

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>



Get up, get out, get busy, earn \$\$\$

In the area where I live, kids went back to school this past week! Even if I didn't have school age grandkids, I would know that this is true just based on how awful traffic around here has become almost overnight! If it hasn't happened in your area yet, it's on its way!

On the upside of back to school season we find ourselves at the start of the fall real estate selling season! This is our last chance to finish the year strong, so let's look at a few **PROVEN** ways to generate some business!

There really is no magic involved in generating new business. There **ARE** different ways to do it, but they all boil down to one common denominator: *No matter how you find people to work with, you eventually have to meet them, qualify them, serve their needs and help them through the transaction.*

Let's keep that in mind...it's still a people based business even if we use automation, computers, drones, bots or whatever the flavor of the month is to find them! You still need the skills of our profession.

Here are my favorite methods to get new leads (in no particular order)



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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A. Expired Listings and For Sale By Owners -

Here in the San Francisco Bay Area we have a shortage of homes to sell. This means that if you have listings to sell, you are going to earn a commission...but the agent who represents buyers will find themselves in a multiple offer situation where only the agent who brings the successful offer will get paid.

What better source of listings is there than to solicit people who have already announced to the world that they want to sell their house? Take a look at RedX (<http://www.theredx.com/>) to get a system in place that will help you. It's not free, and it's not too expensive, but you will have to invest in yourself.

B. Facebook Advertising - This HAS to be the deal of the century! If you can define who you are looking to work with in terms that Facebook understands, then you can design ads that are delivered to only the people that fit the description of the folks you want. You'll need something to advertise like the automated home valuation tool on your website, or a free report and a way to capture the lead. Guess what? **Facebook Lead Ads** are perfect for you! Go here to learn more: <https://www.facebook.com/business/a/lead-ads>

So here's the deal, nothing happens until you generate some seller leads. Click on the two links I've given you and learn all about the systems. Then choose one and get busy!

As of today, August 20th, 2017, there are only 133 days left to realize your financial goals of 2017. If you are reading this on some other day, go here to find out how much time you have left: <https://www.timeanddate.com/counters/newyear.html>

Get up, get out and get busy!