

# 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>



## Master these five things to win in your real estate career - Part 3 - Listing Presentations

Welcome to part 3 of my 5 part treatise on how to be successful in real estate! If you missed the first two parts, here are the links to the articles on my blog:

1. Prospecting: <http://realtytechbytes.com/?s=prospecting>
2. Staying in Touch: <http://realtytechbytes.com/?s=stay+in+touch>

If you've done a good job of prospecting for new business you may have gotten the opportunity to compete for a listing! Staying in touch with past clients may also have awarded you the opportunity to compete for a listing. Either way it's now crunch time.

If you think that you can just go to the appointment and "wing it" you may be in for a



## 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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very rude awakening! Sellers today have become very well educated on how the process works and they are going to want to know that you know what you are doing!

I suggest that you click on this link <http://realtytechbytes.com/?s=Listing+Presentation> and read all of the articles that I have written on this topic.

There are several parts to a good listing presentation, the research needed to produce a good CMA, the actual production of a CMA that can be displayed on paper, a phone, an iPad and a computer, and of course, the actual presentation in front of the seller!

I am going to hit you with something you won't like - role playing! In order to become really good at delivering a killer listing presentation, you need to practice your presentation. If you aren't delivering **two or more listing presentations a week**, you are going to be rusty! You won't be at your best and your chances of getting the listing are greatly reduced.

Find a way to get practice delivering a listing presentation in front of real people. I show agents working in my company a simple method to get that practice. If you'd like me to show you, you'll have to come over to my office in Danville.

At any rate, there is still a lot to learn from the articles that I have written on the subject. Please take the time to click on this link: <http://realtytechbytes.com/?s=Listing+Presentation> and start reading!