

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need Help?

If you'd like to run Facebook ads for your listings or for your services, but don't want to do the work, let me know. I can help. If you'd rather learn how to create and run ads, I'll be happy to teach you.

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>



There is money in your inbox!

My email inbox is a constant source of information! I subscribe to a lot of newsletters that bring me information on new technologies, new uses for old technologies and quite a lot of information that I can't find any immediate use for, yet is interesting none the less.

I also waded through a truly astonishing amount of spam every day too. It's not unusual for me to get about 1,000 emails a day. Fully two thirds of that is either spam or things that I am not interested in at all.

But, I do get 10 to 15 emails a day that are of real interest to me, so I thought I'd share a few of this week's nuggets with you. Maybe you will find something that interests you too!

To start with, I get emails from Newegg a few times a week. This newsletter is chock full of tech hardware bargains and is a great place to start if you are looking for any new tech gear. You will be reading this too late to take advantage of any of the current deals, but you could visit the link and sign up to receive your own emails from them with future deals. You can always unsubscribe later if you want: <http://flash.newegg.com/>

Next up is another shopping experience that comes by email from Fry's Electronics. This works a little differently. Every week they send an email that contains a TON of sale items that range from appliances to TVs, to software, to computers to phones and more. The catch here is that you have to be subscribed to the emails which also contain a promo code. If you don't have the code you don't get the deal. Go here: <http://www.frys.com/workflow/AcctMaint/frysromocom/subc.jsp> to subscribe.



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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Occasionally, I get emails that are hyper focused on a particular technology, but often contain nuggets of great info that is useful to everyone, even people that don't use the technology the writer was focused on. Such is the case with this particular article about how to REALLY master searching on Google: <https://www.wpeka.com/advanced-google-search-techniques.html> Spend a few minutes reading that and you'll be amazed at what you can do with Google searches, and you might pick up a few tips on how YOU can be found in the searches done by other people.

I also get emails from real estate industry sources. A great one to follow is RISMedia. They also have a blog called RISMedia's Housecall which is chock full of really interesting and useful information. Here is a recent article <http://blog.rismedia.com/2016/listing-presentations-2-0-creating-a-winning-formula/> that is well worth the time to read...unless of course, you don't work with sellers!

I'll wrap this up with one that all agents should subscribe to and that is Inman News. Just recently they ran an article that every agent should read. It seems that Spencer Raskoff, the CEO of Zillow, recently sold his Seattle home. So what you might ask? Here is the zinger: On February 29, Rascoff sold a Seattle home for \$1.05 million, 40 percent less than the Zestimate of \$1.75 million shown on its property page a day later. The take away for me on this was if Zillow can't the price right on the CEO's home, what assurance do sellers have that Zillow will get the price right on their homes? You REALLY have to read and save this article to use on your next Zillow focused seller or buyer! <https://www.inman.com/2016/05/18/zillow-ceo-spencer-rascoff-sold-home-for-much-less-than-zestimate/> (You will need an Inman Select account to read this. If you are a CRS you can get an account for free.)

I get a lot more, but what I've given you here ought to be enough to get your inbox filled with really useful emails!

Please share this newsletter with your friends!