
TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need a change?

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

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! Part Two

Last week I gave you some quick tips on getting started on Google My Business. This week I'll go a little deeper on explaining what it actually is.

Google My Business is an invaluable tool for any REALTOR®. Understanding the fundamentals of this platform will increase your chances of being found in *local* and *mobile* search results.

As a REALTOR® looking to connect with more local consumers, *these* search results are the most valuable ones you can pursue. Getting ranked locally is also a lot easier and less time consuming than attempting to compete with the entire world. Not only that, but focusing on local rankings will also help you reach geo-targeted consumers who are more likely to become real customers.

Google My Business is a new dashboard which replaces Google Places for Business



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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and Google+ Local. Google has experimented with both platforms in the past, which has left many business owners feeling confused and frustrated.

The new Google My Business dashboard will eliminate this confusion by allowing you to manage your company information across all of Google's platforms, including Search, Maps, and Google+. It's a one-stop solution that should help you simplify the whole listing management process in the going forward.

Accessing the dashboard is easy. You can do it from the Google My Business platform on your PC or Mac, or you can download the Google My Business App for the Android iOS and use it on your mobile device. Either method will allow you to access and control all of the dashboard functions.

While I can't promise you that Google won't change things up in the future, I *can* promise that this integrated system makes things a lot easier right *now*.

Nest week will be a longer newsletter as I will be giving you some step by step instructions.

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