

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need Help?

I am looking to grow my offices in Danville and San Ramon. If you'd like to work with a dynamic real estate team, and with a manager who "gets" tech and social media, get in touch!

How to Get Help

Simple visit <http://realtytechbytes.com/MyProfilePage> to get my contact info! I'd LOVE to hear from you!

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>



BERKSHIRE HATHAWAY
HomeServices
Drysdale Properties

Important Announcement!

Last week it was announced that I am the new Manager for Berkshire Hathaway Home Services Drysdale Properties Danville and San Ramon offices.

Drysdale Properties is owned by my long time friend Gretchen Pearson. Gretchen and I were managers together in several different companies back in the 90s and have maintained a professional relationship ever since. Her company, BHHS Drysdale Properties, has 35 offices, with nearly 1,000 agents in both California and Nevada! The opportunity to work closely with her and her husband Dan was one that I had to take!

I have been operating my own training and consulting company since 2007, and have spent numerous hours training agents in many of the best known companies throughout the Bay Area, as well as leading training classes for the National Association of REALTORS®, the California Association of REALTORS® and every Bay Area REALTOR® association. I've even taught a class for the Maui Association of REALTORS®.

My 30 year history of listing and selling real estate, managing real estate offices, managing IT departments and managing training departments qualifies me to step into this role and I look forward to the challenge!

Since you are reading this blog post (Or my weekly email



Here are some useful Links

(For when your company can't help you - My agents don't have this problem!)

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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newsletter) you already know that technology that makes sense for real estate professionals is my passion. Sadly, I have seen many real estate companies provide technology tools that receive little or no adoption by their agents. What typically happens is that the company provides the new tools, there is a roll out with much fanfare, there is initial adoption, but then the adoption rate drops off and even some early adopters stop using the tools. Sound familiar?

I have seen this pattern read over and over again with my customers in my training and consulting business. Why do you suppose this is? I have always felt, and later came to know for certain, that the issue is caused by the lack of someone in the office who knows real estate sales and knows the technology and who can communicate effectively with the agents so that the agent can be walked through the use of the tool...as needed. It's the as needed part that is where most companies fail.

Because of my background, I can assure you that a scenario like that will not happen in my offices. The agents that I have worked with will attest to my abilities to help them with their tech challenges so that they can do what they do best, which is to find clients that want to list or sell. My testimonials page will show you that.

I am looking forward to bringing my knowledge and expertise to the agents of Berkshire Hathaway Home Services Drysdale Properties and am also looking forward to reconnecting with agents that I have worked with in the past. And if I don't know you please reach out and let me know that you'd like to learn more about Berkshire Hathaway Home Services Drysdale Properties and how I might help you. I'll be glad to explore the possibilities with you!

Please share this newsletter with your friends
