

# 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!

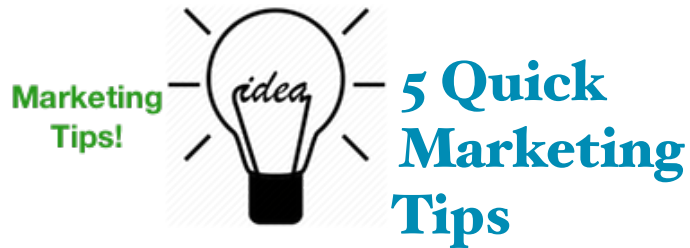
I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in San Ramon and Danville. Let's explore the possibilities!

## 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>



**Internet marketing is an excellent solution for real estate agents.** Proper use of the Internet will allow you to reach people that you otherwise may not have reached. Here are five tips to help you reach your potential customers:

**1. Create A Professional Web Site For Your Real Estate Business.** You need to present a professional online image to attract real estate clients. Potential clients who find your web site will equate the professional look and feel of the web site to your own professionalism, since the web site is the only piece of information they have to evaluate your real estate business.

The web site for your real estate business should have a professional look and feel and have information about you, your business, and services that you provide to your clients. There should be a way for potential clients to contact you. After all, you would like these people to get in touch with you and start working with you.

**2. Publish A Real Estate Newsletter.** Not everyone who comes to your web site is going to be in need of your services immediately. Many people shop around, reading information about dozens of real estate agents before picking a real estate agent to work with. Others may not need to buy or sell a house now, but they



## 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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maybe in need of your services at a later date. You need to be able to keep in touch with people who come to your web site, but are not ready to hire you yet.

A newsletter is a great tool to keep in touch with your web site visitors, share information with them and educate them about your products and services. Make sure that you have a newsletter subscribe form on every page of your web site, and that you offer a strong reason for your web site visitors to subscribe to it.

**3. Offer A Compelling Reason** For Your Web Site Visitors to Subscribe To Your Newsletter. If you are not inviting your web site visitors to subscribe to your newsletter, you are losing money in the long run. Make sure that you are offering a free report, or some other free gift for everyone who subscribes to your newsletter. By doing this, you will be able to get more newsletter subscribers and more clients for your business.

### **4. Optimize Your Web Site for Search Engines.**

Search engine optimization is the process of modifying web page content and meta-information to improve the search engine ranking of the page. By optimizing your web site for search engines you can get more people that are looking for real estate agents in your area to your web site.

**5. Publish Your Articles Online.** Publishing articles is an excellent way to show off your expertise, let others know about your real estate business and drive traffic to your web site. When you write and publish your articles, other web site owners pick them up and publish them on their web sites, while giving you a link back to your web site.

These five tips will help you drive more business. I realize that these tips are broad and that you will need more information, so in a future article, I'll give you some resources that will help you implement this plan.