

REAL ESTATE

REX looks to Chinese homebuyers with mobile messaging

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REX home in Malibu, CA

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Real estate technology firm REX is showing its digital prowess with an expansion to a new platform, allowing consumers to look for homes in a completely modern manner.

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REX is making the home buying process more mobile-friendly in reflection of shifting consumer behavior and convenience. The real estate firm is looking to usher in Chinese consumers with a presence on social messaging platform WeChat.

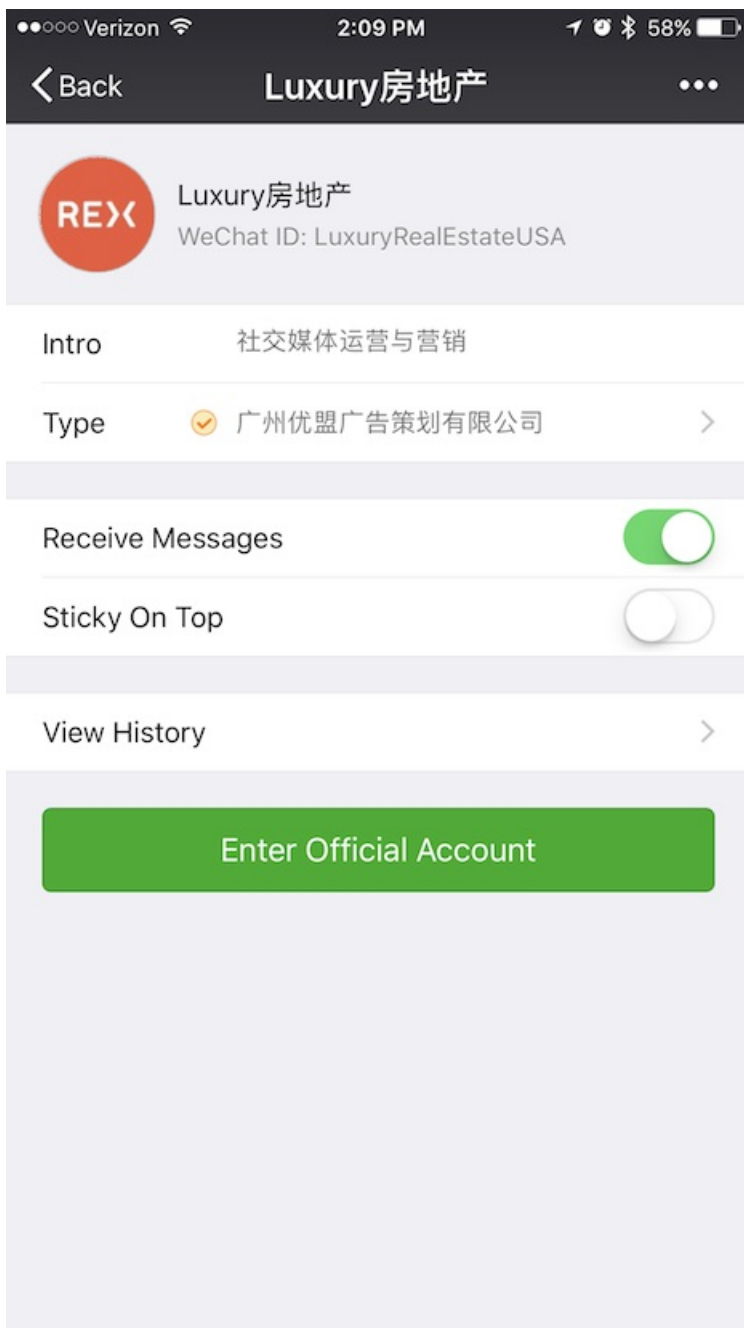
"REX is committed to helping our sellers market to audiences across the world," said Elizabeth Reams, director of digital marketing at **Rex**, Westlake Village, CA. "We're pleased to partner with The Momentum Group to strategically enter the China market on WeChat."

To launch and operate the WeChat account, REX has partnered with WeChat marketing firm **The Momentum Group**.

Shift to mobile

REX believes the home buying process should be rooted in mobile, considering this is how consumers now complete most, if not all, tasks.

The real estate firm will be shifting more toward mobile with its presence on WeChat. Through the use of user attributes and location, REX will be able to refine its social targeting and marketing strategies.



REX's WeChat account

Consumers looking for a home all over the world will be able to use WeChat to search and explore real estate.

The REX platform will include virtual reality capability for users to gain better perspective of the properties. REX is hoping to create an experience that mirrors touring a home in person, so that consumers in other countries will not have to travel to get a first glimpse at featured properties.

If interested in the property, users can schedule an appointment with REX directly within the WeChat application.

Real estate customers can add LuxuryRealEstateUSA to begin interacting with the real estate firm.

REX is aiming to appeal to the wide range of Chinese consumers who leverage WeChat to complete almost all everyday tasks. WeChat has become so pervasive in China that not only are consumers communicating through the app, but they are also managing all forms of life's tasks and interacting with brands and retailers.



REX's WeChat account

The real estate firm is hoping to make the experience for affluent Chinese consumers looking for luxury property in the United States much more convenient. REX is leveraging The Momentum Group's WeChatify platform, which allows brand partners to tap data and location from consumers on WeChat.

WeChat Pervasiveness

As Chinese consumers' main platform to control almost everything in their lives, WeChat is now seeing double adoption rates within two years, according to a report from L2.

Research shows that now all beauty brands, 96 percent of personal care brands and 90 percent of watch and jewelry manufacturers interact with consumers via WeChat. The platform is likely to exceed 900 million users in 2017, making it detrimental for brands to lack a presence on the mobile messaging app ([see more](#)).

Mandarin Oriental's The Excelsior, Hong Kong is also building up the audience for its newly launched WeChat account through social-specific perks.

Until May 31, those who sign up for updates through the property's WeChat will be able to input codes for complimentary upgrades or offers such as late checkout. When new to a particular social channel, it can benefit brands to give consumers a reason to click follow ([see more](#)).

"The marriage of luxury and technology has been converging for years," said Jeff Fish, head of client strategy at [The Momentum Group](#), New York "This partnership between The Momentum Group and REX unleashes the power of

WeChatify to the Chinese luxury buying market on WeChat."

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