

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 Blackhawk 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>



Staying in touch the easy (and effective) way!

What if I told you that I had an easy to do way to stay in touch with your sphere of influence, your past clients and people that you meet every day?

What if I told you that it would cost you less than you spend for

that trendy coffee shop coffee you probably buy every day?

Would you read the rest of this article? Would you take action on it right away?

Let's find out!

Here is the plan. Invest in some blank note cards. The kind that look like birthday cards in size. Pick some that reflect who you are, but don't use the ones that your company provides as we don't want the notes to look commercial.

Then go to the post office and buy several hundred stamps that appeal to you.

Now every night before you go to bed pull out five cards, five envelopes and 5 stamps. Put them where you can't miss them the next day!

Next morning while you are having breakfast or your morning coffee, write notes to five of your contacts, past



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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clients, new people that you just met or people that you want to thank.

So what do you say? Well if it's a thank you note, thank them sincerely for what they did for you. That part's easy.

But, what do you say to the others? Here is what I have used successfully in the past:

Hi John or Mary (Obviously you will use their real name here!)

I've been thinking of you lately and I hope that you are doing well!

Let's get together for coffee some time soon and catch up!

Please give me a call and we'll set something up!

Best regards, Jerry

Pop in a few business cards, hand address the envelopes and put the stamp on it and you are done. Now, on your way to the office or wherever you are going drop them in the mailbox! Do this Monday through Friday without fail. If you do miss a day, then you have 10 notes to write the next day.

If you follow this plan you'll make 25 contacts a week, 108 a week and 1,300 a year!

What makes this work is the simple fact that a hand written note in the mailbox gets opened. It's not a bill, a magazine or junk mail. It's mere presence says that some one was thinking enough of them to hand write a note.

Are you currently making 1,300 personal contacts a year? If not, try this method!