

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>

Marketing
Tips!



5 Quick Marketing tips - Resources

Last week I showed you 5 Quick Marketing Tips and promised some additional resources to help you implement those tips.

So this week's post will be a list of Resources that you can use to help you get to where you want to be as regards those tips. If you missed last week's post, go here: <http://realtytechbytes.com/5-quick-marketing-tips>

The first tip was to create a professional web site for your business. There are several ways to do this. Depending on your skill levels with website design you may wish to just go with what your company provides you. Or, you may choose from one of the following:

My first choice would be <http://www.websitebox.com> For a one time \$99.00 fee you can get a professionally designed real estate web site. It's good enough right out of the box, but you may wish to add additional features for additional fees.

My second choice would be <http://www.wix.com> Wix offers you a free website. Of course nothing is really free, but this comes close. You'll need some design chops and some coding skills to make the most of this one. But it will produce some beautiful websites.

The second tip was to publish a real estate newsletter. If



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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The Third was to offer a compelling reason to sign up for your newsletter. This resource will also give you content for your blog, Facebook, LinkedIn and website, Go to <https://www.realtyplr.com> to learn about PLR and see what they have to offer. This next resource offers pre-written reports that you can use to attract readers <http://www.buyqualityplr.com/plr-store/products/real-estate-plr/>

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The fourth tip was to optimize your web site for search engines. If you are using a company provided site, you can only hope that they have done so as, there is little that you can do on those websites. If you have had your site built for you, or if you are using a Websitebox or Wix site, they will be able to assist you with SEO optimization. Here is a good article on some of the things that you should do for good SEO: <http://insiderealestate.com/real-estate-seo/rank-5-tips-real-estate-seo-success/>

The fifth tip was to publish your articles on line. This has become so much easier in recent years because of Facebook and LinkedIn.

Facebook has Instant Articles. Learn more here: <https://instantarticles.fb.com/getting-started/>. LinkedIn has info here: <https://www.linkedin.com/help/linkedin/answer/47538/publishing-articles-on-linkedin?lang=en>

You can take some of your newsletter articles and publish them on your blog, your website and of course on Facebook and LinkedIn.

Doing all of this will help your visibility and will help prospective buyers and sellers find you!