
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>



4 Easy ways to turn your email into a marketing tool!

Have you ever given any thought to the marketing power of the

emails that you send?

If not, now's the time!

Every email that you send has the ability to not only convey the message that you are sending, but also to direct the recipient to your social site, your web site and even a call to action.

All of this takes place in your email signature. We have always had the ability to include some basic information, but modern email clients also allow you to include mini webpages at the end of each message.

Since almost everyone can accept such rich text emails, you can include photos, logos and links in your signature.

The only drawback for many has been the



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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problem of how to create a signature and then to use it.

Here are 4 websites that will show you how to create your own unique signature and apply it the email tool that you use, whether it's Outlook, gmail, yahoo, apple mail or your phone. Take a look, pick one and start using it!

1. First up is one from Hubspot: <https://www.hubspot.com/email-signature-generator#form-tab-main> This one is easy to use, fill in the blanks and go!
2. Next is <https://www.mail-signatures.com/signature-generator/#/photo1> Another fill in the blanks tool that will allow you to pick from several templates and to also customize it specifically for the email service that you use.
3. Next is <https://mysignature.io/editor> Another fill in the blanks one that has templates to choose from, but also allows you to import your data from Facebook or LinkedIn
4. Next is <https://www.designmantic.com/email-signature-design> This one gives you a choice of a ton of templates first and then goes on to a fill in the blanks model. They also offer logo design and other graphic services.

As easy as these are to use, there really isn't any reason to not use a cool email signature!