

# TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

## Is this the first issue you have received?

This is the third issue of Tuesday Tech Tips. Issues 1 and 2 are available for download and can be found here:

<http://realitytechbytes.com/newsletter-archive>

## How to Get Help

Simply visit <http://www.RealtyTechBytes.com/Hire-jerry> to learn how to hire me. Go ahead, do it!

## The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would find useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

<http://www.RealtyTechBytes.com>



**Cool free way to create those photos with text!**

If you spend anytime on Facebook you are bound to run across photos that some one has used to get a message across. The do this by placing text on the pictures, saving them and then posting them to Facebook. (these are called memes)

It looks like it might be hard to do, but it's actually quite easy if you have the right tools. In the case of Pablo, the tool I am telling you about today, all you need is your web browser (Chrome, Firefox, Internet Explorer or Safari) and a few minutes of your time.

Simply go to <https://pablo.buffer.com/> and get started. They have an extensive library of photos that you can use for free (even for commercial purposes) and you can set them up in three different sizes by merely selecting a button. You can apply some filters like blur or sepia to get the right "feel".

Then you can choose from some prebuilt templates to arrange the text the way you want it or you can build your own.

Once you add the text that you want you can change the font, the font size and more. You can arrange the text boxes to get



## Here are some useful Links

*(For when I can't be there)*

*TopProducer Help*

<http://www.topproducer.com/campus/top-producer/top-producer-help>

*zipForms Help*

<https://www.youtube.com/user/zipLogix/featured>

*DocuSign Help*

<https://support.docuSign.com/>

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the text placed where you want.

After you have finished you can download the picture and use it where you want or you could share it directly to Twitter, Facebook or Pinterest.

I was thinking that Pablo would be a great tool to caption the pictures that you use to market your listings. The price is certainly right as is it's ease of use! What do you think?

## Looking for free content for your newsletter, blog posts or social media posts?

Don't forget that CAR offers you several different sources for content that you can use. Simply go to <http://www.car.org>.

Once there look for the "Newsstand" button in the Menu bar. Click on "Newsstand" and you will go to a page with a ton of information that you can use.

One of my favorite choices is "One Cool Thing". This comes out every other week and is an infographic that you can use in a variety of ways. Another great option is the "ClientDirect" newsletter. CAR will give you a FREE monthly newsletter that they will email to 200 contacts of your choice. (There is a charge for subscriber lists more than 200). They have a vast library of article topics that you can choose from, so even if you don't want to utilize the newsletter, you can certainly avail yourself of the articles!

There are other choices there as well, so look around to see what you can find!

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**Please share this newsletter with your friends!**