

How text messages can help an advisor convert a lead into a client. *Imagine this:*



You receive a referral and you call the prospect only to receive their voicemail.

CONSIDER THIS:



Only 4.8% of voicemails receive a returned call

Response rates from a text are **209% higher**¹



90% of leads prefer to be texted, compared to call⁵

You are now attempting to schedule or reschedule a meeting with a very busy prospect.

CONSIDER THIS:



People **prefer text** most for scheduling or changing appointments, and making or confirming appointments³



Text verification rates are consistently around **200% higher** than email verification⁶

The prospect is now your client.

CONSIDER THIS:



80% of professionals currently use text for business purposes⁷

89% of consumers want to use messaging to communicate with businesses⁸



97% of American adults text weekly⁹

1 <https://www.textrequest.com/blog/crucial-new-study-brings-light-to-franchise-texting/>
2 <https://velocify.com/resources/research-ebooks/>
3 https://www.cio-today.com/article/index.php?story_id=011000TUOLD9
4 <https://www.textrequest.com/blog/why-businesses-wish-they-could-text/>
5 <https://www.textrequest.com/blog/crucial-new-study-brings-light-to-franchise-texting/>

6 https://www.slideshare.net/Nexmo_Inc/phone-number-verification-done-right
7 <https://www.textrequest.com/blog/how-people-are-texting-for-business/>
8 <https://www.twilio.com/learn/commerce-communications/how-consumers-use-messaging>
9 <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>