
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>



Free stuff
that makes
you look
good!

**Use free content
to boost your
online presence
and get more
sales!**

It's a commonly accepted fact that when you post useful content on your social media sites, you will build a following.

The more you post, and the more relevant the content, the faster you will build a following. The bigger your following, the better your chances are of getting new business from your efforts.

In talking with real estate agents all over the nation, the biggest stumbling block for agents attempting to use this strategy is coming up with content. More importantly, coming up with great content on a consistent basis is really the hard part. I know. I've been writing this blog on a weekly basis since 2007. That's nearly 500 articles! Coming up with that content week after week has been a challenge.

So, I get why many of you won't want to embark on a project that requires you to constantly develop great content on a regular basis.

However, you already have the content available to you...if you'd only look for it!

RealtorMag.com has a ton of free material for you. Here



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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If you go to <http://realtomag.realtor.org/sales-and-marketing/handouts-for-customers> you'll find 60, professionally written articles that you can use, either as-is, or you can edit them to suit your market. That's over a year's worth of weekly posts!

The National Association of REALTORS® and houselogic have teamed up to provide REALTOR® Content Resource for you. RCR has nearly 1600 articles that you can share by email, social media, on your blog or website...it's your choice of what you share, where you share it and when you share it. You can find it here: <https://members.houselogic.com/start/>

The only real wrinkle that I see its it is this:

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But, hey, it's free and it's quality material!

So, here is the deal. The more quality material that you post that isn't "salesy" or things that boast how great you and your firm are, the bigger your audience will be. And at some point you WILL start to get business from your efforts. Facebook, LinkedIn, Twitter and others have given you a FREE platform to publish on. I've given you the content sources. So the question is, when are you going to get started?