

WhatsApp Business Setup Guidelines Empire City Real Estate L.L.C

Step 1.1: Creating a Profile

- **Profile Name:**

Full Name | Real Estate Broker at Empire City Real Estate

Examples:

- Nikolay Sokolov | Real Estate Broker at Empire City Real Estate
- Nikolay Sokolov | Investment Broker | Empire City Real Estate Dubai
- Nikolay Sokolov | Dubai Real Estate
| Empire City Real Estate

- **Profile Photo:**

Use a high-quality photo with good resolution. Same as in our website

<https://empirecityuae.com/en/>

- **Background:** sample backgrounds can be found here:

background

You can also create your own background using the company logo (PNG format):

<https://drive.google.com/file/d/1hqCB2rcvaidA8oAzyOlkm30y-OZlbPgT/view>

- **Description:** A brief summary of the services provided by the broker

Example: Specialist in property sales and rentals in Dubai. Assisting clients in choosing the perfect home or investment property.

- **Address:** Business Central Towers, Tower B, Office 4801

- **Contact Information:** Your work phone number, corporate email and company website - <https://empirecityuae.com/>

- **Business Hours:** Set your availability so clients know when to expect a reply.

- **Company Social Media Accounts:** Link the company's social media profiles to your WhatsApp Business account.

Instagram:

https://www.instagram.com/empire.city.dubai_english?igsh=Z2tscXBpZXlucHVr

TikTok: www.tiktok.com/@empire_realty_dubai

Linkedin: <https://www.linkedin.com/company/empirecity/>

2. Welcome Message

- **Greeting:** An automated message to welcome new clients

Example: Hello! You've reached Nikolay Sokolov from Empire City Real Estate.
How can I assist you today?

3. Service Catalog

- **Service Descriptions:** Include a description of all the services you offer (consultation, property purchase, investment strategy planning).
- **Sample Listings:** Add photos and descriptions of some available real estate properties. Minimum: 6 listings.

4. Message Templates (Quick Replies)

- **FAQs:** Prepare templates for answers to frequently asked questions (e.g., "What documents are required to buy property?", "How can I transfer money?").
- **Meeting Confirmation:** A template for confirming appointments with clients.
- **Updates & Notifications:** Templates for informing clients about new listings or changes in terms (e.g., newsletters or broadcast messages).
- **Standard Replies:** Set up quick replies for frequently used phrases (e.g., "Thank you for your inquiry. I'll get back to you shortly").

5. Labels

Use labels to keep track of clients and monitor the progress of your communication. You can tailor them to match your workflow.