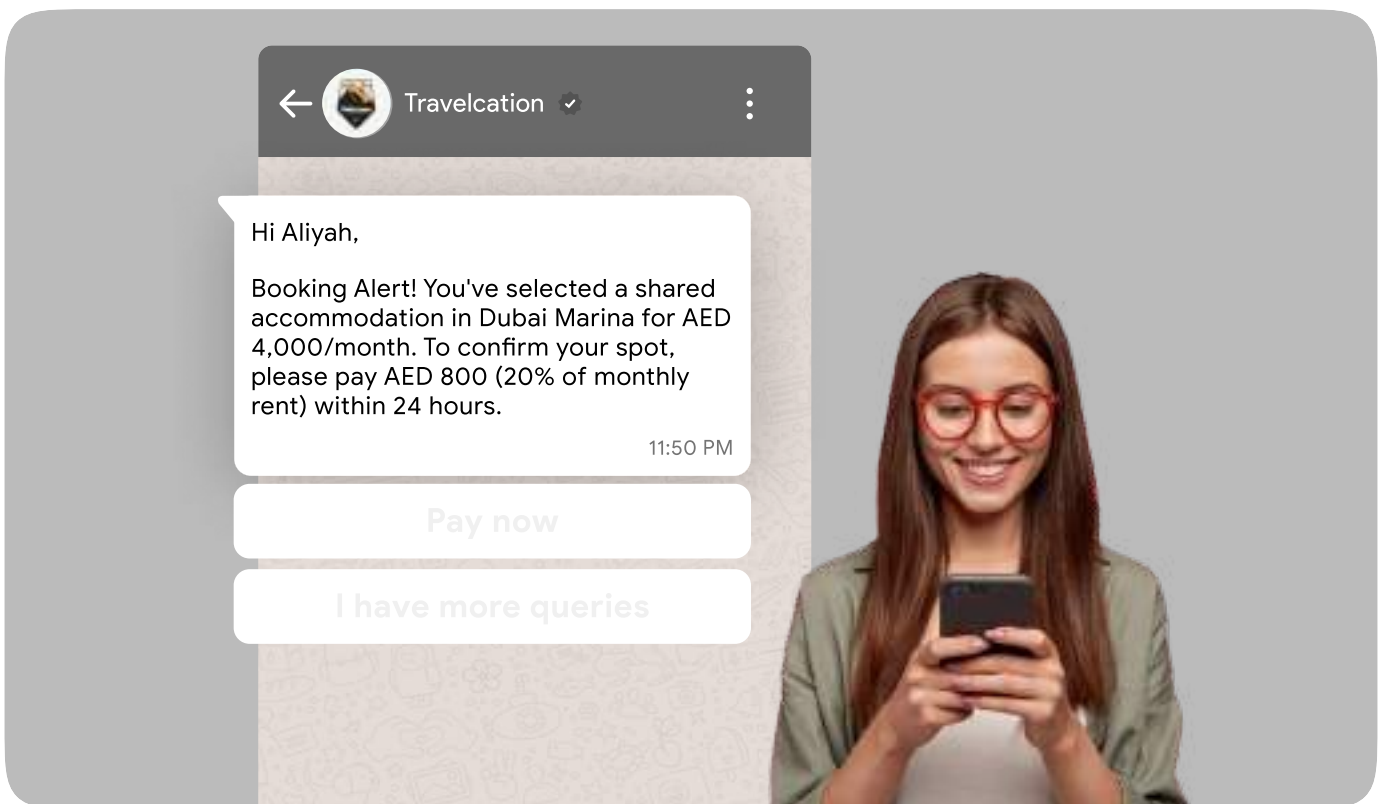
A great use case of WhatsApp shared inbox is closing leads. Real estate professionals can make the most of their [team's WhatsApp inbox](#) in the following ways:

- Be the first to respond to new leads. Never keep a prospect waiting. Leads search multiple websites and can easily forget where they saw an interesting listing. With multiple team members having access to the shared inbox, it is easy to address all lead queries instantly to build an interactive pre-purchase experience and maximize your chance of closing the deal.
- When handing over a conversation to a new agent, add internal notes to chats so they know what to expect and can plan their responses accordingly.
- Filter chats based on their conversion potential, add tags to prioritize based on deal value and assign high-intent chats to qualified/experienced agents to speed up conversions.
- All the members can get access to a 360° view of all the conversations happening with all the users at any given point of time. This helps everybody understand the context if another agent needs to take over from one of their colleagues.
- A shared team inbox ensures all user conversations sit on one platform and not scattered across on different team members' phone numbers.

## Create an optimized conversion experience with WhatsApp Payments

Suppose a prospect is ready to purchase a property. You must act on it without any delay.

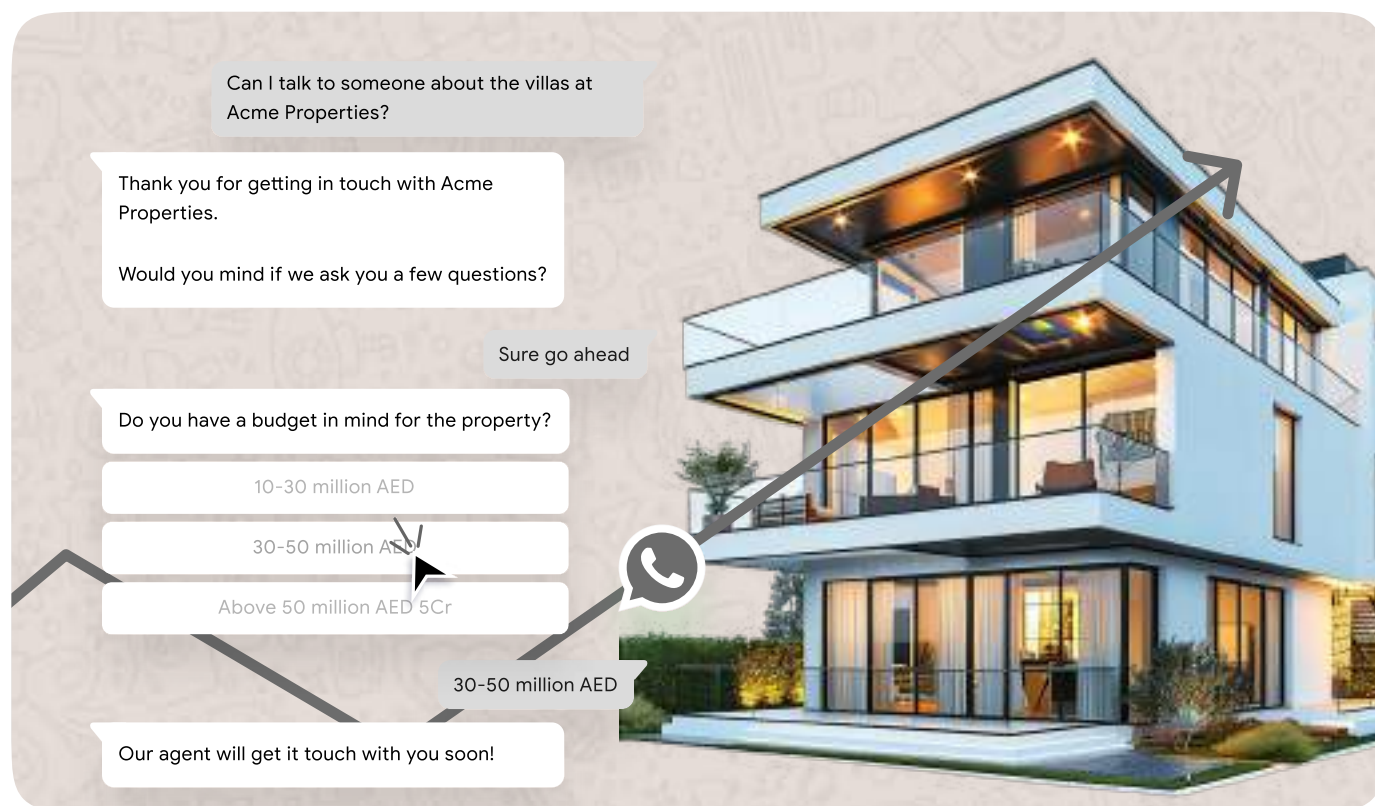
Cut to WhatsApp Payments—to complete the last mile of a real estate lead's conversion cycle.



Gallabox's WhatsApp Payments helps real estate marketers to:

- Generate personalized invoices with payment details and due dates so that customers can make payments using a simple payment link.
- Help prospects book a property by making an initial advance through WhatsApp.
- Send payment reminders for home loan EMIs, documentation charges and legal/registration charges through WhatsApp and encourage buyers to act faster with one-time or recurring payment links.

# Chapter 3



## Measuring the Success of Your Real Estate WhatsApp Marketing Campaigns

To perfect your real estate WhatsApp marketing campaigns, you need to keep a close eye on your analytics.

- How are your WhatsApp campaigns performing?
- Are your messages getting delivered to your potential leads?
- Are the leads interacting with your campaigns?

Investing in a WhatsApp campaign without tracking data is like driving a car blindfolded. Below are some of the [WhatsApp campaign metrics](#) you must track as a real estate marketer to detect the success or failure of your campaigns.

Let's look at these metrics in two categories: delivery and revenue.

## Delivery metrics

- **Message open rate:** Open rate is the total number of messages opened compared to the total number of messages sent. WhatsApp has an average open rate of over 95%, much higher than SMS or emails.
- **Click-through-rate (CTR):** CTR denotes the percentage of recipients who clicked on the links or the CTA button in your message. The higher the CTR percentage, the higher the chances of conversion because these users are interested in your offers. The average WhatsApp CTR is 15% to 25%.
- **Opt-out rate:** Similar to the 'email unsubscribe rate,' this metric represents the percentage of users who decided to not receive any further messages from your brand. The average WhatsApp opt-out rate is between 0.3% and 0.6%. A high opt-out rate suggests that your prospects are not engaging with your messages and that you need to change your content, targeting segment, or frequency.

## Revenue metrics

- **Conversion rate:** Conversion rate denotes the percentage of users who completed a desired action. It could be paying a booking advance, scheduling a call or site visit, providing feedback, or any action based on your campaign workflow. The average WhatsApp conversion rate is between 30% to 45%. The higher the conversion rate, the more successful your campaign is.
- **Revenue per conversion (RPC):** This metric estimates the revenue generated from each conversion. If a conversion is a closed deal for example, to calculate RPC, you must divide total revenue by the number of deals closed. There is no industry average here, as it varies from company to company and depends on your offers. Typically, the higher the RPC value, the more valuable your real estate campaigns are.
- **Return on campaign spend (ROCS):** ROCS estimates the revenue generated from a campaign against the campaign spend. The goal is to estimate the percentage of ROI from each campaign. For WhatsApp campaigns, the average ROCS is at least 5x to 7x of the campaign spend.



In addition to the fixed costs, additional variable costs are involved when growing your business. To ensure you are not overspending, use Gallabox's WhatsApp conversation calculator.

[Try Calculator](#)

- **Cost per quality lead (CPQL):** CPQL estimates the average amount you spend on attracting qualified leads for your business. This metric shows how strategically you run your campaigns and how effectively they generate high-quality leads for your real estate business. Though there is no industry average, your CPQL value should reduce over time without compromising lead quality.

Now that we've discussed which metrics to track, let's examine how to measure them for each campaign.

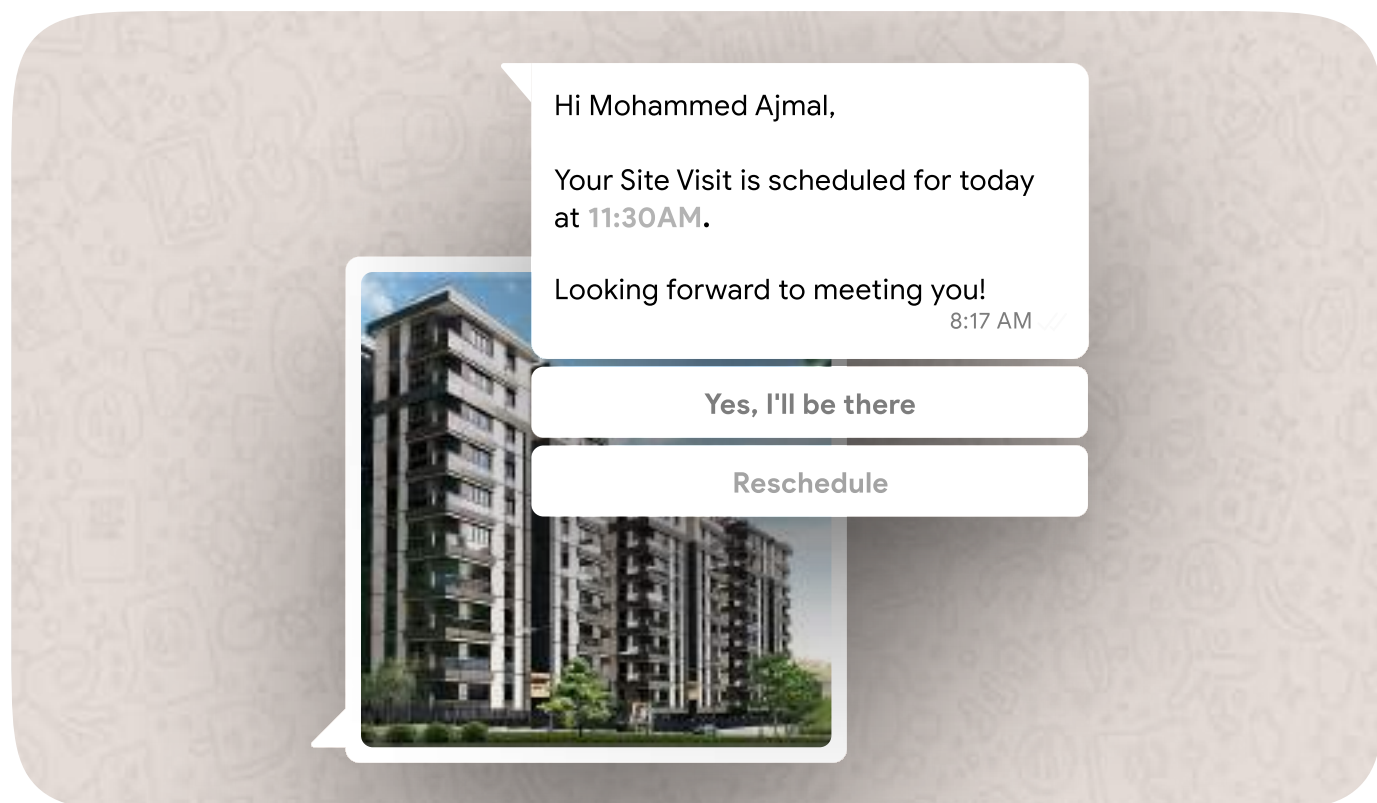
This is where you need a WhatsApp marketing dashboard—similar to the one Gallabox provides.

Gallabox's intuitive, all-in-one dashboard tracks all metrics for your real estate WhatsApp marketing campaigns. You can check how your CTWAs and drip campaigns perform within a single dashboard. You can even [integrate your Gallabox dashboard with Google Analytics](#) to optimize your WhatsApp campaigns.

Based on the insights captured through your Gallabox dashboard, you can:

- Segment your leads based on their intent, past conversations, behaviors, and demographics.
- Conduct A/B testing with your messages, experimenting with different copies, CTA buttons, and frequency to see what works and what does not.
- Identify which parts of your lead generation plan can be automated and where more human interaction is necessary to create an unparalleled experience for your target users.

# Chapter 4



## Best Practices and Compliances

We hope you now have a clear idea of how to generate, nurture, and close leads from WhatsApp marketing campaigns for your real estate company.

But before you go ahead and launch your very first campaign, it is time to take a look at the following best practices:



## Always get your users' consent before adding them to your broadcast lists

Use opt-in forms to collect users' consent before adding them to your broadcast list or sending them messages. Within the opt-in form, mention what to expect from this engagement. This will set clear expectations for your prospects and deliver better results from your campaigns.

## Your messages must have a clear opt-out

Each broadcast message should also have a clear opt-out button. If prospects don't want to continue receiving your messages, they should be able to hit the 'Stop' button. This practice is crucial as it shows that you respect users' privacy rights as a brand.

## Follow WhatsApp's privacy and security policies

If you are leading a real estate company's WhatsApp marketing team, ensure your entire team is well-versed with [WhatsApp's security policies](#). Internalize WhatsApp privacy practices and compliance to avoid unnecessary security breaches or getting [your WhatsApp account banned/blocked](#).



## Which WhatsApp Marketing Solution is right for you?

WhatsApp marketing has started transforming the real estate industry, offering innovative ways to showcase properties, engage buyers, and close deals. From virtual property tours via video calls to instant updates on new listings through broadcasts, WhatsApp provides a direct line to potential clients.

You can efficiently qualify leads with chatbots, schedule site visits seamlessly, and facilitate instant payments through WhatsApp. By integrating these tools with CRM systems, you can create a cohesive, data-driven approach to property marketing.

As the real estate market evolves, those who leverage WhatsApp's high engagement rates and personalized communication features will stand out in a competitive landscape, turning leads into homeowners more effectively than ever before.

Remember how Property2X increased their gross profits by up to 300% using the WhatsApp Business API powered by Gallabox? Now you can too.

Book a demo or check out our [7-day free trial](#) today.