

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>



Information age, or too darn much information age?

We used to live in the information age, but now we live in the too darn much information age.

That's a pretty bold statement, but here is what I mean. The Internet, more specifically the World Wide Web, has flooded us with information. So much so that we are constantly bombarded from the time we get up until we go to sleep. We are assaulted by email, text messages, phone calls, social media, and of course the old school newspapers, magazines, radio and tv are still hammering at us too.

In addition to all of the above ways that we are hit with too much information, there is a quiet revolution taking place. And that is that we are moving into the age of referral or recommendation. People are increasingly turning to each other to make purchase decisions as a way to make sense of it all. They are using sites like www.Yelp.com and other social networking sites to help them make decisions about what products or services to use.

In speaking with an agent a few weeks ago he told me that he was selected as the agent for a buyer because she found his name in a www.Yelp.com posting by one of his previous satisfied clients! And he had no idea what Yelp was nor how he was mentioned there before she brought it to his attention. In his case, it was a positive commentary, and it brought him a transaction. But, what if it wasn't good? Would he have even known about it?



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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How many other places are people talking about YOU? And what are they saying? How can you find out?

Here is a painless, two step process:

Step 1: do a [Google](#) search on your name. Enclose the name in quotes and see what gets returned. Try a few variations of your name like this: "Jerry Kidd" or "Gerald D. Kidd" just to make sure you get it all.

Step 2: then setup a [Google Alert](#) (<http://www.google.com/alerts>) for your name and the various permutations that you discovered in step 1. It's free and it's fast. You can search on videos, News, Blogs, Web Sites and Google Groups. You can choose to aggregate the searches into one or more emails per day if you wish.

As soon as you set up the alert, Google will send you a confirming email which you must respond to in order to start the process. From that point on, every time that Google indexes a new page that contains the search that you wanted, you will receive an email containing a link to the relevant page!

Take it a step further, and set up searches on your competitors to see what people are saying about them. Set up searches on your hobbies or news items that you want to follow. To make life easier on yourself, set up a [free Google account](#) and you will be able to manage all of your alerts on one page.

And for comprehensive information on how to sign up and use Google Alerts, go to the [Google Alerts FAQ](#).

So, make life easier on yourself and still stay on top of the things that are important to you and setup some Google Alerts. After all, it's your name that people are talking about!

NOTE: This is an updated version of the article I originally posted on April 27th 2008! <http://realtytechbytes.com/we-dont-live-in-the-information-age-anymore>