

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need Help?

Some of these tips from Zillow might be more than you want to personally tackle. If that is true for you, I'll be happy to help

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>



Six ways that Zillow can help you to get listings ... for free!

I've said this before, and I'll say it again, we LOVE to HATE Zillow. But, as I have also said before, that is a very short sighted attitude to take.

Yes, I know, Zillow takes OUR listings that we worked so hard to get, and then spends millions advertising them so that they can get leads to sell back to us. Am I right? Of course I am. Zillow is an advertising company that has found a way to sell scads of ads to a hungry market.

However, taking that attitude overlooks something important. If your listing sells because a buyer saw it on Zillow, have you really been harmed? And didn't that sale accomplish what you promised the seller that you would do? Namely getting their home sold?

So, let's look at this another way. Zillow wants to have listings to advertise. You want to have listings to sell. Why not have Zillow help you get listings? And why not have Zillow help you for free?

Towards that end, Zillow has crafted a series of articles that can help you get more listings. I've selected a few that I think are the best that they have to offer. Take a few minutes to look them over. Maybe you will find something that you can use!



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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1. The first one will help you craft that all important "pitch":
<http://www.zillow.com/agent-resources/content/crafting-a-pitch/>

2. This next one will help you set yourself apart from the competition:
<http://www.Zillow.com/agent-resources/content/win-the-listing/>

3. Getting the appointment is key, but you NEED a killer presentation too:
<http://www.zillow.com/agent-resources/content/ultimate-listing-presentation/>

4. Here is some information on how to find listings in the slow season:
<http://www.zillow.com/agent-resources/content/10-facts-off-season-listings/>

5. Is your website producing leads? Of course it probably isn't, but this will help:
<http://www.zillow.com/agent-resources/content/7-ways-get-leads-from-website/>

6. Here are ten ways you can improve your online presence:
<http://www.zillow.com/agent-resources/content/10-things-online-sell-more/>

As you can see, Zillow has produced some quality content to help you get more leads, why not take advantage of it? After all, it is FREE!

Bonus: No article on Zillow would be complete without an explanation of the dreaded Zestimate. Take some time to read an understand this one, it will be a big help in the long run.

<http://www.Zillow.com/agent-resources/news/tips-and-advice/but-Zillow-says-my-home-is-worth/>

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Here is a link to the archive of past articles:

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