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# TUESDAY TECH TIPS

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A weekly update of real estate related tech news and tips

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## Need a change?

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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

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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>



## The Top Benefits of Live Video for Agents

Live video is currently

an exciting topic among technologists and futurists and it's widely expected that it will play a big role in the way we communicate online going forward.

And for agents, live video is also very exciting. That's because it presents us with an entirely new audience to market ourselves to, an entirely new way to interact with them and more. Read on to learn the very best benefits that live video has from an agent's perspective.

### Engagement

Live video is excellent for engagement and allows you to reach your viewers in a way that will feel much more personal, intimate and direct.

There are a number of reasons for this. Firstly, the fact that the video is live means that your viewers feel as though you're talking directly to them. Secondly, the fact that they can interact via comments and that you can respond to them means that they can actually have a live discussion with you. If you're reviewing a listing you can actually answer questions right then and there!



## 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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## Excitement

Another of the biggest benefits of Facebook Live is that it feels incredibly new and exciting. That is to say, that associating yourself with live video streaming is something that will instantly make your personal brand, or your company, seem a lot more forward thinking.

## Lack of Competition

In fact, Facebook Live is so new right now that there is hardly any competition there at all. This is a new exciting format that people can't wait to check out – but when they view the Facebook Live Map there's often hardly anything there to watch.

What does this mean? It means that you can create live video and almost every time you stream, you'll come away with brand new followers and subscribers. This makes growing your audience incredibly easy!

## You Can Build Hype

A live video is an event. What's more, this is an *interactive* event. If you're good at building excitement and anticipation then, you can make this into something that your audience can't wait for and you can get them counting down the days. By making your audience have to wait, you can effectively increase the excitement and anticipation by a large margin!

## Wondering how to do it? Go here:

<https://www.facebook.com/help/1636872026560015>