
Welcome to Tech Tools & Resources



Your Turn!



- Name
- Brokerage
- Years in biz
- Passion
- Tech issue in
your business...



5345 Arapahoe Ave., Suite 7
Boulder, CO 80303
(800) 455-8348 | (303) 245-0258
info@vaned.com

- I. Welcome & Introduction**
- II. Unit 1: Real Estate Tech**
- III. Unit 2: Frontiers Online**
- IV. Unit 3: Websites & Branding**
- V. Unit 4: Risk Management**
- VI. Unit 5: Management**
- VII. Course Summary**

Welcome to Tech Tools & Resources

Objectives:

- Relate the growth of technology in the real estate industry to consumer demands and expectations.
- Select electronic hardware (including computer, peripherals, accessories, etc.) appropriate to your needs.
- Select software and services appropriate to your needs.



Welcome to Tech Tools & Resources

Objectives:

- Utilize the minimum features and content necessary to develop a website.
- Apply state law, federal law, and the Code of Ethics to all electronic marketing.
- Apply etiquette and best practices to all electronic marketing and communication.
- Enact basic maintenance and security measures to protect computer hardware and data



Welcome to Tech Tools & Resources

**Objectives: Let's Answer
YOUR Questions...**



Welcome to Tech Tools & Resources

A Note About Notes...

- **Blame me...**
- **Get the slides here:**
- **Objectives**
- **How to use the notes**



“Trust yourself.
You know more than
you think you do.”

— Benjamin Spock

Welcome to Tech Tools & Resources

- **You Can't Escape it!**
- **You've got to know about it!**
- **Do I need more of it?**
- **Can I serve my clients better?**
- **Will it save me time?**
- **Will it save me money?**
- **Will it make me money?**
- **Does it make me stand out?**
- **Can you implement and will you really use it?**



Welcome to Tech Tools & Resources



Real Estate Tech Timeline

The real estate industry has come a long way in its use and transfer of information, and technological advances have significantly changed the real estate industry.





Listing Books (circa 1958)

Ks	NO	Show	APPT	CLA	Fax	So	1
Oc	O/					415-204-0998	Agm ER
TL			CS/CN		Hpp	Al	45
Pg	Hs	000	Vi	000	Ex	N Es	000 Ms 000
Trct	SUGARLOAF				Apn	041-610-150	
Cs	DEANZA/AMY				City	SM	Area 430'
	59 DENALI DR						\$389,000

1.5	#179174	CBR.08	SOLD	c1 DET	Br 3	8th 2	
						Sl C Age 99 St 1 Styl Gar 2+CPT, DET Din SEP Fp WB Pool NO Roof COMP Rms DEN, BON, Lot LVL 40X125	
	OLD WORLD CHARM IN DESIRABLE HAYWARD PARK-UPDATED KITCHEN & BATHROOMS 1993 FORMAL DINING ROOM-TONS OF STORAGE UNDER THE HOUSE-2 CAR CARPORT-DO NOT GO TO THE EAST SIDE OF THE HOME WITHOUT PERMISSION-CEILING IN LR WILL BE REPAIRED-CALL BOBBI AT 342-9070 FOR MORE INFORMATION - A LOT OF HOME FOR THE MONEY						
7	\$392,000	CBR.03	CASH	Sd	24/MY/97	8	
0/97	Lo	COLDWELL BANKER		415-342-	Ld	05/16/97	
0/97	La			415-344-	Xd	08/19/97	
Ks	SUP	Show	GO	Fax	So	S3%	
Oc	V/				Agm	ER	
TL	\$206,000	CS/CN		Hpp	50/50	Al	
Pg	Hs	000	Vi	000	Ex	R Es	000 Ms 000
Trct	HAYWARD PARK				Apn	034-288-060	
Cs	PALM				City	SM	Area 419
	AV						\$399,000



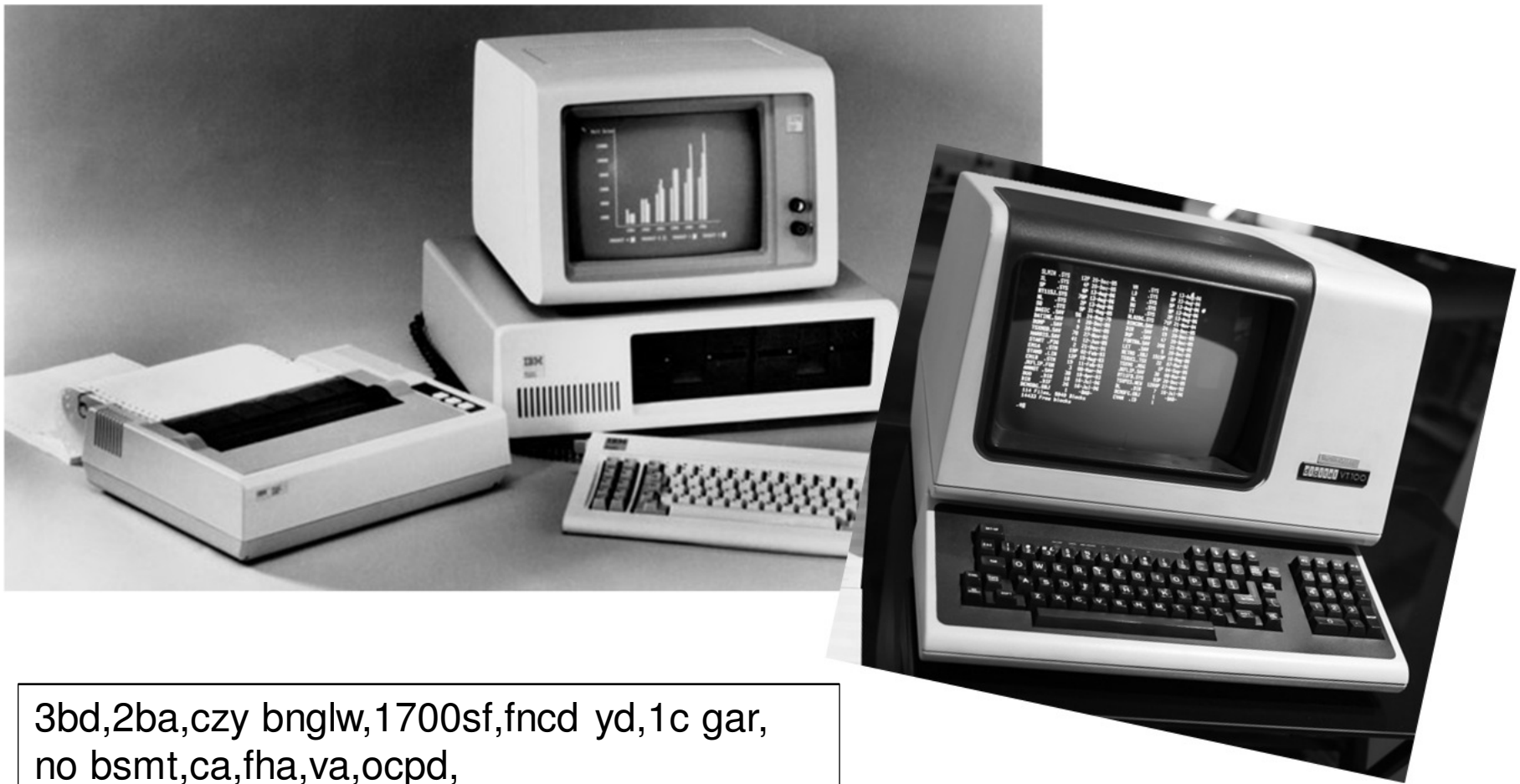
Real Estate Tech Timeline



Listing Cards (circa 1965)

Real Estate Tech Timeline

Dumb Terminals (circa 1970s - 1980s)



3bd,2ba,czy bnglw,1700sf,fncl yd,1c gar,
no bsmt,ca,fha,va,ocpd,

Real Estate Tech Timeline

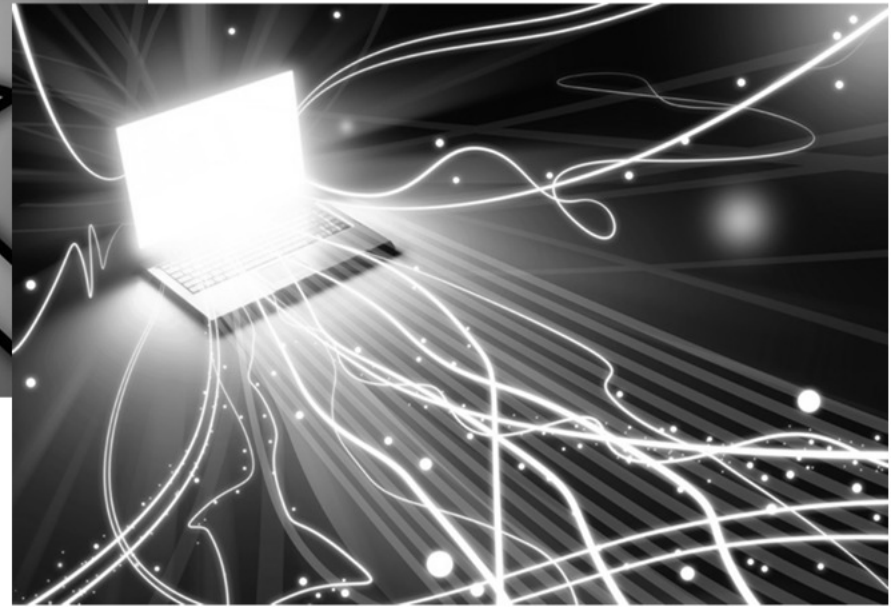
Personal Computers (circa late 1980s - Present)



DOS this make any sense?

Real Estate Tech Timeline

Internet (circa mid 1990's - Present)



Real Estate Tech Timeline

(circa late 1990s - Present)



Real Estate Tech Timeline



D.A.N.G.E.R.

definitive analysis of negative game changers emerging in real estate

REPORT

“There is a widely held assumption that technology will make everyone and everything better. That’s simply not true.”

5132
Minutes Face-2-Face

74
CEOs Interviewed

850
Hours of Research

7899
REALTORS® Surveyed

6051
Pages Examined

- The internet effect is not an evolution, it is a revolution.
- The problem isn't losing your customers to e-business; it's losing them to someone else's e-business.



Real Estate Tech Timeline

(circa late 1990s - Present)

Swanepoel
Trends Report

Trend 8: The Real Estate Platform Battle

How to benefit from the biggest wave of brokerage

“Beware of digital overload
and technology fatigue.”

encouraging agent adoption of technology.

Teams are becoming a powerful force. How can the

Real Estate Tech Timeline

Listing Syndication: (circa late 1990s - Present)



IDX

The introduction of **Information Data eXchange (IDX)** made resources readily available to the public that previously had been only accessible through a real estate licensee.

Stefan Swanepoel, in his analysis of the Internet influence on brokerage, identifies the following three trends:

- A **new online economy** has been created.
- The Internet effect is **not an evolution, it is a revolution.**
- The problem isn't losing your customers to e-business; it's losing them to **someone else's e-business.**

Where did you get that information?



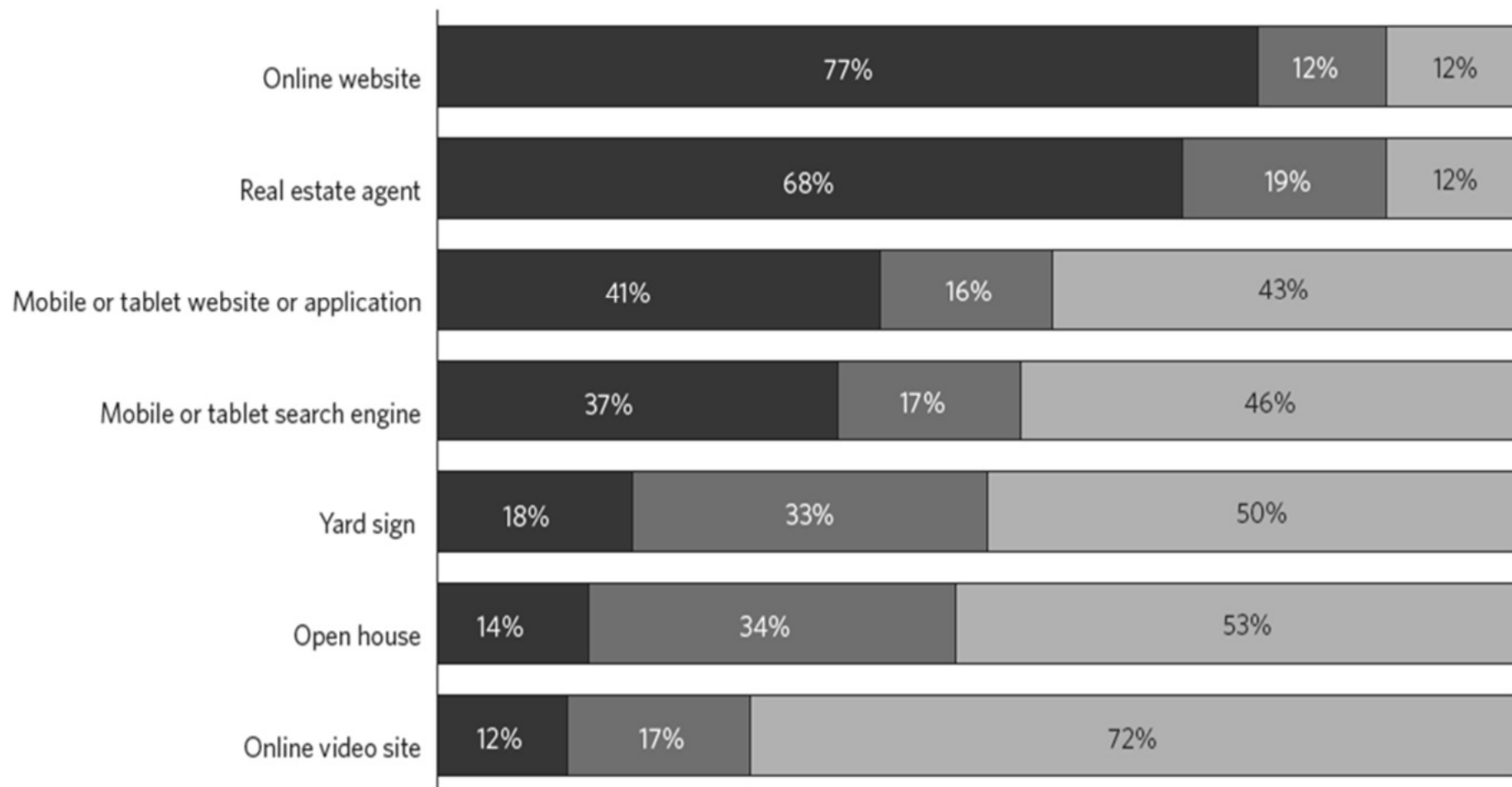
EXHIBIT 3-5**FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES***(Percentage Distribution)*

EXHIBIT 3-3

INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percent of Respondents)

BUYERS OF

BUYERS OF					
All Buyers	First-time Buyers	Repeat Buyers	New Homes	Previously Owned Homes	
95%	95%	93%	90%	94%	
Home book or magazine	12	11	12	16	11
Billboard	4	6	4	16	4
Television	3	4	3	7	3
Relocation company	3	3	3	5	3

EXHIBIT 3-4**INFORMATION SOURCES USED IN HOME SEARCH, BY AGE***(Percent of Respondents)*

AGE OF HOME BUYER					
All Buyers	AGE OF HOME BUYER				
	18 to 24	25 to 44	45 to 64	65 or older	
95%	98%	98%	93%	82%	
92	92	88	86	89	
Home book or magazine	12	10	10	15	15
Billboard	4	3	5	5	2
Television	3	7	3	3	3
Relocation company	3	2	4	3	1

EXHIBIT 3-5 FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES

(Percentage Distribution)

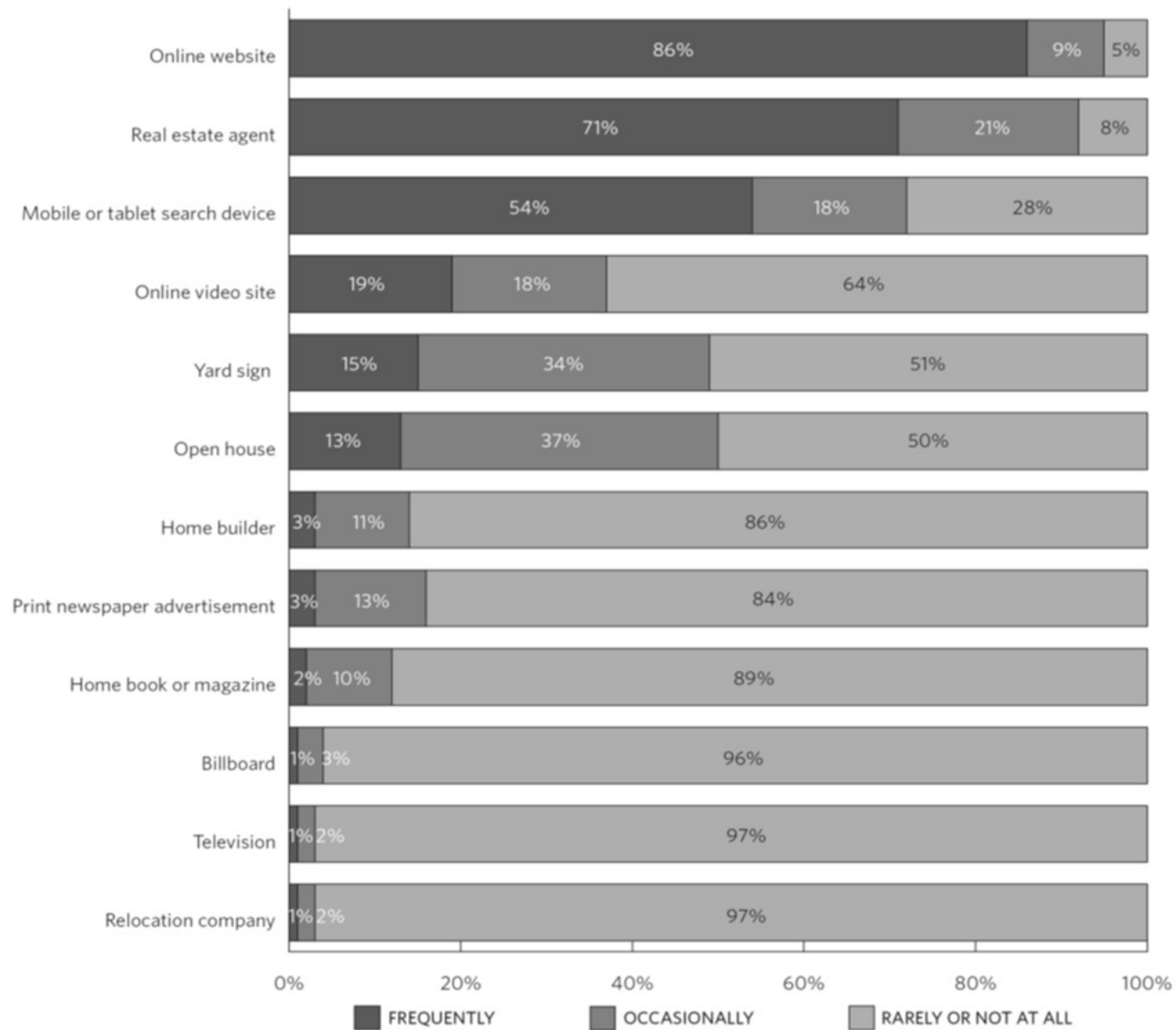
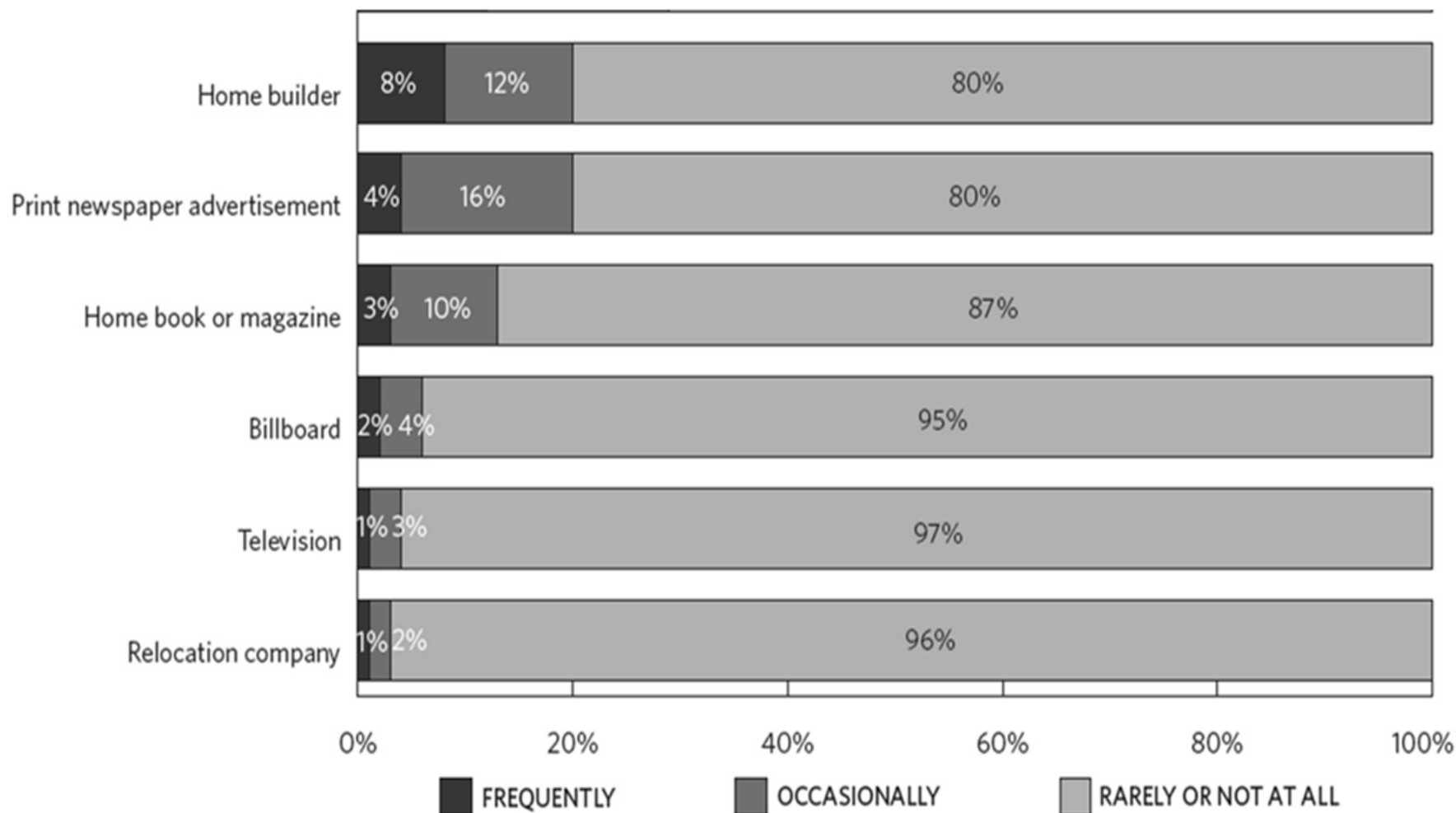


EXHIBIT 3-5**FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES***(Percentage Distribution)*

Exercise Your Neighbor's Brain...

Information Sources Used in Home Search:

*According to NAR's Profile of
Homebuyers and Sellers*

All Buyers:	2013	2016
Online Website	89%	95%
Yard Sign	51%	49%
Open House	45%	50%
Mobile Search	42%	72%
Home Builder	18%	14%
Real Estate Agent	89%	92%
Newspaper	23%	16%
Home Magazine	15%	12%
Online Video Site	27%	36%

Consider This:

- What impact have third party real estate websites had on the real estate industry as a whole and on the individual licensee?
- What other websites are consumers using to do real estate-related research?
- Have your clients told you about sites/apps they have used?
- What other 'disruptive' technologies are emerging that will impact our industry?

E-Communication & Responsiveness

According to the California Association of REALTORS®, 97% of Internet home buyers expected contact from an agent within four hours of their initial request, while 39% expected an **immediate response** if they were going to have a relationship going forward

Q: What is the #1 factor that determines your online success?

A: Your response time!



The longer it takes to respond, the less chance you have of securing the business.

Hardware Tablets



Hardware

Cameras & Video Cameras



Hardware

Aerial Photography and Drones



Hardware

3D Photography and Matterport



Hardware

“Smart”phones





There's An APP for That!



Get with your neighbors and develop a list of software and apps you use most!

There's An APP for That!



Tiny Scanner
Scanner App

Appxy Business



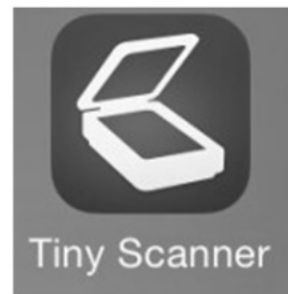
This app is compatible with



LastPass ****



RPR®



Hardware Desktops



Hardware

Laptops



Buying Guide Tips

- Select the most important features necessary for specific needs.
- Determine the level of quality or performance required.
- Consider delivery, warranty, and training requirements.
- Consider compatibility with existing pieces of equipment.
- Consider support, maintenance and potential labor costs
- Assess all upgradable components/options and determine if they are necessary
- When upgrade capabilities are requested, clearly state if upgrades are desired
- Consider lease returned or refurbished and certified tech

Buying Guide Tips

Basic Requirements

- DDR 3 SDRAM – 4GB minimum
- Minimum 2.0 GHZ dual core processor (i5 or i7)
- Speakers
- Screen Size vs. Weight
- Ports (USB, HDMI, Ethernet, etc.)
- Wireless (Wi-Fi) & Bluetooth card
- Decent battery life (average life is 3.5 hours)

Ideal Set-Up



Buying Guide Tips

Bonuses

- Hard Drive -250 GB minimum
- Integrated web cam
- Integrated graphics card (512 MB+)
- Touchscreen
- Included software (not trial)
- Travel charger or wireless charger
- Extended life battery or booster (e.g. mofi)

Buying Guide Tips

Other Computer-Related Hardware Options

- Back up and/or disaster relief solution
- External hard drive
- Off-site storage solution
- Desktop Scanner or Scanner App
- Portable Storage Solutions.
- Surge protection?

CARBONITE[™]
ONLINE BACKUP



Buying Guide Tips

ISP/Cellular/Wi-Fi

- ISPs have a wide range of prices and packages to choose from. Choose the package with the bandwidth allotment that meets online needs and usage.
- You need speedy upload and download connections
- Upload and download connections depend on the ISP's bandwidth allocation.
- Individuals should ask around and find out what the best ISP options are in the local area; the options and performance typically differ from place to place much like cell phone reception.
- Keep in mind when selecting an ISP that this is for business, not social use, so a strong consistent connection is important.

BREAK!!

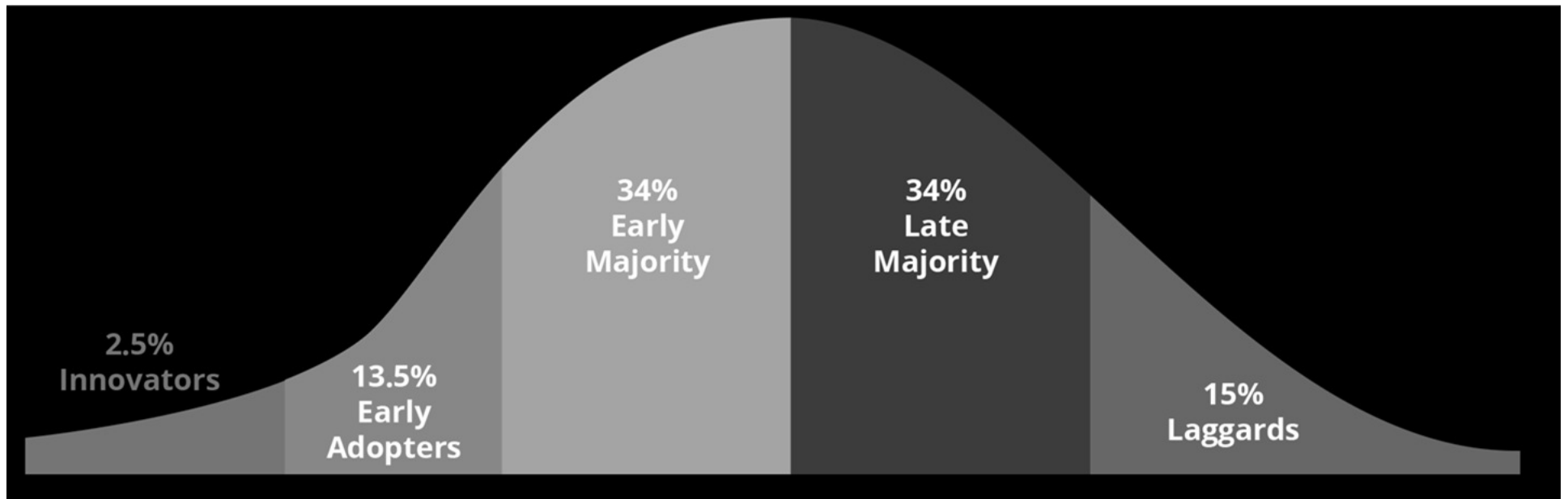


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Diffusion of Innovation



Frontiers Online

REACHING CONSUMERS

With nearly 90% of real estate leads involving the Internet, it is most cost effective to reach potential customers online.

- Social Networks
- Video
- Text Apps
- VOIP
- Blogging
- Cloud



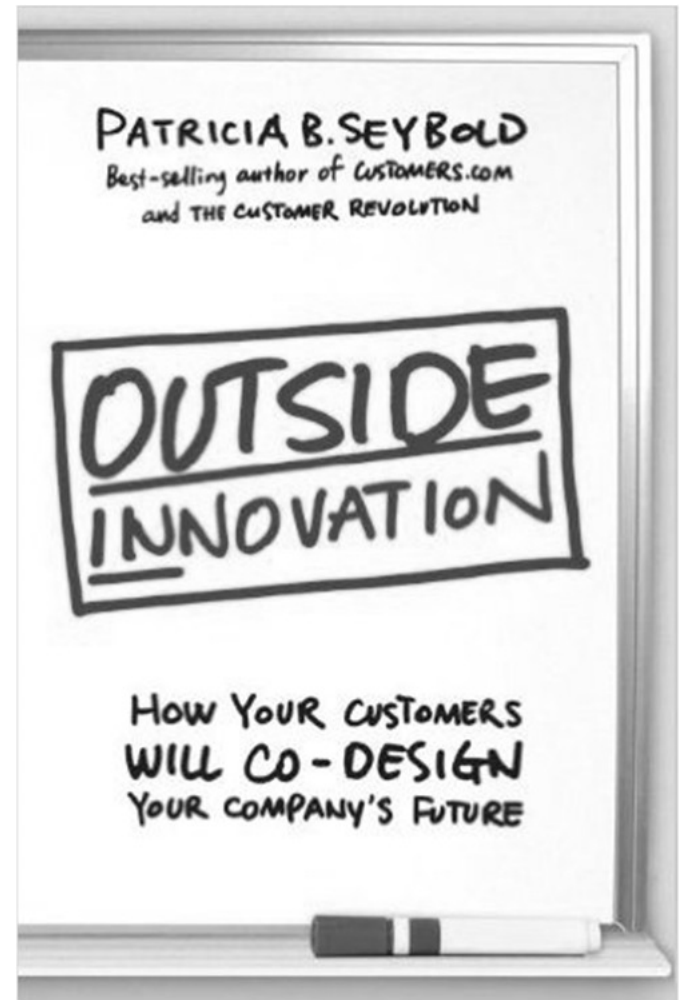


Contact or Lead Management is the process a licensee uses to track, organize, and distribute the contacts or leads he or she receives from current and prospective customers.

A cost effective process often used to track and organize contacts, current and future customers, and all of a licensee's contact information is Customer Relationship Management Software (CRM).

Customer Relationship Management

“What I didn’t expect to find was this incredible shift in the power from companies to their customers. Customers are taking matters into their own hands, and because they’re armed with all this information and access to technology and fair global pricing, they’re insisting on business practices changing on their behalf.”

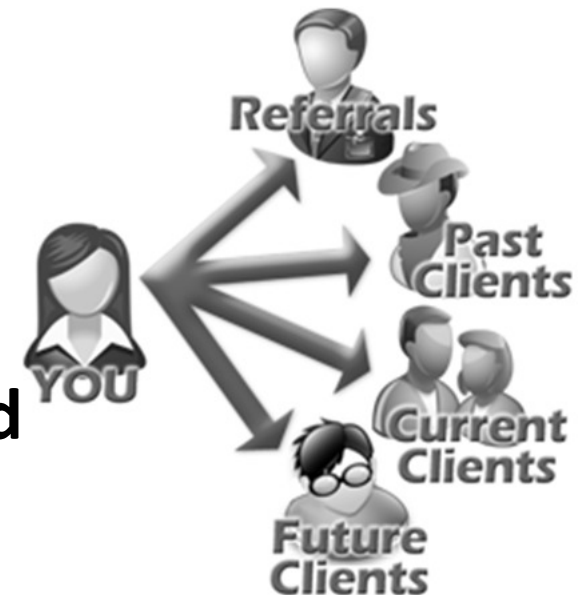


Customer Relationship Management

Three Principles Rule in the New Customer Economy:

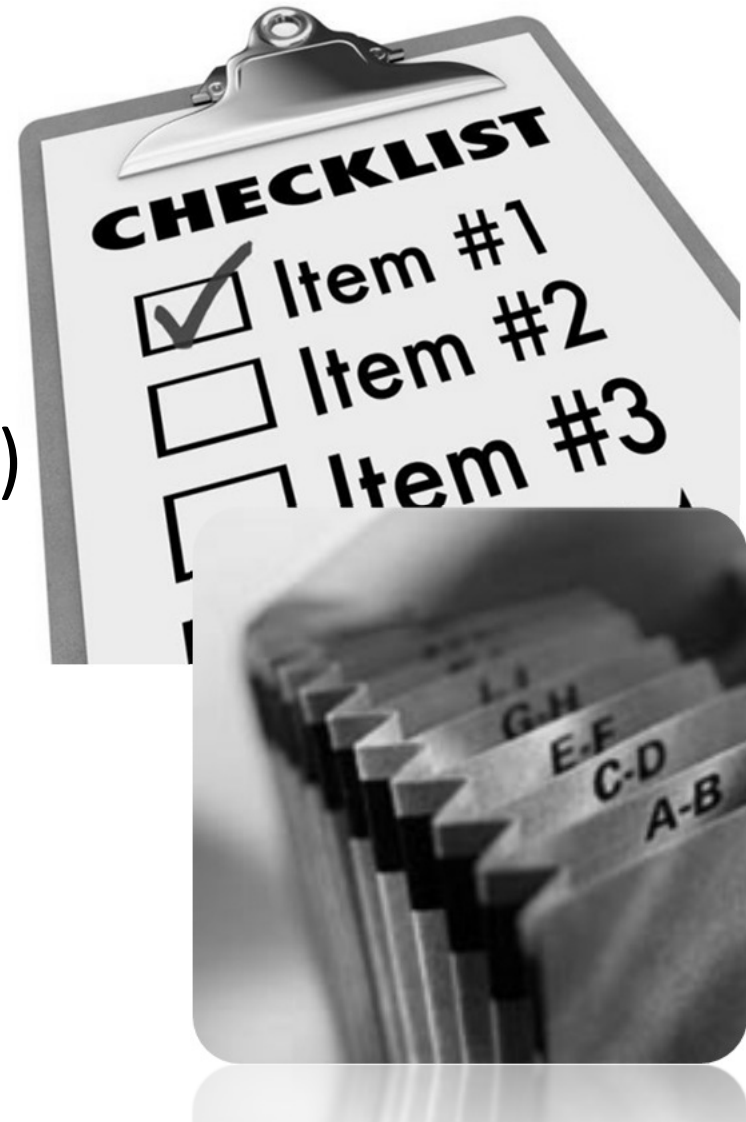
- 1) Customers are in control; shaping business
- 2) Customer relationships count. Future customer relationships will determine the value of your company.
- 3) Customer experience matters.
transactional vs relational

Consumer Voices can be heard around the world... INSTANTLY!



Managing Transactions

- Online Transaction Management
 - DotLoop
 - ZipTMS
 - CTMe
 - SureClose (Stewart Title)
 - Transaction Rooms (DocuSign)
- Traditional Transaction Management



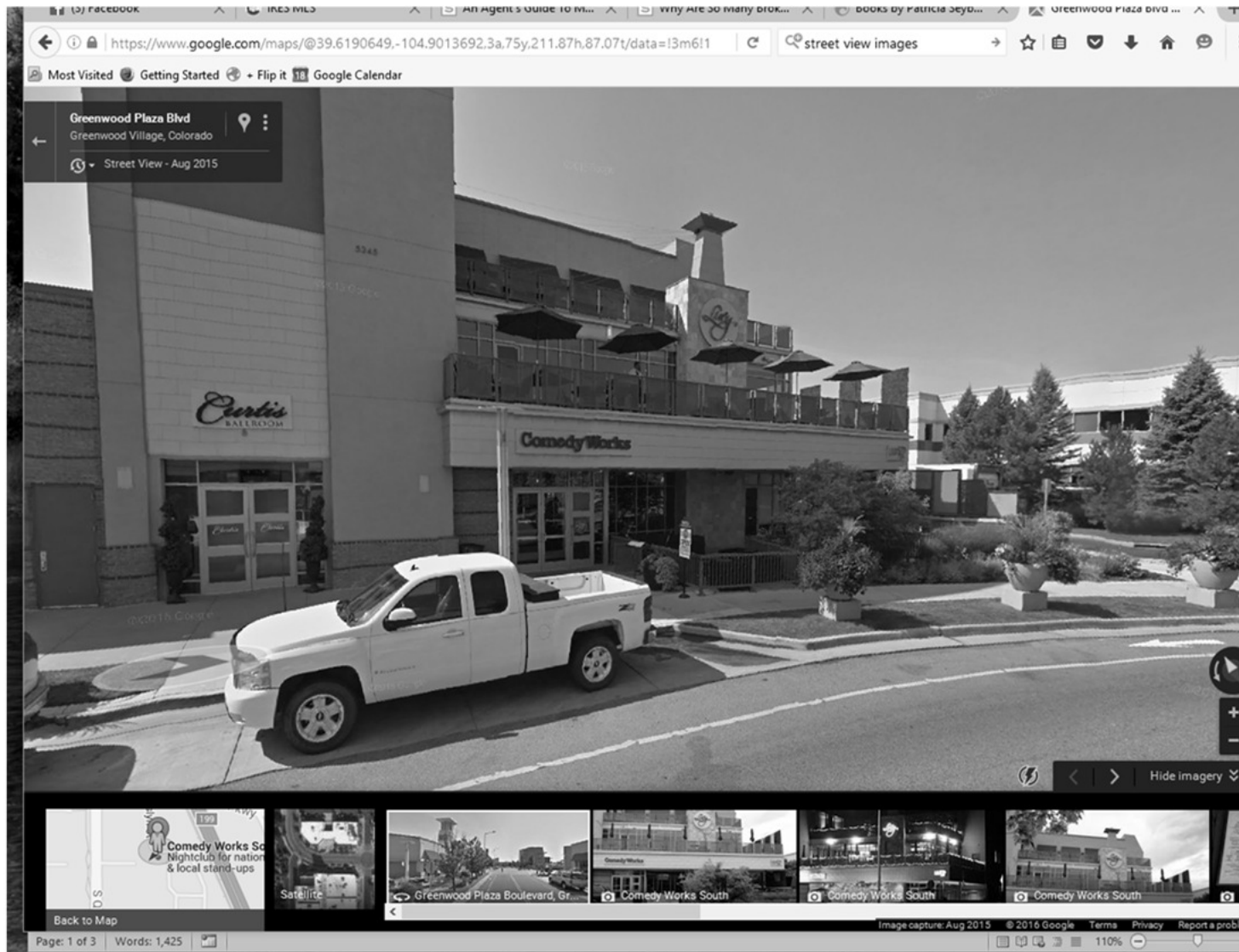
Mapping

Tiger Mapping Software (Topologically Integrated Geographic Encoding and Referencing system) overlays community features.



Mapping

How Has Improved Mapping Changed Your Business?



Building a Website

IF YOU BUILD IT,
THEY WILL COME.



Building a Website



Building a



If you build it, will they come?

- Why is the website needed?
- Why would people want to visit it?
- What would happen if the website is not built?
- Would business change?
- Has business been affected by not having a website?
- Consider hiring a consultant...that you trust!

**What questions do you need to ask to
determine what kind of website you need?**

Important Content

The following is a list of traits consumers consider important in a real estate website:

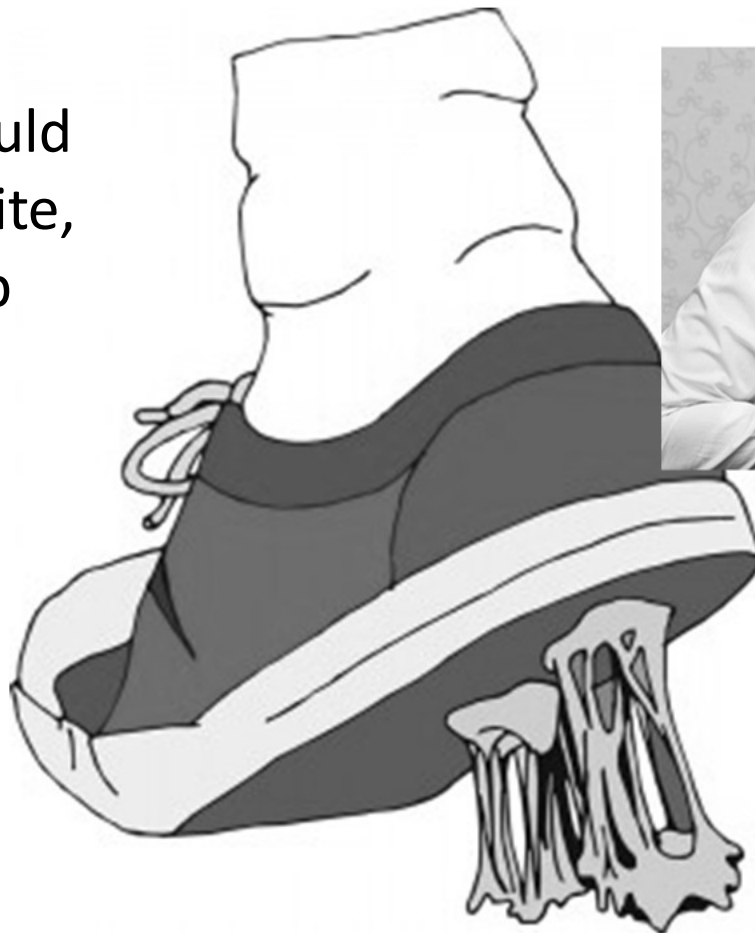
- Fast loading, Clean Design, Easy to Read and Navigate
- Easy access to information (#don'tmakemeseach)
- One-stop shopping , One click away
- All services at one location
- A totally managed transaction
- Facts, not opinions



Stickiness

Stickiness is the concept of creating reasons for visitors to continue visiting a website, ultimately making it their “go to” realty website.

What features could you include in a site, blog or other web portal to create stickiness?





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Branding

Brand is a name or symbol identifying a company or its products and creating distinction between them from the competition. Branding is essential in establishing an identity.

There are different ways to achieve this, but the most common and effective ways for real estate licensees are as follows:



Social Media • Banner Advertising • Real Estate Site Upgrades
PPC Advertising • Lead Gen Networking • Sphere Marketing

EXPOSING Yourself





**What's the most
valuable brand
in the whole
world?**

Branding





**PERSONAL
BRANDING**

“Simply put, your brand is your promise to your customer.

It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors.

Your brand is derived from who you are, who you want to be, and who people perceive you to be.”

-Entrepreneur Magazine





**Each one of you
– Broker, Lender,
Title, etc. is a
Media Company**

NORMAL
PEOPLE
SCARE ME



BREAK!!

Websites & Advertising



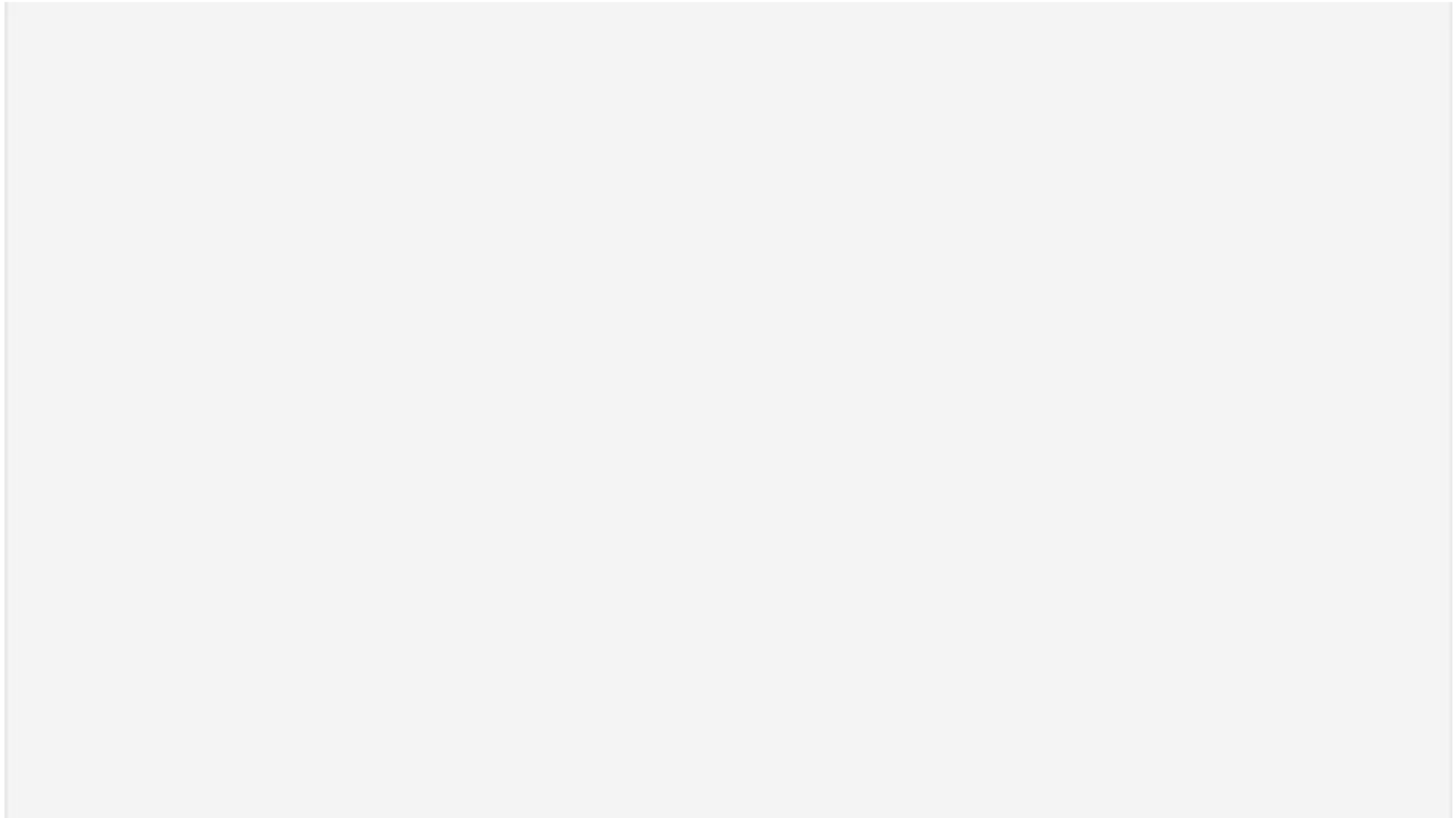
DOMAIN NAMES.... Give it some thought!!

Should be simple to spell and easy to remember. Keep in mind the following concepts when choosing a domain name:

- Consider your name as a brand
- Consider your geographic, demographic, sociographic niches
- Consider your marketing slogan – or create one.

Note: A domain has minimal impact on where someone is going to show up on a search engine.

The Mark



NAR Rules

A REALTOR® can only use the word REALTOR® in his or her website domain name if combined with their legal name in certain ways. A licensee cannot use descriptive words with the realtor term.

- First name + last name + Realtor.com (or .net, .org, etc.)
- First initial + last name + Realtor.com
- Realtor + first name + last name.com
- Realtor + first initial + last name.com
- Punctuation may be used to separate the name from the word Realtor (johndoe-realtor.com or realtor-jdoe.com)

Rule E-8 Advertising

- Revised in 2014- The new additions to the E-8 rules are designed to keep licensees compliant when advertising online via any type of web site or social media service.
- The licensee is responsible for maintaining compliance and accuracy for all online content even if using a third party provider.
- Incorporated C-19 name rules into the new advertising rule
- CP – 45 adopted to define terms

E-8 Advertising cont.

Definitions under the rule & Position Statement:

- **Advertising-** Any promotion, solicitation or representation of services requiring a real estate license.
- **Names-** No person shall be licensed under more than one name and shall not conduct or promote business except under the name under which such person or the brokerage is licensed.
- **Teams-** Brokers that form teams shall not advertise in a manner that misleads the public as to the identity of the brokerage firm under which they are licensed. Acceptable team name usage is defined in the rule.

E-8 Advertising cont.

- **Definitions under the rule & Position Statement:**
 - **Trademark** – Any logo, service mark or other identifying mark used in conjunction with a brokerage firm's legal name.
 - **Trade Name** – The name under which a brokerage firm does business other than the brokerage firm's legal name.

E-8 Advertising cont.

Broker responsibilities for information advertised:

- Broker must ensure the information advertised is accurate and in compliance with copyright laws.
- Broker must also ensure advertising that recaps sales activity over a period of time in a specific subdivision or geographical area, cites the source of the data and includes a disclaimer that all reported sales were not necessarily listed or sold by the broker advertising the sales activity.
- Broker must ensure the name of the brokerage firm be present in ALL advertising.

E-8 Advertising cont.

- Broker owned web site:
 - Broker must ensure every viewable page includes the licensed name of broker and brokerage.
 - Broker is responsible to ensure expired listings are removed within three business days.
- Brokers using a third-party to maintain web site:
 - are responsible for all content on web site and must ensure all information is accurate.
 - must **request** expired listings be removed from the web site within three business days.

E-8 Advertising cont.

One Click:

- If the type of social media the licensee is using does not allow for appropriate disclosure of licensees and brokerage firm names the licensee may place a link inside the communication to link to the required information.
- The link must display the required information within one click.

E-8 Advertising cont.

Email, chat, IM's, newsgroups, blogs, discussion lists:

- When communicating through these systems for purposes of real estate related activity, the licensee's and brokerage firm names must appear in the communication.
- Once the disclosure has been made to a specific client or customer, the licensee is not required to continue to make the disclosure in future communications to this party.

SEO

SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the 'natural' or un-paid ('organic' or 'algorithmic') search results.

On Site

- Page content
- Images – image file names and tags
- Meta Data (a.k.a. "keywords"),
- Back linking, HTML code, structure
- Site Performance



Off Site

- Back linking
- Online activity – Blogs, social networking, etc.
- Domain Life
- Citations, Authorship

SEO & IDX

The One With The Most Indexed Pages Wins...

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the 'natural' or un-paid ('organic' or 'algorithmic') search results.

On Site

- Page content
- Images – image file names and tags
- Meta Data (a.k.a. “keywords”),
- Back linking, HTML code, structure
- Site Performance



Off Site

- Back linking
- Online activity – Blogs, social networking, etc.
- Domain Life
- Citations, Testimonials , Authorship

PPC & SEO

PPC (pay-per-click): The purchaser can control all aspects of their campaign, including the following:

- The exact keywords and targeted audience
- The campaign budget
- The cost per transaction or click
- Application of demographic and /or geographic settings



Banners & Upgrades

Banner Advertising

- Page placement
- Site traffic
- Targeted content

Real estate site upgrades

- Featured Properties
- Need a REALTOR®
- Listing Display Enhancement
- Purchase of Unclaimed Leads
- Mobile Versions



Website Do's and Don'ts



DO's

- Design a site that is balanced
- Make sure important information is easily accessible
- Make navigating routes simple and consistent
- Site is professional and clean
- Navigational clicks are minimized



DON'TS

- Avoid excessive animation or color
- Avoid an overabundance of information/text
- Use dark backgrounds sparingly and never on text heavy pages
- Avoid bold or all caps text
- Avoid underlining (except for hyperlinks)
- Music is not recommended



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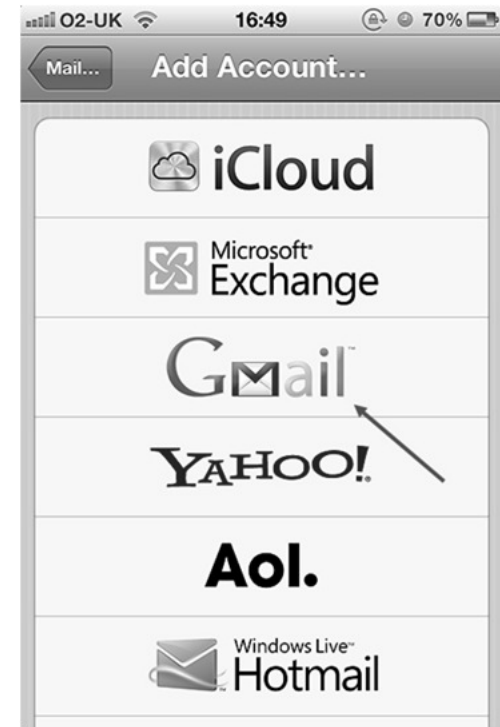
A Word on Email & Email Marketing

EMAIL

- Email Client – What?
- Permanent Record
- Distribution
- Tone
- Etiquette

Types of EMAIL Accounts

- Alias account
- POP3 email accounts
- IMAP email accounts



~~soccermom1243@aol.com~~

Advertising



- All advertising must be in a manner by which reasonable persons would know they are dealing with a real estate licensee.
- All real estate advertisements must include the licensed name of the brokerage firm.
- No real estate advertisement placed or caused to be placed by a licensee shall be fraudulent, false, deceptive or misleading.

Key Point: What are click-through rates?

What rules does the Federal CAN-SPAM Act of 2003 impose?

Internet Policy Statement

An Internet policy statement is essential for every office.

Common items addressed include:

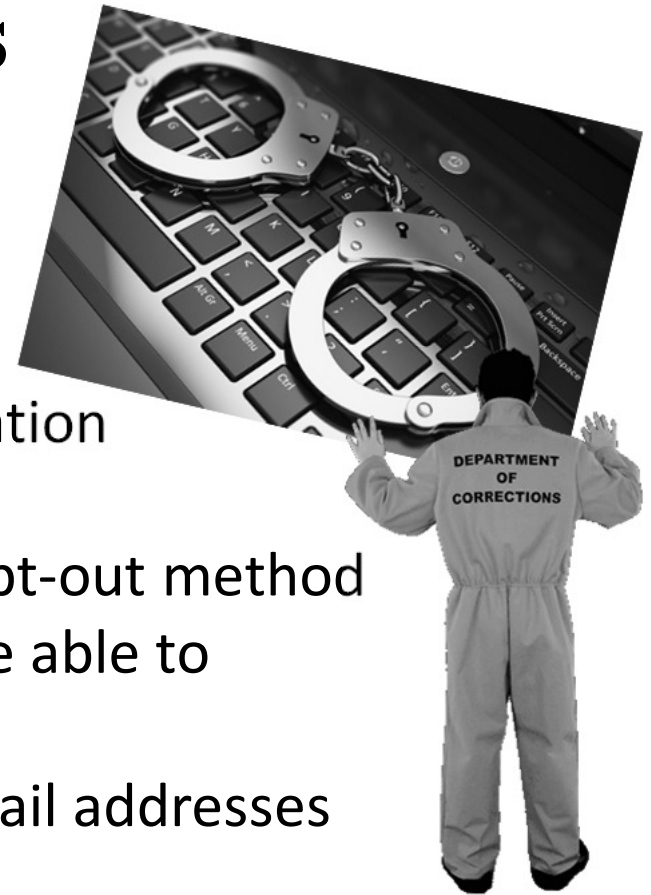
- Software that is not licensed to the company is not permitted to be installed on any workstation.
- No content may be posted on any web site without the written approval of the manager.
- Intended changes to an existing web site must be approved by the manager prior to posting online.
- Company files may not be downloaded to an associate's computer without prior written approval.
- Any Internet email advertising campaign must be approved by the manager prior to submission.



Federal Laws

What the Federal Law Requires:

- Bans false or misleading header information
- Prohibits deceptive subject lines
- Requires that email give recipients an opt-out method
- Any opt-out mechanism offered must be able to process opt-out
- It is illegal to harvest, sell or transfer email addresses of people
- Requires that commercial email be identified as an advertisement



NAR Code of Ethics, Article 9



Article 9

REALTORS®, for the protection of all parties, shall assure whenever possible that all agreements related to real estate transactions including, but not limited to listing and representation agreements, purchase contracts, and leases, are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of agreements shall be furnished to each party for such agreements upon their signing or initialing.

Standard of Practice 9-1

For the protection of all parties, REALTORS® shall use reasonable care to ensure that documents pertaining to the purchase, sale, or lease of real estate are kept current through the use of written extensions or amendments.

Online Reputation

Consider This:

- One positive use of technology is the ability to monitor your online reputation, but what other uses are possible?
- If you have not done so already, consider setting up a Google Alerts setting to notify you via email when your name appears online.
- Services: Reputation.com; BrandYourself.com; AngiesList.com



Online Safety

- Online Surfing
- Email Browsing
- Online Shopping
- Spam
- Cookies
- Antivirus Software
- Encrypted Email
- Confidential/Secure Internet Practices
- Computer Maintenance



Computer Maintenance

- Shut it Down!
- Use Your Battery!
- Browser Cache
- Restrict Access
- Install Updates
- Heat Hurts!
- Fans Must Cool
- Dust Bunnies Multiply
- Back it up – OFTEN!





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Management: Time, Tasks and Energy

	Urgent	Not Urgent
Important	<i>Quadrant 1</i> <i>Examples:</i> • Unscheduled rework • Last-minute changes • Dealing with late inputs from stakeholders, team • Forcing decisions & closure	<i>Quadrant 2</i> <i>Examples:</i> • Thoughtful, creative work • High-quality outputs • Productive collaborations • Training & development • Recreation & family time
Not Important	<i>Quadrant 3</i> <i>Examples:</i> • Low-value, but required, reports & presentations • Non-project emergencies • Miscellaneous interruptions • Administrivia	<i>Quadrant 4</i> <i>Examples:</i> • Over-analysis ("analysis-paralysis") • Pointless web-surfing • Gossip, idle speculation • Self-indulgent perfectionism

Management: Time, Tasks and Energy



Management:

Time, Tasks and Energy

- Evaluate your current schedule
- Eliminate "time wasters"
- Block your time
- Prioritize activities
- Leave room for emergencies
- Schedule time each day to return phone calls and emails
- Be mindful of daily "slump" times



One approach to better managing your time is to choose specific tasks to delegate to someone else.

iCal

Today Day Week Month ►

ON MY MAC

- ☒ Home
- ☒ work
- ☒ Matt
- ☒ family
- ☒ Sharon
- ☒ Hannah
- ☒ untitled

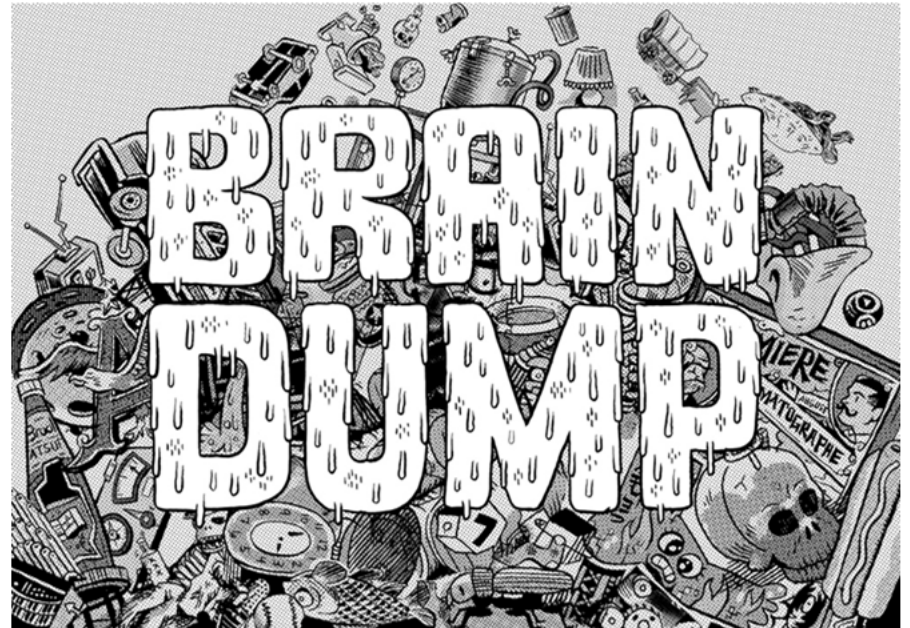
2012	Sun, Aug 5	Mon, Aug 6	Tue, Aug 7	Wed, Aug 8	Thu, Aug 9	Fri, Aug 10	Sat, Aug 11
all-day	personal day						personal day
10 AM	9:45 AM sunday school	9:00 AM morning routine/house-	9:00 AM morning routine/house-	9:00 AM morning routine/house-	9:00 AM morning routine/house-	9:00 AM morning routine/house-	
11 AM	11:00 AM church	10:00 AM work	10:00 AM work	10:30 AM blog posts	10:00 AM work	9:00 AM morning routine/house-	
Noon	12:00 PM lunch	12:00 PM lunch	12:00 PM lunch	12:00 PM lunch	12:00 PM lunch	12:00 PM lunch	
1 PM		Call in with suc-	1:00 PM work	1:00 PM volunteer			
2 PM					1:30 PM return Celeste's jewelry		
3 PM							
4 PM							
5 PM							4:00 PM Brooke's bday party — Rowland Ballard
6 PM		6:00 PM stella and dot meeting — woodlands wine company	6:00 PM Trunk Show Tuesday — LeGalley show	5:30 PM tumbling — Woodlands	6:15 PM swim at Henrich's		
7 PM							
8 PM							
9 PM							

◀ August 2012 ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8



Share your time management routines/strategies...



Documentation

In our increasingly litigious culture, effective documentation has never been more important. Failing to properly document all communication and establish a paper trail for every transaction can increase risks and liability for clients, brokers and salespersons involved.

To consider:

Assume you have a transaction in progress.

- What steps are involved in creating a system during a transaction?
- Your technology should accommodate your system.

Note: The services you provide to consumers are much the same as other agents on the surface. What differentiates you from your competition is your level of systemization.



Documentation

Texting

Chances are, more and more of your clients will prefer text as the primary communication mode (yes, really).

Communication Log?: An important client communication comes in via text message and needs to be noted in your client file.

Old School: A simple handwritten note. Date, Time and Message text is enough to preserve the message.

New School: Alternatively, you could simply do a screen capture on your phone and email it to yourself.



Documentation

TEXT BACK-UP!

iPhone/iOS

- iExplorer by macroplant
- There are others... GTS

Android:

SMS Backup

My Back up Pro

MySMS

Moborobo

SMS Backup and Restore

Uppidy

What about Voicemail?





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- I. Welcome & Introduction**
- II. Unit 1: Real Estate Tech**
- III. Unit 2: Frontiers Online**
- IV. Unit 3: Websites & Branding**
- V. Unit 4: Risk Management**
- VI. Unit 5: Management**
- VII. Course Summary**

Summary

Today's real estate licensees must learn about the latest technology available to serve customers, because consumers are demanding more knowledge and services than ever from real estate licensees.

This means that real estate licensees must be knowledgeable about technology and use this knowledge to the advantage of their business with the objective of providing professional services that will make them stand out from the competition.

By doing so, these real estate professionals can increase and improve the quality of their business by taking full advantage of the advances in technology.



Questions?



Thanks for Attending!
Please Complete the Course
Survey!

