

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>



Reading these books will make you more money!

(If you apply what you learn!)

Today I want to revisit a post I wrote in November of 2014 because it is still relevant today. Maybe more so.

I like to read. My tastes include historical fiction, science fiction, military fiction and suspense thrillers. That's just on the fiction side of things. I also like to read non fiction which includes biographies, popular physics, computer how to books and books on marketing topics.

But, some of the most useful books that I read relate to real estate sales. Recently while on vacation I read Ken Brand's book "**Less BLAH BLAH more Ah Ha**" subtitled ***How social savvy real estate agents become trusted, preferred, referred - and rewarded.*** I read this book on my old first generation Kindle reader and as I worked my way through the book I came to the realization that it was very possibly the very best book that I had ever read on what to do as an agent to generate more business.

I say that because if you are a new agent, this should be the first book you purchase (and read and study). Ken writes in a very easy to read format, and is fun to read too.

For established agents, Ken reinforces what you learned



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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early on and what you have learned since, but does so in an up to date way. In either case, he loads the book with clear explanations and actionable ideas.

For a much more comprehensive look at the book (and also to buy your own copy) <http://amzn.to/2m8TzeE>. Yes, if you buy it from this link I will earn a small commission! It doesn't really matter to me where you buy the book though...just be sure that you do buy it, read it, study it and apply it's lessons. I believe that if you do so now, 2015 2017 will be a great year for you.

Maybe you aren't a person who like to read books. If that's the case I URGE you to change your ways in the case of this book and the next one that I want to recommend to you.

Many of the agents that I know struggle with what to say to people that they meet who might become buyers or sellers. For them I recommend learning some scripts. A quick search on Google will turn up tons of scripts that you can use in almost any situation that you may run across. However, I would like to recommend that you pick up this next book.

The book is titled "**The Book of Yes: The Ultimate Real Estate Agent Conversation Guide**" by Kevin Watd.

It has a plethora of scripts for your use, but it also has a section on how to actually use the scripts to your advantage. The author has a website set up where you can download the scripts and also watch videos of him demonstrating the scripts. You can get this book at Amazon by following this link: <http://amzn.to/2ltJLyQ>. And yes, if you purchase from that link I will make a bit of money.

This is an outstanding resource and it is another one that I think you should read to improve your bottom line.