



REAL ESTATE SIDE HUSTLE: HOW TO CAPITALIZE ON YOUR RELATIONSHIPS AND SALES EXPERIENCE TO GENERATE RECURRING INCOME

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ROAD MAP

An Introduction to
White-Label Software

How the textLIVING White-Label
Platform Can Enhance Your Business

Why Real Estate Pros Make Great
Software Entrepreneurs



AN INTRODUCTION TO WHITE-LABEL SOFTWARE

White-label Software - a software platform developed by one company and rebranded as your own. In the context of real estate, this means having a customized software solution that carries your brand, creating a seamless experience for your clients.



AN INTRODUCTION TO WHITE-LABEL SOFTWARE

Why does white-labeling make sense for
real estate professionals?

- You have a network of businesses and relationships in your community.
- White-labeling allows you to leverage your connections to support other business owners and contribute to their success.
- You don't need a background in software sales.
- One of the key advantages of white-labeling is the ability to maintain your brand. The software then becomes an extension of your business.



AN IMPORTANT FACTOR IN WHITE-LABELING SOFTWARE



Tip: As you consider white-labeling software, find a platform you can use for your business.

When you're white-labeling software, it's not just a product—it's a tool that should resonate with your business ethos and personal interests. So, as you explore white-label software opportunities, remember the value of choosing a platform that aligns with your industry passion and empowers you to elevate your business.

BENEFITS OF WHITE-LABELING TEXTLIVING FOR REAL ESTATE

Effective Communication: White-label text marketing software allows you to take your client communication to the next level.

Streamline Property Marketing Efforts: With the textLIVING tools, you can send targeted messages about new listings, conduct virtual property tours, or share video links to create a more immersive experience for potential buyers and tenants.

Gain Experience and Success: By using the platform in your own real estate business, you gain firsthand experience and success stories. This will empower you to sell the software to other businesses in your area.



REAL ESTATE PROS AS SOFTWARE ENTREPRENEURS

Three reasons real estate professionals are well-suited to building a software business:

The Power of Your Network and Relationships: Real estate is a people-centric industry, and you likely know hundreds of companies in your area that could benefit from a product like ours.

Discipline and Process: Successful real estate professionals understand the importance of a structured approach. Discipline matched with an entrepreneurial spirit is crucial when selling software.

Trustworthiness: Trust is paramount in real estate. This trust seamlessly translates into selling software solutions.



INCOME FORECASTING TOOL

Download our free pro forma sheet to explore potential earnings by becoming a white-label partner.

[DOWNLOAD HERE](#)

POTENTIAL WHITE-LABEL SOFTWARE CUSTOMERS

Here are 20 types of businesses that could benefit from LIVING's all-in-one customer loyalty and text marketing software:

1. **Coffee Shops:** Local coffee shops are great places for regulars to receive updates on daily specials or new menu items via text.
2. **Liquor Stores:** Notify customers about new arrivals, discounts, or special tasting events.
3. **Local Restaurants:** Promote daily specials, events, or loyalty programs to regular diners.
4. **Spas and Salons:** Alert clients about last-minute openings, discounts on services, or introduce new treatments.
5. **Butcher Shops:** Inform customers about special cuts of meat, promotions, or seasonal offerings.
6. **Bakeries:** Update customers about fresh batches of baked goods, holiday specials, or discounts.
7. **Grocery Stores:** Notify customers about weekly specials, fresh produce arrivals, or loyalty rewards.
8. **Fitness Centers:** Send reminders for upcoming classes, special promotions on memberships, or free swag for check-ins.
9. **Bookstores:** Announce author signings, new book releases, or exclusive discounts for members.
10. **Clothing Boutiques:** Notify customers about sales, new arrivals, or special shopping events.



POTENTIAL WHITE-LABEL SOFTWARE CUSTOMERS

Here are 20 types of businesses that could benefit from LIVING's all-in-one customer loyalty and text marketing software:

- 11. **Art Galleries:** Alert art enthusiasts about new exhibits, artist talks, or exclusive previews.
- 12. **Jewelry Stores:** Showcase new collections, special promotions, or events like trunk shows.
- 13. **Home and Garden Stores:** Inform customers about seasonal sales, DIY workshops, or new product arrivals.
- 14. **Electronics Stores:** Promote new product launches, flash sales, or in-store events.
- 15. **Toy Stores:** Update customers about new toy releases, special promotions, or family-friendly events.
- 16. **Pet Stores:** Notify pet owners about sales on pet food, new product arrivals, or pet care tips.
- 17. **Wine Bars:** Inform patrons about wine tastings, special events, or exclusive offers on rare wines.
- 18. **Craft Breweries:** Alert beer enthusiasts about new brew releases, taproom events, or brewery tours.
- 19. **Farmers' Markets:** Provide updates on seasonal produce availability, special vendor days, or cooking demos.
- 20. **Local Artisan Shops:** Showcase new products, exclusive discounts for subscribers, or upcoming craft fairs.

QUESTIONS REAL ESTATE PROS SHOULD ASK BEFORE WHITE-LABELING SOFTWARE

- 01** What specific needs or pain points do local businesses have that this white-label software can address?
- 02** How will managing this side hustle fit into my current real estate business schedule and responsibilities?
- 03** How can I leverage my relationships to identify possible white-label software clients?
- 04** What initial investment is required to white-label the software and get it up and running?
- 05** Based on my target market and pricing strategy, what potential monthly or annual revenue can I expect?
- 06** How will I provide customer support or training to clients who purchase the white-label software?
- 07** What is my long-term vision for this side hustle? Do I see it as a complementary service to my real estate business, or is there potential for it to become a standalone venture?

MORE RESOURCES TO EXPLORE

- [ProTalks Episode 2: How to Earn an Extra \\$6,000/month with textLIVING](#)
- [ProTalks Episode 3: Demystifying White-Label Software](#)
- [Explore our entire library of resources.](#)



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