

# 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 Blackhawk 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>



## Planning a Successful 2017

I like free stuff that can help with my business and I am sure that you do too. If you follow my blog, you'll no doubt know that I have a Category devoted entirely to Cool Freebies. If you poke around in there you will come up with a wide variety of things that can help you earn more money or get more time or help your clients better.

Keeping that in mind as I want to talk to you about planning out your 2017. Some of us enjoy the planning process and others would rather have a root canal than go through writing a business plan. But, one of the truths that I have learned over the past 30 years is that agents who have carefully thought out business plans, and who actually follow them usually make more money than those that do not have a plan, or those that do have a plan but don't follow it!

So, here are a couple of FREE resources that you can use to create a plan for a better 2017!

First up are a few resources from real estate tech company Placester. There is a great article at <https://placester.com/real-estate-marketing-academy/real-estate-business-plan-template/> that will help you get



## 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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going, What I really like about their approach is that they start with you defining your ideal client, and then they give you the resources to do so in the form of supplemental article. Read this one and then be sure to read the customer persona guide to learn how to define your ideal client: <https://placester.com/real-estate-marketing-academy/customer-personas-real-estate-marketing/>

Further down the initial article they offer you a FREE Excel spreadsheet to help you calculate the numbers. You do have to give up your contact info, and they will probably contact you to buy their services.

Having a plan is only part of the process though. If you don't take action once the plan is written, then all you have is a piece of paper. So, you need to be able to break the plan down to actionable steps that you will do every day. Fail at that and you fail the year.

I found a good resource to help you break your plan down to action steps at <http://therealestatetrainer.com/2014/11/23/real-estate-business-plan/> There are a TON of other great resources there as well, so do take a few minutes to look around and see what else is on offer there.

My final suggestion is to get and READ some books on the business of setting up and running a real estate career. My all time favorite book is "Less Blah Blah, More Aha" by Ken Brand. You can get this book at Amazon: <https://www.amazon.com/Less-Blah-More-Ah-Preferred/dp/0615462421> and I suggest that you do so right away. Go ahead, click the link and order it. Then read it. Then apply what you have learned.

I think 2017 is going to be a fantastic year for real estate agents who are prepared to take on the market. Will you be one of them?