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# TUESDAY TECH TIPS

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A weekly update of real estate related tech news and tips

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## Need a change?

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If you are a real estate agent in the Danville, San Ramon, Alamo, Diablo and Dublin area and you'd like to work with a broker that "gets" technology, come and talk with me!

I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in San Ramon and Danville. Let's explore the possibilities!

## The Blog

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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>



## Google's new free tool to help people find you!

If you have been struggling to build a local presence on Google, you may be happy to learn that the Google My

Business platform makes things a whole lot simpler.

This is Google's latest tool to help local businesses connect with more consumers. It merges Google Maps, Search and Google+ into a single platform; which can help you easily manage your business information across all of them.

In fact, you can update your business information, check to see what your customers are saying, engage with your Google + audience, and much more. Google My Business will make managing your online presence much more convenient with dashboard features connected to AdWords, Analytics, Reviews, Google+ and more.

If you have been using Google Places or Google+ Local, then your account should have automatically merged into a Google My Business account. The first time you log in, you will be directed to the My Business account and prompted to update your information. Go here to login: <https://www.google.com/business/>

You'll find the new interface a lot more intuitive and easy to use, and you will no longer have to switch between platforms.

If you haven't used any of the older models, then go to the



## 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/>

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

Google My Business page and click on the “Get on Google” button. Here, you will be prompted to build a profile page and to add your business name, address, phone number and other details such as business hours.

Here are two quick tips to help:

#### 1. Complete your profile 100%

Google My Business only works if your listing contains complete and accurate information about your company. That means entering the correct business name, local address, local phone number, your official website address, and other important details. Also make sure that the pin marker is placed correctly on the map, which is especially important when clients want to find you. Fill out any text areas and other elements such as videos and images, as these make your listing more attractive and searchable.

#### 2. Select the right business category

There are three main categories in Google My Business, and you must make sure that you select the right one according to your business type. You should select the Storefront business if you have a restaurant or a retail store, and Service area business if you offer your services in a specified area, but you go to the customer. There are also the Brand Pages that can help you get more fans and followers if you don't have a physical location. As a REALTOR®, I think you would be best served by choosing the Service business option.

Over the next few weeks, I'll take a deeper dive into this topic so that if you really want to take advantage of the power of Google, without paying for ads, you'll be able to do so.

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