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 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

Hi-Tech Spin On A Low-Tech Method!

I spent much of last week at Inman Connect in San Francisco. I am generally NOT a fan of these conferences because too often they are slanted towards industry outsiders who come and speak and try to tell us how to do our business. They all seemed to have the idea that they could re-invent the business of listing homes for sale and then finding buyers for them.

Too many of these folks have come and gone so the idea of sitting through yet another barrage of 20 somethings with the next great thing just did not appeal to me.

However, this time I was delighted with the speakers that were featured because almost all of them (that I heard anyway) were practitioners in our industry from all over the US, Canada and elsewhere. And they had amazing ideas to share!

The main reason that I decided to go was the trade show. In the past I have found some great new tools and products at Inman Connect trade shows. So, I decided to spend the money and take a chance. I wasn't disappointed! Over the

Here are some useful Links

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(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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next few weeks I'll tell you about some of my "finds". This week I want to tell you about a company that has put a high tech spin on a low tech prospecting method!

The company is called realmailers.com. The company came about because a New York based brokerage wanted to stop wasting money on direct mail pieces that went to addresses that weren't precisely targeted. So they developed their own product that has worked so well for them that they decided to market it around the country.

On their site you can design, target and deploy postcards. The first step is to use one of their designs or you can upload your design as a PDF files. Then you can enter in a target address which shows up on a map. From there you can target the number of homes that you want to reach, the property type, number of bedrooms, the square footage, the year built, the year last sold and the last sold for amount! All of this is done with sliders so it's really easy to target who you want and see if in the map as you go.

The pricing is ridiculous! You can send 1 postcard or 5,000 and the price for one 4 x 6 postcard via first class mail is only .59! You need to go take a look at their site to see all of the features, the pricing for different size cards and the pricing for the standard post card rate as well as the First Class rates.

If you want to maximize your direct mail spend, you NEED to check out realmailers.com!