

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>



PLACESTER

Amazing offer from NAR!

I just learned of a new member benefit that is available to all members of the National Association of REALTORS®.

We already know that NAR offered free dot realtor domain names back in 2014 (<https://www.claim.realtor>) and a few of us took advantage of it.

Recently NAR announced a new member benefit in conjunction with real estate digital marketing company, Placester.

Here is the inside scoop straight from the NAR website:

Every NAR member can now build and launch a **professional real estate website** for **free** with Placester's new NAR Edition.

Features:

- Mobile-ready design
- IDX listing integration capability*
- Homepage with customizable slideshow images
- Custom domain mapping
- Global listings search filtering



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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- Editable Listing Search, About, and Testimonial pages
- Mortgage Calculator widget
- Exclusive site design for NAR members, incorporating the REALTOR® trademark and value statement
 - NAR designation & certification logos for site footer
 - Social media icons with links to Facebook and other accounts

Placester's NAR Edition websites are designed to be turnkey, and include everything needed to build an online presence, without the need for technical or programming skills. Email support is included.

Agent websites through Placester are free with your NAR membership, with no limited trials or expirations. In some areas, additional MLS surcharges or fees may apply.

You can see a demo site here: <http://nareditiondemo.myrealestateplatform.com>

If this interests you go here to get started: <https://placester.com/websites-for-realtor-benefits-program/>

I think that you should do this even though you already have a website. You could dedicate this one to a specific market or demographic that you want to reach, while still maintaining your current site.

In my opinion, the more places that you can be found on the internet, the more credibility you have. What do you think?