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Text messaging a must in today's real estate environment

After analyzing the facts about text messaging, ERA E. A. Boniakowski Agency Inc. has responded with TXT ERA—a high-tech solution for keeping consumers better informed.

"As a real estate professional, I make it a point to keep up to date on technology tools and trends that can benefit my

clients. Fortunately, ERA Real Estate stays on top of advancements in this increasingly technology-driven world by offering services such as the TXT ERA program and ERA.com Mobile, a version of ERA.com designed to be accessible from a Web-capable device. ERA.com Mobile provides access to listings no matter

where you go," said Dot Fitzsimmons, marketing manager of ERA E.A. Boniakowski Agency Inc.

TXT ERA uses text messaging technology to deliver valuable property information directly to a cell phone or other text-capable device. Imagine driving down the street, noticing a home for sale and quickly receiving property information without ever leaving your car. Simply send a text message to

TXT ERA (898372) with the Express Listing number you see on the ERA yard sign. Instantly, you'll receive a return message with the essential property information.

But you don't have to wait until you see a home you like to begin using TXT ERA. Visit the MyERA.com section of ERA.com, enter your cell phone number and property search criteria, and begin receiv-

ing customized alerts. ERA.com automatically notifies you, via text message, of any new listings that match your saved search criteria.

"TXT ERA combines with ERA.com Mobile to make ERA Real Estate the first choice for mobile technology within our industry. These are just two reasons why I choose to be affiliated with the ERA Real Estate brand. ERA Real Estate always has been a leader in putting technology to work. As a result, I am able to help clients meet their real estate goals in a way that fits their lifestyle," said Fitzsimmons.

For more information about TXT ERA and ERA.com Mobile, visit ERA.com, or e-mail woodsidedmediadf@eabrealty.com.

ERA E.A. Boniakowski is located at 929 N. Washington Ave. in Green Brook. For more information, call (732) 968-0700. w