

QR CODES

FOR REAL ESTATE PROFESSIONALS



What is a QR code anyway?

QR (Quick Response) codes are the square barcode's you see popping up everywhere from business cards to billboards, yard signs and magazine ads. A QR code can contain many different kinds of information. One of the main uses for these codes is to embed them with your website URL. They effectively turn anything they are printed on into an active and track-able hyperlink.

How do you de-code or read a QR code?

Any number of free smartphone apps can read QR codes. They utilize your smartphone's camera to take a picture of the code and then interpret and redirect the user to the intended location.

You can download free QR code reader apps for your smartphone on our website at www.trinitytitletx.com/click_print.html in the "Apps" section.

Where do you go to create your own QR codes?

A simple Google search for "QR code generators," will result in dozens of sites that will create them for you at no cost. You may also visit www.trinitytitletx.com/click_print.html in the "Apps" section for find some of our favorites.

What kind of information can a QR code hold?

Text, Website URL, Telephone Number, SMS Message, Email Address, Email Message, Contact Details (VCARD), Event (VCALENDAR), Google Maps Location, Wifi Login (Android Only), Paypal Buy Now Link, Social Media Links, iTunes Link, YouTube Video.

Some things to consider when creating QR codes:

First decide what type of information you would like it to retrieve. Select the correct "Data Type" when generating the code.

Know where you plan to use the code so you can select the correct file type. Select **GIF** if you plan on placing the code on a Web page or e-mail, and **EPS** or **HIGH RES** if you plan on using it in print.

GIF images will have the smallest file size and are used for placement in Web pages. However, they are not good for print or other media because they don't scale well. That is, they get blurry if you try to enlarge them beyond their original size and will become unreadable by the smartphone apps. The **EPS** file format is ideal for print media because it can scale to any size (including 16-foot billboards) without any loss in clarity.

How do I use QR codes for maximum exposure and impact?

- Put them on your sign riders pointing to your Web site with the details for that listing.
- Publish a print ad with a QR code pointing to a Virtual Tour or a YouTube video of you walking through your listing.
- Put a QR code decal on your car that points to your Web site, or better yet, an irresistible offer on your Web site.
- Sponsor a local team and put the QR code pointing to your Web site on their uniforms.
- Give away T-shirts with QR codes on them.
- If you send out calendars each year, put a QR code pointing to your Web site on every page.
- Put a QR code pointing to your Web site or VCard on the back of your business card.
- Use QR codes to point to Google maps of lots or plots with no addresses.
- Have the QR code on a rider sign point to a search of similar properties. (Show me houses like the one just scanned.)
- The QR code could initiate a showing and direct the consumer to a VCalendar or Google Calendar to schedule a time.
- A QR code on a rider sign could send a text message to the user with your name and contact info along with the MLS# and address of the house.
- Make a rubber stamp of your QR code to use it on anything.
- Think of ways that your QR code can deliver information that wouldn't otherwise be accessible. Point to a special website with an insider deal, or a coupon. This will help you track the use and exposure of your codes.

QR Code Best Practices

Now before you go all-out with QR codes and start plastering them on every available surface consider some best practices that will help you get the most out of these little boxes:

- **Tell them what it is:** Since QR codes are still very leading-edge in this country, it may be a good idea to provide additional info that explains what they are and perhaps what info they will get if they scan it.
- **Point to something worthwhile:** Make sure that whatever your QR code points to provides real value to the consumer. Ideally, the landing page has a specific call to action and lead-capture mechanism.
- **Make sure your QR codes are readable:** Make them big enough for the context they will be used. This means about 175 pixels x 175 pixels for Web pages and e-mail, 10" x 10" for outdoor use (sign riders and car decals), and huge for billboards. Test them on your own to ensure they work correctly.
- **Track your QR code traffic:** You can easily track site traffic generated by visitors scanning QR codes. If you are using a basic Web analytics program, such as Google Analytics, it's easy to track QR code traffic by adding a bit of text after the URL you're pointing to before generating the code.

