



iNvisiq Business Card & Digital Contact Setup Guide

What to choose, what to avoid, and what to check before you hand someone your card.

Core Principle

Your business card is not your follow-up plan. The card is the handoff. The digital tool is the bridge. The professional follow-up is where trust starts.

Use this guide before ordering printed cards, creating a QR code, choosing a digital business card service, or building a contact landing page. The goal is simple: make it easier for the right people to remember you, contact you, and continue the conversation.

Carry the card. Upgrade the handoff. Own the follow-up.

Built as a practical companion resource to the iNvisiq Professional Preview lesson: Your Business Card Is Not Your Follow-Up Plan.

1. Choose Your Contact Stack

Do not start by asking whether paper cards are dead. That is the wrong question. Start by asking what kind of handoff your clients and prospects actually need.

Recommended standard: most real estate professionals should use a hybrid contact stack.

Paper Card Only

Useful for older clients, open houses, quick local networking, referral conversations, and backup situations. Weakness: if it is not connected to a follow-up system, it becomes paper decoration.

Digital Card Only

Useful for phone-native prospects, networking events, investor conversations, and fast contact saving. Weakness: if it forces an app download or creates friction, people will ignore it.

Hybrid Contact Stack

Best overall. Use a clean paper card plus QR code, digital contact page, and a simple follow-up process. This respects different client preferences while keeping your process modern.

Professional Standard

The tool should fit the person and the moment. Do not force everyone into your favorite gadget. Make the next step easy.

2. Set Up The QR Code Correctly

A QR code is not automatically modern. A broken, tiny, low-contrast QR code that points to a cluttered homepage is just a decorative square pretending to be strategy.

What The QR Code Should Do

Send People Somewhere Useful

Do not send people to a generic homepage. Send them to a contact-save page, buyer or seller resource, booking page, or short intro page.

Make The Next Step Obvious

Use one main action: save contact, call, text, schedule, or view a resource. Do not make people hunt for the point.

Use Strong Contrast

High contrast improves scan reliability. Avoid pale colors, low contrast, busy backgrounds, glossy glare, or tiny codes.

Test At Print Size

Scan the code from the actual printed proof or exact-size PDF before ordering cards. Do not trust only the computer-screen preview.

QR Code Sizing Rule

Business-card QR codes need enough physical size and quiet space to scan reliably. Current QR implementation guidance commonly recommends testing at exact print size and preserving a blank quiet zone around the code. Some print guidance suggests minimum usable business-card QR code sizes around 0.6-0.8 inches, while other scanability guidance recommends using the largest practical size whenever possible.

Before You Print

- Scan the QR code from the exact-size design, not only from your computer screen.
- Test it on both iPhone and Android when possible.
- Test it in normal indoor light, bright light, and slight glare.
- Make sure the destination uses HTTPS.
- Make sure the page loads quickly on mobile data, not just office Wi-Fi.
- If you use a dynamic QR code, confirm you can edit the destination later.

3. Digital Card And Landing Page Checklist

A digital business card or contact landing page should reduce friction. If it makes the prospect create an account, install an app, decode your branding, or search for the useful button, it is not helping you.

What To Look For In A Digital Business Card Service

- Contact-save option that works cleanly on mobile phones.
- Easy sharing by link, QR code, text, email, or NFC card if you choose to use one.
- Fast mobile loading with no forced app download for the prospect.
- Easy editing when your phone, email, brokerage, or service area changes.
- Analytics or click tracking so you can measure usage.
- CRM export or integration if you use a customer relationship management system.
- Custom branding or custom domain support if available.
- Clear privacy and data-handling practices.

What Your Contact Page Should Include

- Name and role.
- Brokerage or business identity, when applicable.
- Phone, email, and preferred contact method.
- Service area and core focus: buyers, sellers, investors, referrals, or another specialty.
- One save-contact button or simple contact action.
- One useful resource or short explanation of how you work.
- One clear next step.

Avoid This

Do not send people to a cluttered homepage, a slow page, a page with pop-ups, or a profile that makes them hunt for your phone number. The point is to make contact easier, not to send them into a digital corn maze.

4. Final Setup Audit

Before you hand the card to a real person, test the entire process like a professional. This is where small mistakes reveal themselves before they embarrass you in the field.

Setup Audit Checklist

- Printed card looks clean and readable at actual size.
- Phone number is correct and large enough to read quickly.
- Email address is correct.
- Brokerage or business information is accurate.
- QR code scans from the printed card.
- QR code destination opens on mobile data.
- All buttons work: call, text, email, schedule, save contact, and resource links.
- Digital card information matches printed card information.
- You have a follow-up note or text template ready.
- You know where you will record the conversation afterward: CRM, notes app, spreadsheet, or contact record.

Simple Follow-Up Templates

General Follow-Up

It was good meeting you today. You mentioned [specific detail]. I am sending my contact information here so you have it saved. If you have questions about [relevant topic], I am happy to help.

Open House Follow-Up

Thanks for visiting the open house today. You asked about [specific property/detail]. I am sending my contact information here, and if you want, I can also send similar homes or answer questions about that area.

Investor Follow-Up

Good talking with you today. You mentioned looking at [property type or area]. Send me an address or deal scenario when you want another set of eyes on it, and I will tell you what I see.

5. Sources, Standards, And Professional Caution

This guide is designed as an implementation resource, not legal, brokerage, advertising, or compliance advice. Always follow your brokerage rules, state license requirements, MLS rules, advertising disclosure standards, and local laws.

Source Notes

The guidance in this handout was shaped by current public recommendations and market observations available as of June 2026:

- National Association of REALTORS: May 2026 discussion of digital-first networking and alternatives to traditional business cards.
- QR code design and implementation guidance emphasizing destination quality, mobile-first pages, scannability, contrast, quiet zones, print testing, and avoiding friction.
- Business-card QR guidance noting the importance of physical print size, scanning tests, and readable code placement.
- Digital business card platform guidance emphasizing easy updates, contact saving, QR/NFC/link sharing, and mobile-first delivery.
- Google helpful-content guidance emphasizing people-first usefulness rather than search-first filler.

Implementation Links To Review

NAR digital networking article:

<https://www.nar.realtor/news/real-estate-news/sales-marketing/networking-in-the-digital-age-ditch-that-old-fashioned-business-card>

Google helpful content guidance: <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Adobe QR design guidance: <https://www.adobe.com/express/discover/qr-code-design-best-practices>

Supercode QR business card guidance: <https://www.supercode.com/blog/why-qr-code-business-cards-are-a-must>

Bling real estate digital card guidance: <https://bling.me/blog/best-digital-business-cards-for-real-estate-agents>

Final Standard

Do not chase tools. Build a professional handoff. The card, QR code, digital card, and landing page should all support the same goal: make it easy for the right person to remember you and continue the conversation.

Professionalism earns trust. Trust builds business.