

# 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>



## Are you going to hit your income goals for 2017?

Are you on track to hit your income goals for 2017? Or could a few more deals be just what you need?

Thinking that most of us could use a few more closed transactions by year end, and also recognizing that most of us could use a few more tips on how to find more business, I did some research for real estate prospecting tools and came up with a couple of really good resources for you. Spend a few minutes on each of these and see if there isn't something there that will help you find another deal or two!

**REALTOR®Mag** has a great page with links to planning and strategy techniques. From the page: *Prospecting is the lifeblood of any successful real estate career. It's that simple. The more people you come in contact with, the more listing and sales you can achieve. All it takes is a plan and some persistence.*

<http://realtormag.realtor.org/tool-kit/prospecting>

**Long time real estate sales coach Mike Ferry** has an EXCELLENT list of FREE scripts and tools that you can download from this page:



## 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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<http://www.mikeferry.com/main/content/complimentary>

**Maybe you need some ideas for letters.** If so, the Real Estate Business Letter Templates at Realtor.org may have what you need. Here is what they say: *"The NAR Library receives calls from time-to-time requesting letter templates for business prospecting or to announce new business ventures. Below are a few template ideas penned by our librarians which you are free to download. We've also included some library resources for developing business letter templates."*

<http://www.realtor.org/library/real-estate-business-letter-templates>

**Finally, from OutBoundEngine.com blog** comes 10 Fully-Baked Marketing Ideas for Real Estate Agents in 2016. Several years ago they posted a wildly successful post on marketing ideas for 2014. They then updated the list for 2015. The link below is for the 2016 update. We can only hope that they update again for 2017.

But, if they don't, there are so many still useful ideas, tips and tricks in the three posts that they have done that you are sure to find something useful here. (There are links to the two previous posts once you get to the post referenced below)

<https://www.outboundengine.com/blog/10-fully-baked-marketing-ideas-for-real-estate-agents-in-2016/>

So put down the phone, turn off your email and get busy! There is still time to list and sell houses in 2017!