

REAL ESTATE

Technology Plan

Essential Tools and Technology

ROSS HAIR

- REALTOR -

Advanced Digital Marketing Training:

REMCamp

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REMCamp



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INTRODUCTION

REMCAMP – REAL ESTATE MARKETING CAMP

Your Technology Plan

On day 3 we'll create your 2014 Technology Plan. We covered some of this in the [Business Plan](#) and [Marketing Plan](#) Templates but now we'll dig deeper to create a detailed Technology Plan using the Technology Plan Template.

Goal

To give you a clear understanding of your technology needs, tools and costs and help you determine exactly where to spend your tech budget to get the best ROI.

Checklist

Action – [Complete](#) the Technology Plan Template

1-Hour Technology Plan Consultation
Technology Budget Review

Your Technology Plan will provide you with the *tools* to **sell listings, connect with buyers, and get more clients**. We're in a technology age when things change very quickly and new technology seems to be the norm. It's a challenge to keep up with all the new technology. That's why you need a clear and concise technology plan.



Tech Plan

Focus on Success

First Things First!

I want you to complete the Technology Plan Template once right now and then update it as we go through the rest of the 30-day makeover.

There's no right or wrong answer, just do it right now. You've got thirty minutes.

[Download](#) the REMCamp Technology Plan Template

[Download](#) the REMCamp Technology Budget

Now that you've completed the first run at your Technology Plan you should be aware of the type of strategic decisions that you need to make to own a successful business.

After all, if you don't do it for yourself, no one is going to do it for you, right?



Tech Traps

Focus on Success

Your Technology Plan

Your technology plan will give you a clear picture of where you need to spend your marketing dollars to generate and close new business.

Technology Must Work For You

Technology needs to *be your friend* and work for you. Its purpose is to help you build and run your business. Unfortunately technology doesn't always work this way as it can often frustrate you and get you bogged down and distracted from your real business.

Don't get distracted and bogged down with technology. If it's too difficult to implement then either hire someone to do it or walk away from it. And don't have too many technology projects running at the same time as you will soon become distracted and forget to focus on your main business.

Compliment Your Business Plan and Marketing Plan

Your technology plan needs to compliment your business and marketing plan.

We [covered your business plan](#) in Day 1 and [marketing plan](#) on Day 2 of the REMCamp 30 Day Marketing Makeover.

As an example if you make the business decision to specialize in working with buyers (type of client) of beachfront condos (type of product). Your marketing needs to be focused on finding buyers who want to live or vacation on the beachfront. Buyers want a lot of local information about neighborhoods, amenities, schools and local infrastructure.

You need to produce local marketing content, like a Neighborhood Report, School Report or 10 Best Things to Do in Town Report.

To create this content you will need technology – a computer, a website, a design tool for graphics like your report cover, a landing page tool, an email capture form, somewhere to host the report and a way to send the report to prospects.

That's a lot of technology for a simple report.

Using technology to produce and deliver marketing content costs time and money, so make sure your marketing compliments your overall business plan.

Tech Channels

Focus on Success

2017 Technology Review

Let's start out by looking at the technology you currently use in your business and then let's see what you need to update, add or remove.

We created a chapter for each main technology channel:

1. Productivity
2. Communication
3. Branding
4. Email
5. Graphics
6. Websites
7. Blog
8. Landing Pages
9. IDX
10. Leads
11. Social Media
12. Video
13. Photo
14. Mobile
15. CRM
16. Transaction Management
17. Paperless & Cloud



MARKETING PRINCIPLES

Focus on Success

Technology Budget

Technology costs money so you need to create a budget to know how much you're spending – and if it's worth it.

Main Tech Channels

Productivity	_____
Communication	_____
Branding	_____
Graphics	_____
Email	_____
Websites	_____
Blogs	_____
Landing Pages	_____
Content	_____
Social	_____
Leads	_____
CRM	_____
Transaction Management	_____
Paperless	_____
Video	_____
Photo	_____
Mobile	_____
Other	_____
Total	_____

Tech Express

Focus on Success

Tech Express

The Tech Express is a quick start selection of tech tools that you can use to set up your digital marketing platform in the shortest possible time.

Step-by-Step Plan for the Absolute Newbie Digital Marketer

I created this step-by-step plan for the absolute beginner. Just follow the steps and you will be able to set up the core accounts to set up your digital platform.

Keep a record of each account together with your username and password.

Set Up Social Network Accounts

- Open one account in your name at www.facebook.com
- Open one account in your name at www.linkedin.com
- Open two accounts at www.twitter.com
 - The first account must be for your name
 - The second account must be for your local area
- If you are a real estate agent open an account at www.activerain.com
- If you're a real estate investor open an account at www.biggerpockets.com

Real Estate Domains

- Open an account at www.godaddy.com and register two real estate domains (\$7.67 per domain per year)
 - The first domain must use the keywords your “local town or neighborhood” and “realestate” (get the best long tail keyword if “realestate” is unavailable).
 - The second domain must include your name
 - Do not forget to search Google under the keywords “Go Daddy discount code” to get a discount.

Website & Blogs

- Set up a website & blog with Placester at www.Placester.com. Placester has a simple CRM system that you can use in lieu of a full CRM system. If you have the budget set up a website on Brivity, Kunversion, Real Geeks or Commissions Inc.

Social Media

- Open an account at [Hoot Suite](https://hootsuite.com) (free) or [Buffer](https://buffer.com) (premium)

Email Managers (Select ONE Only)

- You need an email manager to create an email web form that you can add to your website, blog and landing pages. Open an account with [Mail Chimp](https://mailchimp.com) (free up to 2,000 subscribers or 12,000 emails) or [Aweber](https://aweber.com) (\$19 per month) or [Constant Contact](https://constantcontact.com) (30 day free trial)

Graphics

- Open an account at [Canva](https://canva.com)
- Open an account at [Youzign](https://youzign.com)

CRM

- Open an account at either Five Street (lead management system) or invest in a serious CRM program like [Brivity](#) (includes Transaction Management).

Integrate

- Integrate all your accounts. This isn't complicated. As an example your CRM may have an API integration with your email manager or you can add a MailChimp plugin to your WordPress website.

Reports

- You need quality free content to give to your website visitors in exchange for an email address. Publish a 3 to 5 page report on your local market (here are a few ideas). Use the Report Templates from [REMCamp](#)
 - Recent Sales and Statistics
 - Neighborhood report
 - Schools and Parks report
 - Curb Appeal Report
 - Top 10 Cool Things To Do in Your Area

That is all you need to do to set up your basic digital marketing platform.

If you need help email me at rosshair@comcast.net

You can view training on every tool at www.REMCamp.com/members



Key Tech Tools

Focus on Success

Five Key Tools

Every digital marketing platform needs certain key tools.

Write down the five key real estate marketing tools that you need to operate your real estate business. I've included links to the tools I use and recommend:

1 - Email Manager

Mail Chimp	www.RossHair.com/email
Constant Contact	www.RossHair.com/cc
Aweber	www.rossHair.com/emailmanager

MaiChimp is the cheapest, Constant Contact is the easiest to use and Aweber has the best forms and auto responder tools.

2 – Website / Blog Software

Placester	www.Placester.com
Zillow	www.ZillowPress.com

Placester and Zillow offer instant, cheap and professionally designed hosted websites for \$10 a month. You can't beat that and have no excuse not to set up a website today.

3 - Landing Page Tool

Lead Pages www.RossHair.com/lp

4 - Graphic Tool

Canva www.Canva.com

Snagit www.Techsmith.com/snagit

Youzign www.RossHair.com/youzign

5 - CRM System

Brivity www.brivity.com

Kunversion www.Kunversion.com

Five Street www.fivestreet.com

3 Key Technology Trends

What 3 key technology trends do you see coming in the near future?

- Trend 1
- Trend 2
- Trend 3

Commit to measuring ROI

What steps will you take to measure your tech ROI?

- Step 1
- Step 2
- Step 3



Tech Blogs

Focus on Success

Technology Tech Reviews and Resources

Here are a number of sites that offer tech reviews and tech advice:

Inman

www.inman.com

The Real Daily

www.therealdaily.com

Geek Estate

www.geekestatedaily.com

1000 Watt

www.1000watt.net

Subscribe to their newsletter.

Productivity

1. Productivity

Carpenters have saws - agents have smartphones and laptops. You need the right tech tools.

1.a Smartphone

I can't imagine that you still need to be dragged kicking and screaming into the digital information age. The phones have most of the same features and all work so pay attention to:

- (i) the camera as you need to use your phone to create instant and visual content on the go. You need to shoot and publish local photos and videos every day in the course of your daily business, and
- (ii) the amount of memory as you quickly use up storage with photos, videos and apps.

Here are our 3 recommendations (in order):

Apple iPhone (older model if on a budget).

Samsung Galaxy (Android operating system)

Google Pixel (Android)

OK, so no surprises here. They're all really good phones with similar smart phone capabilities. The real challenge is to manage the cost:

- An older model iPhone is much cheaper than the latest iPhone and is available with cheaper call and data packages. The camera is the big issue – nothing lower than the iPhone 5
- If you take a broken or older phone to the Apple Store they have unpublished upgrade deals where you hand in your phone and they sell you a newer model at a significant discount

1.b Cellular Call and Data Package

This is where the real cost comes into play. Watch out for anything that doesn't include unlimited data.

AT&T – Expensive – the unlimited data plans and Add a Line Feature work really well for existing customers but new customers only have an expensive data usage plan.

Cricket – Cheap, access to earlier iPhone Models

You Need an App With That

Most apps are available for both iPhone (IOS) and Android operating systems although there is an “app gap” that favors the iPhone.

1.c You Need a Laptop

Your laptop will be your most expensive tool (unless you need that new Mercedes to impress clients)

Whereas it doesn't really matter if you chose an iPhone or an Android phone, it really, really matters whether you choose a Mac or a PC.

I'm a former PC user who made the switch to Mac and wish I had done it sooner.

- Macbook Air or Macbook Pro or Microsoft Surface

The great news is that the Mac Book Air is now business class and you can run your business on it.

The bad news is that the switch is expensive because you need to repurchase all your software. You need the Mac version of Office etc. It's a real pain in the pocket. Make sure you get the software.

Size

Size does count. I found that the 13" works great and the 15" gets too big and heavy. I use the 13' and its perfect.

MacBook Air – 13" - \$1,099 (but you will spend \$2,000 with all the software)

MacBook Pro – 13" - \$1,499 (but you will spend \$2,500 with all the software)

personally use and highly recommend that you use a Mac. The switch is painful so here are a few power tips:

- Do it immediately. Don't try to stagger it over a month and gradually wean yourself from your PC.
- Purchase the "transfer Package" and have someone at Apple copy your PC files over to your Mac
- Purchase the \$100 1-on-1 service from the Apple Store and get one year of support and training

1.d Tablets

There has been a move towards going more mobile and using a tablet, like an iPad, to operate your business. There is no question that it works and can be done. But, and this is a big butt, you need to embrace the mobile lifestyle or it just won't work.

- iPad or iPad Pro or Surface

Once again the challenge is to manage the cost. If you have the budget get the most memory as the iPhone camera is great for taking all your local photos but will eat up all your storage space.

Power Tip

The iPad requires a data package to operate independently of a wireless network. This data package is expensive but absolutely critical if you want to use your iPad for business. As an example, what good is your iPad if you're sitting at a client's home and they don't have wireless or can't remember their password.

Now that you have all the tools to look and act like an agent you need the tools that will run your business.

1.e Google Apps

Google has a full set of applications that you should incorporate into your business.

There's a bit of a learning curve but you need to make a commitment to start using Google apps.

Google Apps powers email, calendars, docs, and wiki. Access a suite of simple, powerful communication and collaboration tools including:

[Gmail](#)

[Google Calendar](#)

[Google Docs](#)

[Google Drive](#)

[Google Plus](#)

[Google Sites](#)

[Google Apps Marketplace](#)

[Google Analytics](#)

[Feedburner](#)

Google

If you don't yet have a Google account then sign up for one at www.google.com

Google Profile (free) <http://www.google.com/profiles>

The first thing you need to do is create your Google profile. Your profile is what people will see when they find you online.

Right now it looks like Google is going to control search forever so it makes sense to use Google's tools and make it as easy as possible for them to find you. Your profile contains both a unique username and your personal data.

I'm kicking myself because someone beat me to my profile. I couldn't get my name and had to use my middle initial –

www.google.com/profiles/rossmhair

Google Alerts (free) www.google.com/alerts

Google Alerts is another great tool from Google and it's free.

Google alerts are email updates that you receive from Google containing search results based on your search parameters. Instead of logging into Google and conducting a search, you can set up an automated search that will send you daily results.

Why do you need this service? It's important to know what's happening in your local market, what people are saying about you and what's going on with your competitors.

Every time someone publishes your search terms Google will email you a link to that post. I set my alert notification to once a day.

You need to set up alerts for everything happening in your local area.

Here's a list of search parameters you should use:

- "your name"
- "your city real estate"
- "real estate social media"
- "your main competitor's name"



Gmail www.google.com/gmail

Add a Gmail email account to your Google account.

On your smartphone download the Gmail app. Now all your Google mail will forward your Gmail email to your regular email and make sure it automatically pushes through to your smartphone.

This is more advanced but you can create dozens of free email accounts at Gmail and then use the accounts to upload contact files to Gmail.

You can then upload all the contacts from your Gmail account into your Facebook, Twitter and Linked In accounts and send invites to your contacts to connect with you on the social networks.

You can do the same thing with Hotmail, AOL and Yahoo. If you already have other accounts you don't need Gmail.

I also use my Gmail account to sign up for marketing email accounts. It's a simple way to track what kind of mail you get from other people when you sign up to their lists. It's also a good spam filter as you can send marketing email to a Gmail account instead of your main email account and check it periodically.

Google Calendar

Add Google Calendar to your Google Account.

Download the Google Calendar app to your smartphone.

Google Calendar works well for teams as it allows you to synch and share your calendar with other team members

Google Docs

Google Docs work best for collaborating with team members. You can allow team members to edit and update documents like file checklists or activity reports.

Google Drive

Google Drive is a very powerful tool for real estate professionals. It's cheap document storage that you can use to hold documents, photos and videos. You can also share documents and collaborate with other team members.

Google Plus

Google Plus is a social network – or is it? It acts more as the foundation for the entire Google product suite and has an important role in local and social search and SEO. It's fading away but you can use it to get indexed and visible on Google search results within minutes of posting new content to Google Plus.

Google Analytics (free) www.google.com/analytics *Advanced users only*

You need Google Analytics to measure and track visitors to your websites.

Google wants you to be able to measure your return on investment by tracking how many visitors you get to your site and how many convert into new clients. You can track the source of the referral and adjust your marketing message to line up with the best converting site design.

Google Analytics is free and most Word Press themes support it. This makes it really easy to load a code into your blog.

Google Analytics used to very technical and difficult to use. You had to insert code into your website source code. Now it's incredibly easy to use. You can simply generate a code and copy and paste it into a plugin on Word Press.

To add an analytics plugin on Word Press, log in to your site admin, click on the Plugins tab and click on Add New. This will take you to the Plugins Manager. You can then search for an analytics plugin by using the search term "Google analytics".

I use a plugin called Google Analytics for Word Press (changed its name to Monster Insights). All you need to do is click the Install tab and the plugin will automatically download to your blog.

Finally, all you need to do is add your Google Analytics Account ID into the appropriate box and you'll be able to track all activity on your site. You will get your Google Analytics ID from your Google Analytics account.



Feed Burner (free) www.feedburner.com or you can log in through your Google account at <http://feedburner.google.com>

Feed Burner is a distribution tool that you can use to set up a feed for your blogs and websites. The reason you want to set up a feed is so visitors can subscribe to your site and have new content added to their favorites or emailed directly to their inbox.

Feed Burner is owned by Google and is free.

You probably recognize the orange feed button.

The reason that I recommend Feed Burner as an essential account is that they have excellent analytics and you can also create an email subscription feed. If a visitor subscribes to the email subscription feed this will “push” your blog posts into their inbox. This is a phenomenal way to send information to prospects and is also a clever way to capture their email address.

1f. Amazon

Amazon is becoming a serious competitor to Google and has a very affordable and world-class tech product suite.

Open up an [Amazon Web Services](#) account (Amazon AWS) and purchase a storage account on Amazon S3. It's extremely cheap and unlimited document hosting.

1g. Document Storage

Document storage is becoming more and more critical as we become paperless and work in the Cloud. This is especially true for the real estate industry. I use virtual document storage to host all my free reports that I give to clients. I also use it to store my training videos and all my local photos and videos.

Google Drive	www.google.com/drive
Drop Box	www.dropbox.com
Evernote	www.evernote.com
Amazon AWS S3	http://aws.amazon.com

Photo Storage is a big issue for me as I have thousands of photos of homes in my area. I also need to take photos off my iPhone so as to free up storage on my phone.

Here are a number of popular photo storage sites that you can use:

Facebook	www.facebook.com
Flickr	www.flickr.com
Photo Bucket	www.photobucket.com

Video Storage is also an issue because the files are so large. The easiest and cheapest way to store videos is on popular video sites like You Tube.

You Tube	www.youtube.com
Vimeo	www.vimeo.com
Wellcome Mat	www.wellcomemat.com
Kaboodle	www.kaboodle.com

1h. Electronic Documents and Forms

Most Realtors use electronic documents and electronic signatures to write contracts. It's so much more efficient than printing a blank contract package and manually filling in the forms.

It's also a critical component of become a more mobile and paperless broker.

View / Edit / Share and Scan Documents

It's so much easier to take a photo or scan a document than send it by fax. If you need a copy of a client's driver license you can snap a photo or scan it and immediately email or text the file to your office or title company. You can even deposit checks by taking a photo of the check and sending it to your bank through their banking app.

Genius Scan

<https://itunes.apple.com/us/app/genius-scan-pdf-scanner/id377672876?>

Every State has a number of legal form vendors who provide electronic real estate forms. Most form providers have integrated their forms with the main transaction management software providers and electronic signature vendors.

DocuSign

www.docusign.com

The following transaction managers all integrate legal forms and electronic signatures with their product:

Dot Loop

www.dotloop.com

Reesio

www.reesio.com

Skyslope

www.skyslope.com

1i. Screen Capture

Web or Screen Capture

A great tool that I use to capture the image on a screen is [Snagit](#).

Snagit takes a picture of your computer screen and then lets you edit and add features to the image.

If you want to record all your activity on your web browser you can use a screen recording and video editing software called [Camtasia](#).

Camtasia is perfect for educational purposes and you can use it to visually show local real estate market reports, news and trends.

1j. Teleseminar and Webinar

I rely on doing a number of seminars and need a professional service. I use [Go To Meeting](#). You can try their free trial. It's about \$500 a month (too expensive) but you can find grandfathered in accounts at \$99 a month.

Join.me	www.join.me
Amazon Chime	www.chime.aws
Zoom	www.zoom.us

1k. Password Manager

I've included this because it is the most helpful piece of software in my business. I was going crazy trying to remember all my passwords. This tool remembers your passwords, logs you into sites and can even automatically pay for credit card purchases.

[Roboform](#) has a free product and an upgraded Pro product for \$29. Buy the Pro product immediately ... it's the best thing you'll ever do.

Communication

2. Communication

Communication and “speed to lead” is critical in the digital world. For better or worse you’re always “on” and prospects expect an immediate response or they will simply connect with the next agent.

You need a rock solid communication plan that addresses the following:

- You must be available 24/7/365 to respond to prospects. Even if you can’t take the call you need to make sure it is routed to someone who can take the call. This could be a team member or an answering service.
- “Speed to Lead” is critical. You have 30 seconds to respond to a lead before the lead calls another agent. You need a system that efficiently routes and responds to all leads.
- You need to automatically respond to all leads to let them know you received their inquiry. This will help prevent the lead from calling another agent.
- You need to receive leads in ALL communication formats including on your mobile phone. The moment a lead arrives you should get an email, text or notification that you have a lead.
- You need to be able to respond to leads in ALL communication forms including call, voice, text, notification and chat.
- You must respond to the lead in your prospect’s preferred channel. If the prospect contacts you by text you need to respond by text. You may prefer talking on the phone but Millennials love to text or chat.
- You need to mass broadcast marketing messages to prospects. This is far trickier than it seems as you need to get permission to send messages and your message needs to be tailored for specific client interests. This means you need to relentlessly scrub and segment your lists.

2.a Cell Phone

We covered your cell phone in the Productivity section

2.b Data Package

We covered your data package in the Productivity section

2.c Voice

eVoice

www.evoice.com

Kall 8

www.rosshair.com/ivr

eVoice is a toll-free phone number and virtual receptionist. Login to eVoice to configure voicemail and personalize settings. You can use a local or toll free number and get calls professionally answered and routed to a number of people. That's important when you need to immediately respond to prospects at any time of the day. You can also get your calls transcribed and emailed to you.

Cost – between \$15 and \$30 a month depending on minutes and premium add ons.

2.d Fax

Get your own personal fax number that you can use to send and receive faxes over the Internet from your computer, smartphone or tablet.

MyFax www.myfax.com

eFax www.efax.com

MyFax lets you send and receive faxes through your email, the web, or smart phone. Received faxes can be delivered to your company email and copied to your broker.

Cost – around \$15 per month

eFax www.efax.com

eFax is another popular fax service

Cost – around \$20 a month

2.e Email

Using Outlook is fine for simple email but you need something much more robust for business. You need an email manager that you can use to mass broadcast to a list of contacts and to create web capture forms that you can use to capture contact details on your website, blog and landing pages

My email manager is the most important tool in my internet marketing toolbox. It's the single most important tool for getting a visitor's email address and then staying in touch with them on a regular basis.

[MailChimp](#) is a popular service that allows up to 2,000 contacts and 12,000 emails a month. That is a lot of free email.

I use [Constant Contact](#) as my "open" system. It's open in that you can add lists of people to your account without the need for them to "opt in" directly through a web form. This is a big deal as you can add people who attended open houses, contacted you from a yard sign or any other advertising.

The second system I use is [aWeber](#). This is by far the best auto responder system and is used by all the top internet marketers. It does require that you opt in all your subscribers and you cannot simply upload an existing list.

Hot Tip – Amazon has entered the email broadcast world and offers a really cheap email manager service.

MailBlast www.mailblast.io

Hot Tip 2 - Your CRM manager may have an email broadcast tool.

[Mail Chimp](#)

[Constant Contact](#)

[Aweber](#)

[Brivity](#)

2.f Text

You send an individual text from your phone but what if you need to broadcast a message to a large group or a select group like people who showed up at an open house?

Text broadcasting works just like email broadcasting except that the open rates are off the chart and the privacy issues are much stricter.

Never send a text broadcast unless you have express written permission.

Call Loop [Call Loop](#)

You can also use a text info line to allow prospects to get information about a listing texted to their phone.

Drive Buy Tech www.drivebuytech.com

KWKLY www.kwkly.com

2.g Voice & IVR

You can send a voice broadcast (recorded message) to your client list. Permission issues are huge if you use a voice broadcast.

Call Loop [Call Loop](#)

You can also record a voice message with listing info and add it to a toll free or voice info line.

Kall 8 www.rosshair.com/ivr

Call Fire www.callfire.com

2.h Chat

There are a number of excellent chat tools, both free and paid. You can use chat tools to communicate directly with your team and clients. It's instant, mobile and extremely effective. If you decide to use a chat tool you need to put your whole team on the tool and make sure everyone downloads the mobile app.

It's also important to remember that younger clients prefer to use text and chat to voice calls. You need to be able to respond to your prospects in their preferred communication channel.

Finally, connecting with a new prospect by chat is a great way to open a direct line of communication with the prospect. It greatly improves your chance of closing the client.

Whats App	www.whatsapp.com
Snap Chat	www.snapchat.com
Voxer	www.voxer.com

You can also add Live Chat to your website as a sales and support tool.

This will allow your website visitor to reach you through the chat tool. You can instantly connect, answer questions and usually collect the visitor's contact details.

One word of caution – if you use a chat tool make sure that there is someone available to immediately reply to any chat questions. It is very frustrating and unprofessional to start a chat session but get no response.

Live Chat	www.livechat.com
Zopim	www.zopim.com

Branding

Personal Branding

Head Shot - Hire a local photographer or go to a Post Net

Body Shot - Make sure you get a body shot with your head shot

Video Shot - Try to get a number of stock video shots of you smiling, pointing, shaking hands and walking into a room etc.

Make sure you get the photos and images in the highest possible definition and with a transparent background.

Color Design

Color Palette

ColorCombos

www.ColorCombos.com

Color Picker

www.colorpicker.com

Stationery

Logo

Fiverr www.Fiverr.com

Get a mock up made on Fiverr and then take it to a professional graphic designer and get it made up in the right size, color, format etc. I like to hire up to five designers on Fiverr at \$5 each - \$25 budget.

Business Cards

Vista Print always has a coupon code that makes it easy to get business cards (and any other printed marketing items) at a discount rate. Beware the upsell as they take you through the design process.

Vista Print

Fax Coversheet Design your own with Publisher

Email Template

Aweber www.RossHair.com/emailmanager

MailChimp www.rosshair.com/email

Aweber has the best email template selection that comes free with an Aweber account.

Zurb <http://zurb.com/playground/responsive-email-templates>

Zurb has a collection of html email templates that you can download and theupload into your email manager program.

Email Video

BombBomb

www.bombbomb.com

Video Email Tool

www.rosshair.com/videoemail

Video Email Tool is a cheap tool that allows you to add video to your emails. It integrates with the main email managers.

Signage

Signs can be purchased from a number of national and local sign vendors. I like using a local vendor.

[Sign Shopping Cart](#)

[Oakley Signs](#)

Website Graphics

You can use a free design platform like Canva to design most of your website graphics like your website header, banners and infographics.

Canva

www.Canva.com

Report Covers and Guides

I create all my report covers and ebooks through another service called Youzign.

Youzign

[Youzign](#) (sign up a trial and send me your username so I can share templates)

Direct Mail

Postcards

Quantum www.quantumpostcards.com

Inkd www.inkd.com

Brochures

Canva www.Canva.com

Flyers

FlyerCo www.FlyerCo.com

Quantum Digital www.QuantumDigital.com

Page Prodigy www.PageProdigy.com



Email Marketing

Email Manager

Note – Check out a service called Mailblast.io – its super cheap and works with Amazon AWS.

My email manager is the most important tool in my internet marketing toolbox. It's the single most important tool for getting a visitor's email address and then staying in touch with them on a regular basis.

[MailChimp](#) is a popular service that allows up to 2,000 contacts and 12,000 emails a month. That is a lot of free email.

I use [Constant Contact](#) as my “open” system. It's open in that you can add lists of people to your account without the need for them to “opt in” directly through a web form. This is a big deal as you can add people who attended open houses, contacted you from a yard sign or any other advertising.

The second system I use is [aWeber](#). This is by far the best auto responder system and is used by all the top internet marketers. It does require that you opt in all your subscribers and you cannot simply upload an existing list.

Your CRM manager may have an email broadcast tool.

[Mail Chimp](#)

[Constant Contact](#)

[Aweber](#)

Top Producer

[Brivity](#)

Graphics

Graphics

The best place to find a cheap graphic designer is in India or the Philippines.

The best place to find a reliable graphic designer from India or the Philippines is by using a freelance service like eLance or Upwork as you can read reviews by past clients.

You can hire just about any freelance work at one of the following sites:

eLance www.elance.com

Upwork www.upwork.com

Royalty Free Stock Graphics

Icons

There are a number of sources for free and affordable icons that you can use in your marketing material.

Start with the curated graphics package that contains hundreds of real estate and digital icons and [is available to REMCamp members](#).

Icon Finder www.iconfinder.com

Flat Icons www.flaticon.com

Images

Purchasing images can be very expensive. Here's a list of free and affordable image sources.

Tip – I use a graphic design platform called [Youzign](#) that has integrated thousands of free images within the platform. It's one more reason that you need [to sign up for Youzign](#).

Free

Unsplash www.unsplash.com

Pexels www.pexels.com

Free to Cheap

Dreamstime www.RossHair.com/stockgraphic

Fotolia www.RossHair.com/stockphoto

Graphic Stock www.graphicstock.com

Design Platforms

Canva

www.Canva.com

Canva is like Photoshop for dummies. You can do just about everything with Canva except create report covers. Canva is great for social media and blog images and can be used to annotate images.

It's free with an option to purchase additional design elements or upgrade to a pro account. There's a more in depth review of Canva on [REMCamp](#)

Fiverr

www.fiverr.com

Everything on Fiverr costs \$5 (sort of). In reality most things cost more than \$5 as the designer will upsell additional services. You need to kiss a lot of goats before you meet a great designer so I recommend that you hire multiple designers for the same project and then pick the best design.

I use Fiverr to create mockups and that I then give to a local designer to professional create in all the correct formats and file types.

Youzign

www.RossHair.com/graphics

Creates eCovers for reports, presentations and eBooks. It also has many of the same templates that you find on Canva.

Gimp

www.gimp.org

A free design tool similar to Photoshop.

PowerPoint - You will be amazed by how much you can design in PowerPoint. I think of PowerPoint as a design platform for dummies as you can create anything by adding and editing text, images and video. You can then convert the slide deck into an image, pdf or video.

Screen Capture

Snagit www.Techsmith.com/snagit

Snagit is my favorite screen capture tool that allows me to select a web page and capture the page as an image. I use these images everyday in my various trainings and presentations.

Jing www.techsmith.com/jing

Jing is the limited free version of Snagit. Works just fine.

Flow Chart Tool

Gliffy www.Gliffy.com

Gliffy is great for creating work flow and website wire frame diagrams.

Print and Direct Mail

Xerox

<http://www.office.xerox.com/small-business-templates/enus.html>

Xerox offers a suite of free in house publishing tools.

Website

The website section will cover websites, blogs and landing pages.

Domains

You can set up domain accounts with following companies:

[Go Daddy](http://www.godaddy.com) (free account – under \$10 a domain) www.godaddy.com

Having the right domain name is a huge boost for your business. If you haven't done so already you MUST reserve your own name, if it's available.

Your name is your brand – don't let anyone else take it from you.

I'm fortunate that I was able to get my own name and now have a website at www.rosshair.com.

If it's not available try your name plus real estate. Other good real estate key words include home, house, condo, apartment, land, foreclosure, investment property and realty.

The second type of domain you want is one that includes keywords about your local area. If you live in Atlanta you would try to get www.atlantarealestate.com or www.atlantahomes.com. Unfortunately it's unlikely that these domains are available so you will need to broaden your search by adding words like my, best, hottest, bargain etc. An example would be www.myatlantahomes.com or www.hotatlantahomes.com.

Another option is to go hyper local and focus on a neighborhood or even large sub-divisions.

You can see how many times the keyword is searched and you can see the popularity of similar keywords.

You now have a list of keywords that the public uses when conducting a real estate related search. You can use the most popular keywords in your domains.

Next you need to check if the domain is available.

I use Go Daddy to register most of my domains (I have hundreds of domains), but **I don't host my domains** with Go Daddy. The reason for this is that if I ever have a problem with my Go Daddy account I still have complete control of my websites.

When you get “big” on the internet there’s always a chance that you may get too many spam complaints or someone may hack your accounts. By keeping your domains and websites at different providers you add an extra layer of security to your business.

Keywords	Advertiser Competition [?]	Local Search Volume: November [?]	Global Monthly Search Volume [?]	Match Type: [?] Broad ▼
Keywords related to term(s) entered - sorted by relevance [?]				
real estates	<div style="width: 100%;"></div>	90,500	1,220,000	Add ▼
real estate	<div style="width: 100%;"></div>	101,000,000	101,000,000	Add ▼
				Add all 2 »
				Download all keywords: text , .csv (for excel) , .csv
Additional keywords to consider - sorted by relevance [?]				
realestate listings	<div style="width: 100%;"></div>	14,800	14,800	Add ▼
realestate com	<div style="width: 100%;"></div>	165,000	1,000,000	Add ▼
realestate	<div style="width: 100%;"></div>	16,600,000	5,000,000	Add ▼
realty	<div style="width: 100%;"></div>	9,140,000	9,140,000	Add ▼
realtors	<div style="width: 100%;"></div>	2,740,000	6,120,000	Add ▼
realtor	<div style="width: 100%;"></div>	5,000,000	5,000,000	Add ▼
properties	<div style="width: 100%;"></div>	7,480,000	9,140,000	Add ▼
property management	<div style="width: 100%;"></div>	2,240,000	2,240,000	Add ▼
homes for sale	<div style="width: 100%;"></div>	45,500,000	55,600,000	Add ▼
property	<div style="width: 100%;"></div>	20,400,000	45,500,000	Add ▼
property listing	<div style="width: 100%;"></div>	90,500	74,000	Add ▼
property listings	<div style="width: 100%;"></div>	165,000	135,000	Add ▼
house for sale	<div style="width: 100%;"></div>	1,500,000	1,830,000	Add ▼
realestate maps	<div style="width: 25%;"></div>	2,400	720	Add ▼
realestate map	<div style="width: 25%;"></div>	4,400	1,900	Add ▼
realestate one	<div style="width: 25%;"></div>	3,600	4,400	Add ▼
multiple listing service	<div style="width: 100%;"></div>	135,000	135,000	Add ▼

Tip – It's easy to get discount codes for Go Daddy. Just go to Google and type in a search using the keywords "Go Daddy discount codes" and you will find a discount code. I pay \$8.67 including all taxes for a new domain or to renew a domain.

One of the best features about [Go Daddy](#) is their bulk search tool. This is a great time saver. Go to [Go Daddy](#) and hover over the Domains tab or click on the Bulk Register Tab.

This will take you to the bulk register tool. Enter a list of potential domains in the bulk registration tool to check if they're available.

Forward Domains

Another cool feature is that you can forward domains so that when someone types in the domain address they're sent to a different website.

This is especially useful for when you use a free blogging platform or the website provided to you by your broker. You can register your own domain and forward the domain to the blogging platform.

Here's an example:

If you have a free website on Word Press at <http://marysmith.wordpress.com> but you want to build your own name and brand (and not Word Press's) you can register a domain like www.marysmithrealestate.com and simply forward it to <http://marysmith.wordpress.com>.

First it looks more professional and is easier to remember.

Second, it's your own domain so even if you decide to leave the free site and build your own website you won't lose all the value you've built by branding the domain.

Domain Mapping

Instead of just forwarding your domain to another website you can do something called **domain mapping**.

Domain mapping will actually cloak your URL or website address to look exactly like the domain you own. Your visitors won't know that they're really on a free blog platform.

Domain Registrars

GoDaddy	www.GoDaddy.com
Namecheap	www.namecheap.com

Premium Domains

BuyDomains	www.buydomains.com
GoDaddy Marketplace	www.godaddy.com
Sedo	www.sedo.com

Hosting

The best hosting company that I have found is Media Temple. I used Host Gator for a while but switched to Media Temple. Better support, easier management system and full integration with my Word Press sites. The package I used is called the Grid Service and it allows me 100 websites and 1000 email addresses.

[Media Temple](http://www.mediatemple.com) costs \$200 for the year or \$20 a month.

[Liquidweb](http://www.liquidweb.com) is more expensive but is used by the top Internet marketers.

FTP Client

You need an ftp client to upload and publish files on the web. Most of the time you can simply use your WordPress Admin panel or your hosting company will provide you with control panel access to your files. But sometimes you need to upload files directly and you need an ftp client.

I use a free service called [Filezilla](#).

Mange and Clone WordPress Sites

You may want to build multiple websites or copy each website for each new local farm area. It's easy to create one site and then clone the site for rapid publication plus manage all your sites from one admin dashboard.

ManageWP

www.managewp.com

Build Your Own Website

Your website can be built using custom html or blog software like WordPress.

Personally, I'm a huge fan of WordPress as it gives me, and not a web developer, control over my own sites. WordPress is just a Content Management System (CMS) with an easy to use admin management panel that allows you to easily add, edit or delete content and pages.

Note – most people think of WordPress as blog software. In reality WordPress can be used to create real estate websites that look like anything you can imagine and most website vendors build their websites on WordPress.

Build Your Own Website

If you're a little tech savvy you can build your own WordPress website.

You will need the following:

Domain

Hosting

Theme

Plugins

CMS (Content Management System)

WordPress www.wordpress.org

Tumblr www.tumblr.com

Medium www.medium.com

Themes

Agent Evolution www.rosshair.com/agentevolution
Studio Press www.studiopress.com

Hosting

Media Temple www.MediaTemple.net

Cheap and reliable. Includes 1-Click WordPress Installation

Host Gator www.Hostgator.com
Liquid Web www.liquidweb.com

Purchase a Website

It's easy to purchase a website from a website vendor. The key question you need to ask is do you own the website or will you lose the website when you cancel your subscription with the website vendor?

Simple Template Websites

A number of website vendors offer simple template real estate websites that are beautifully designed and can be personalized to your brand and business.

Placester www.Placester.com
Zillow www.ZillowPress.com

- Semi Custom Websites

- A number of website vendors will offer you a semi custom real estate website. The designer starts with a basic template and then customizes it to your brand and the look and feel you want for your website. Your site will come with IDX integration and include all the conversion tools you need to convert web visitors into contacts and leads.

A semi custom site can get pricey – up to \$7500. There is usually a set up fee and development timeline of around a month.

Real Estate Webmasters	www.RealEstateWebmasters.com
Virtual Results	www.Virtualresults.com
Real Geeks	www.RealGeeks.com
Easy Agent Pro	www.easyagentpro.com

There are also a number of new website developers who have caught my eye as they offer something new in design or lead capture or the IDX experience for your visitors.

Real Savvy	www.realsavvy.com
Easy Agent Pro	www.easyagentpro.com

Integrated Website and Lead Generation Solutions

A number of website vendors now offer sophisticated website and lead generation platforms that integrate lead generation with lead conversion, CRM and even transaction management.

All of the vendors offer a monthly subscription package that includes your website and gives you the option to add additional lead services.



Brivity	www.brivity.com
Kunversion	www.Kunversion.com
Commissions Inc	www.Commissionsinc.com
Real Geeks	www.RealGeeks.com
Boomtown	www.Boomtownroi.com

Brokerage Website and Back Office Solutions

A website vendor will take care of all the set up, hosting and design of your website. The following vendors offer a website and back office solution to manage your real estate company.

Boston Logic	www.bostonlogic.com
Delta Media	www.deltagroup.com
Real Pro Systems	www.realprosystems.com
Point 2 Agent	www.point2.com

Website Tools and Services

Newsletter

Mail Chimp	www.RossHair.com/email
Xerox	http://www.office.xerox.com/small-business-templates/newsletters/enus.html

Email Form

Mail Chimp	www.RossHair.com/email
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Email Templates

Aweber	www.RossHair.com/emailmanager
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CMS

WordPress www.wordpress.org

Tumblr www.tumblr.com

IDX

Placester www.placester.com

Zillow www.ZillowPress.com

IDXBroker www.IDXBroker.com

Real Geeks www.realgeeks.com

Landing Pages

Lead Pages www.RossHair.com/lp

Brivity Valuations www.brivityvaluations.com

Document Storage

Drop Box www.DropBox.com

Google Drive www.google.com/drive

Amazon AWS <http://aws.amazon.com>

Live Chat

Live Chat www.LiveChat.com

Zopim www.zopim.com



Blog

Blog Tools

WordPress (free) www.wordpress.com

*Note – I want you to open a WordPress account and set up a free blog on WordPress.com.

Register a blog based on your personal name. If your name is Mary Smith then try to register a blog called Mary Smith as it will give you the unique username <http://marysmith.wordpress.com>

Unfortunately this free blog just doesn't have enough functionality. You need to use the self-hosted WordPress software. If you have no technical experience you can use a blog service like Placester for just \$5 a month.

Word Press is the most important tool in your toolbox.

You need to learn how to use Word Press just like you know how to use Microsoft Word or Excel. It's going to be that important to your real estate career.

This is the free hosted version of Word Press. It's different to the self-hosted version that you can download at www.wordpress.org.

You can sign up for a free account at www.wordpress.com.

CMS (Content Management System)

WordPress www.wordpress.org

Tumblr www.tumblr.com

Medium www.medium.com

Blog Vendors

Placester www.Placester.com

Zillow www.ZillowPress.com

Agent Evolution www.AgentEvolution.com

Hosting

Media Temple www.MediaTemple.net

Host Gator www.Hostgateor.com

Liquidweb www.liquidweb.com

WPEngine www.wpengine.com

Domains

Go Daddy www.GoDaddy.com

Name Cheap www.NameCheap.com

Buy Domains www.buydomains.com

Themes

StudioPress

www.StudioPress.com

Agent Evolution

www.rosshair.com/agentevolution

A number of companies, like Agent Evolution, design real estate themes using the Genesis framework. Their themes look a little dated but they do give you full functionality to own your site and customize it for your business.

Plugins

Askimet

Jetpack by WordPress

WP Cache

Google XML Sitemaps

Contact Form 7

Google Analytics by Monster Insights

SEO by Yoast

MailChimp

Pretty Links

Sumo

www.rosshair.com/sumo

Lead Pages

www.RossHair.com/lp

Google Maps

Real Estate Plugins

IMPress Listings

www.rosshair.com/agentevolution

IMPress Agents

www.rosshair.com/agentevolution

IMPress IDX

www.rosshair.com/agentevolution

Widgets

Zillow www.zillow.com

Zillow has all the mortgage and search widgets you need ... but you'll end up sending traffic back to Zillow.

Newsletter

Mail Chimp www.RossHair.com/email

Email Form

Mail Chimp www.rosshair.com/email

IDX Plugins

IDXBroker www.IDXBroker.com

Diverse Solutions www.diversesolutions.com

Affordable Website with IDX

Placester www.placester.com

Zillow www.ZillowPress.com

Sophisticated IDX with Website

Brivity www.brivity.com

Real Geeks www.realgeeks.com

Kunversion www.Kunversion.com

Real Savvy www.realsavvy.com



Landing Pages

Lead Pages

www.rosshair.com/lp

Brivity Valuations

www.brivityvaluations.com

Landing Page Monkey

Document Storage

Drop Box

www.DropBox.com

Google Drive

www.google.com/drive

Amazon AWS

<http://aws.amazon.com>



Landing Pages

Landing pages have been used very successfully to convert visitors to your website into contacts. The sole purpose of a landing page is to get a visitor to your website to give you his or her contact details, usually in exchange for free information.

Landing pages are evolving as website vendors now include them in their product package. Their landing pages tend to be limited and template driven but are designed for a real estate audience.

Landing Page Tools

Brivity Valuations
Lead Pages

www.brivityvaluations.com
www.rosshair.com/lp

Additional Tools

The problem with landing pages is that you need a number of additional tools to capture contact details and distribute your information.

Document Storage

Drop Box
Amazon AWS

www.dropbox.com
<http://aws.amazon.com>

Email Manager

MailChimp

www.rosshair.com/email

Report Cover Creator

Youzign

www.rosshair.com/youzign



IDX

IDX

IDX allows you to offer real estate search, directly from your MLS, on your website.

IDX has evolved to provide a much deeper and intuitive experience for the user but it still doesn't match the experience that a user has on the major portals like Zillow.

What has improved for agents is that IDX solutions offer better tracking and notification of how your visitor searches for homes and shares info about what homes were viewed, in what area and at what price etc. You can use this data to get a better understanding of how to service your clients.

Simple IDX

Placester

www.placester.com

Zillow

www.ZillowPress.com

IDX Plugins

IDXBroker

www.IDXBroker.com

dsIDXpress

www.diversesolutions.com

Integrated Website and IDX

Brivity

www.brivity.com

Real Geeks

www.realgeeks.com

Kunversion

www.Kunversion.com

Commissions Inc

www.Commissionsinc.com

RealSavvy

www.realsavvy.com

Social Media

Social Media

Everyone is on social media and your clients expect you to have a social media marketing plan.

Here are the 3 things you need to do on social media:

- Create professional profiles on every major social network. Your prospects will go online to check you out and look at your social media accounts so make sure they're updated and professional.
- Listen for buying and selling keywords. You need to track keywords that give you a signal that someone is looking to buy or sell.
- Distribute and promote your content and listings through social media.

Register Social Profiles and Usernames

Name Chk www.namechk.com

Check username availability on social networks. If your username is still available you need to grab it and create a profile with your contact details and backlinks to your websites.

Social Search and Monitoring

Social Mention www.socialmention.com

Mention.com www.mention.com

Hootsuite www.hootsuite.com

Track keywords across social networks for signals from people talking about buying or selling a home.

Social Dashboard

Hoot Suite	www.hootsuite.com
Sprout Social	www.sproutsocial.com
Buffer	www.buffer.com

CRM with Social Integration

Insightly	www.insightly.com
Contactually	www.contactually.com

CRM with a social posting functionality and social network integration.

Social Content Management

City Blast	www.cityblast.com
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Real Estate Social Networks

Activerain (free) (option to upgrade to outside blogs) www.activerain.com

A social network for real estate professionals. Sign up for an account. We'll cover more in the Social Network section.

Reesas (free) www.resaas.com

Bigger Pockets (free) (option to upgrade to pro) www.biggerpockets.com

A social network for real estate investors. Very important if you want to work with investors or you need a source for cheap homes in your area.

Main Social Networks

Facebook (free) www.facebook.com

Sign up for Facebook and friend me at www.facebook.com/rosshair

Facebook is a very important part of your social media marketing plan. If you only have time to be on one social network then start with Facebook.

For now, all I want you to do is create a Facebook account at www.facebook.com and get a unique username at www.facebook.com/username. If your name is available you need to register it as a soon as possible. As an example, my Facebook URL is www.facebook.com/rosshair.

LinkedIn (free) www.linkedin.com

Sign up for LinkedIn and connect with me at www.linkedin.com/in/rosshair

Twitter (free) www.twitter.com

Sign up for Twitter and follow me at www.twitter.com/rosshair

Your username is very important. Try to open at least two accounts – one for your personal name and one for your local real estate area.

As an example I use www.twitter.com/rosshair as my personal Twitter account, www.twitter.com/niwotco as one of my area accounts and www.twitter.com/denverproperty as a local real estate account.

Real Estate Portals

You need to register a free account on every major real estate portal. It's free advertising and you get SEO benefits by back linking to your website and blogs.

Zillow (free) www.zillow.com

A real estate media site with great access to home buyers and sellers.

Trulia (free) www.trulia.com

A real estate media site with great access to home

Realtor.com (free) www.realtor.com

Homes.com www.homes.com

Apartments.com www.apartments.com

Hot Pads www.hotpads.com

Leads

Leads

There is a trend by website vendors towards bundling lead and marketing services as add-ons to their website platforms.

A number of real estate portals also offer referral leads to agents.

Leads and Referrals

Tiger Lead

www.tigerlead.com

Owned by Move Inc. Lead generation and management system for online leads.

Referral Exchange

www.referralexchange.com

Can send and receive referrals. Costs 33% to receive and 25% to send

Integrated Website and Lead Platforms

Kunversion

www.kunversion.com

Real Geeks

www.realgeeks.com

BoomTown

www.boomtownroi.com

Lead systems with IDX blogs and lead generation service.

Lead Tools

Zillow

www.zillow.com

Zillow's API allows you to pull leads from all the major lead providers. Very useful if you also advertise on Zillow

Zapier

www.zapier.com

Zapier offers integration into most of the major marketing, leads and CRM platforms.

Video

Video

Video is no longer an option but rather a critical part of your marketing plan.

Keep an eye on emerging trends in aerial videography, 3D and virtual reality.

Camera

iPhone

DSLR

Your iPhone works great for most of the content video that you can shoot about your local area and real estate market. It's easy to use, the quality is good, it's easy to upload and publish and it's always on you.

Your listing video needs to be professional quality.

Video Platforms

You Tube (free) www.youtube.com

You Tube is a video-sharing site that you can join for free. Sign up and get your username asap.

Tube Mogul (free) www.tubemogul.com

Tube Mogul is a video syndication service that makes it easy to post video to multiple video hosting platforms like You Tube and Vimeo.

Video Production

VideoMaker FX

www.rosshair.com/vidEOFX

Explaindio

www.rosshair.com/explaindio

Video Apps

iMovie

iMovie

<https://www.apple.com/mac/imovie/>

Blux

www.bluxtouch.com

Tiltshift

www.tiltshiftmaker.com

Timelapse

[https://itunes.apple.com/us/app/lapse-it-](https://itunes.apple.com/us/app/lapse-it-time-lapse-stop-motion/id539108382?)

[time-lapse-stop-motion/id539108382?](https://itunes.apple.com/us/app/lapse-it-time-lapse-stop-motion/id539108382?)

YouTube

www.youtube.com

Stock Video Footage

Fotolia www.RossHair.com/stockphoto
Video Blocks www.rosshair.com/stockvideo

Logo and Company Intro and Outro

Fiverr www.fiverr.com
Explaindio www.rosshair.com/explaindio

Slide Animation

Video FX www.RossHair.com/VideoFX
Explaindio www.rosshair.com/explaindio

Lighting

Cowboy Studio
<http://www.amazon.com/CowboyStudio-Studio-Umbrella-Continuous-Lighting/dp/B001NDYTKA>

Cowboy Studio is a video background and lighting set you can buy on Amazon

Audio

Audio Jungle www.audiojungle.net/?ref=rosshair

Background

Amazon

<http://www.amazon.com/CowboyStudio-Studio-Umbrella-Continuous-Lighting/dp/B001NDYTKA>

Cowboy Studio is a video background and lighting set you can buy on Amazon

Editing

iMovie

<https://www.apple.com/mac/imovie/>

VideoMakerFX

www.RossHair.com/VideoFX

Explaindio

www.RossHair.com/explaindio

VideoMakerFX and Explaindio have a simple editing platform and dashboard that is easy to use and much less complicated than learning an editing platform like Sony Vega or Windows Movie Maker.

Listing Video Editing

You can hire a professional editor to edit your listing videos.

HDHat

www.hdhat.com

Video Apps

iMovie

<https://www.apple.com/mac/imovie/>

Blux

www.bluxtouch.com

Tiltshift

www.tiltshiftmaker.com

Timelapse

<https://itunes.apple.com/us/app/lapse-it-time-lapse-stop-motion/id539108382?>

You Tube

www.youtube.com

Photo

Photo

Instagram

www.instagram.com

Pinterest

www.pinterest.com

Photo Storage

Photobucket (free)

www.photobucket.com

Photobucket is a picture sharing site that you can join for free. I upload my photos to photobucket so that they're accessible at all times on the internet.

This is extremely helpful because some sites don't let you upload directly from your computer but rather make you insert a web address or URL. Photobucket creates a unique URL for each photo plus automatically creates embed codes that can be inserted directly into your blogs.

Facebook (free)

www.facebook.com

Facebook is the largest photo site in the world and it is absolutely free. If you don't want the hassle of opening a Photobucket account then just store your images on Facebook.

Listing Photo

There are a number of tools that you can use to promote your listing photos. The easiest way is to resize them for social media and add annotations and a call to action to the photos.

Canva

www.canva.com

Youzign

www.rosshair.com/youzign

Virtual Tours

Visual Tour

www.visualtour.com

3D Virtual

Matterport

www.matterport.com

Floored

www.floored.com

Cinegraphs

Cinegrapgh

www.rosshair.com/cinegraph

Mobile

Mobile

Mobile Ready Tools

Check to see if your website is mobile friendly

<https://www.google.com/webmasters/tools/mobile-friendly/>

Mobile View

Check to see what your website looks like on different devices

<http://snippets.hubspot.com/hubspot-device-lab>

Mobile Ad Networks

Adwerx

www.adwerx.com

Realm

www.therealmnetwork.com

Flipt

www.flipt.co

Mobile Ads

Zillow

www.zillow.com

Trulia

www.trulia.com

Trulia offers mobile app as a standalone product

IVR

Kall8

www.RossHair.com/ivr

Call Fire

www.callfire.com

Voice Broadcast

Call Loop

www.RossHair.com/Call

Text Broadcast

Call Loop

www.RossHair.com/Call

Text Info Line

Drive Buy Tech

www.drivebuytech.com

KWKLY

www.kwkly.com

Mixpo

www.Mixpo.com

CRM

CRM

You absolutely need a CRM system to manage your contacts and manage your leads through the lead capture, generation, incubation and conversion process.

“Speed to Lead” is critical in the digital world. You have 30 seconds to respond to leads so you need to use a CRM that instantly notifies you, through multiple communication channels like phone, text and email, that you have received a lead and then allows you to immediately respond to the lead.

There are many options available to you, all at different prices. They all work, some better than others, and they all have slightly different features. No matter which one you choose, if you purchase through my links I will help you set up your account.

Your CRM needs to have the following features:

-

Basic

- Easy contact management
- Easy import and export of contacts
- Easy task management
- Task checklist and lead project plan
- Task allocation to team members
- Calendar integration for task management
- Easy marketing plans
- Email broadcasting
- Drip email and text campaigns
- Complete Communication toolbox that allows you to phone, text, chat and email contacts.

Advanced

- Tagging
- Integration with your website and landing page provider
- Marketing Center – allows you to set up single property websites, landing pages and social marketing campaigns
- Client portal – give your clients insight into their listing and marketing activity
- Mobile integration with your smart phone so you can synch contacts and receive and distribute leads
- Social tracking so you can follow client activity on social media
- Integration with your transaction management solution
- Integration with document management solution
- Integration with electronic signature solution

Trends

There's a trend towards creating a fully integrated real estate platform that manages the entire life of a lead from generation to the close of a transaction. The major real estate tech companies, like Zillow and Move, have purchased leading standalone software products and integrated them into a complete product suite.

Integrated Tech Platforms

Zillow – Zillow, Trulia and Dotloop

Move – Realtor.com, Top Producer, Five Street and Reesio

Brivity – Activerain, Brivity Valuations, Brivity CRM, Brivity and Kwkly

Integrated Lead Platforms

A number of lead platforms provide their own integrated CRM system. In most cases the CRM system is relatively simple and lacks a number of sophisticated management tools.

Brivity	www.brivity.com
Kunversion	www.kunversion.com
Boomtown	www.boomtownroi.com
Commissions Inc.	www.commissionsinc.com
Placester	www.placester.com

Most Affordable

Realty Juggler - \$99 per year. Includes a 90 day free trial.

Reasonable

Five Street - \$25 per month. Five Street is more of a lead management system than a full blown CRM but it has advanced communication and lead distribution tools that are perfect for digital leads.

Some Investment

Brivity www.brivity.com
\$99 per month (for 2 users) but includes transaction management and a marketing platform.

Follow Up Boss www.followupboss.com
\$79 per month and includes a very powerful integration with Slack.

Top Producer www.TopProducer.com
\$96 per month (bundled with Five Street and Market Snapshot)

Transaction Management

Transaction Management

Transaction management software is a critical part of the closing process and has seen rapid advancement over the past few years. Most transaction management systems will allow you to streamline the transaction process online, reduce paperwork, eliminate manual processes, mitigate your legal compliance liability, give all parties transparent access to the closing process and, most importantly, make sure the transaction closes.

You can purchase a standalone transaction management program or you can use an integrated program.

Features

The main features of every TM program are:

Core Features

Contact Management

Team Management and User Permission Levels

Transaction Checklist and Workflow

Activity record

Legal Compliance

Document Management and Storage

Legal Form Integration

Electronic Signature Integration

Document security

Notification and communication routing

Advance Features

- Third party access
- Mobile integration and management
- MLS integration (to pull data directly from the MLS and populate documents)
- CRM integration

Brivity – Brivity provides a simple transaction management platform that is included in their robust CRM system. It has limited legal documentation and electronic signature integration.

Reesio - \$30 per month (less per month if paid annually) (includes a full transaction desk). Part of the Move Inc. Group so it integrates well with other Move Inc. products like Top Producer and Five Street.

Skyslope – Around \$30 per month. You need to call Skyslope for pricing. They require the broker to sign up for a package and pricing varies depending on the number of agents that use the system. Plus there is a one year contract.

Dotloop – Around \$30 per month. Pricing varies according to the number of users. Part of the Zillow Group so it integrates well with Zillow and Trulia plus the whole Zillow Connect platform.

Paperless & Cloud

Paperless and the Cloud

Cloud

Google Drive

www.google.com/drive

Google offers 15GB of free storage.

iCloud

www.icloud.com

Apple's cloud solution 5GB Free

Drop Box

www.DropBox.com

2GB for free with options to increase the free space

Evernote

www.evernote.com

Amazon AWS S3

<http://s3.amazonaws.com>

Amazon is my favorite. Cheap, reliable and able to handle any sized files.

CONCLUSION

Focus on Success

Review Your Technology Plan

It is critical to make a commitment to review your technology plan every quarter or twice a year. Go to your calendar right now and write down you're a review date – and stick to it.

Make sure you add the review date to your technology plan template.

Capture Your Numbers

On a daily basis you need to track your numbers and drop them into a spreadsheet. If you don't do this then your quarterly review will either be a thumb-suck guesstimate or will take too much time to collect the data.

Make a commitment today to download the Technology Plan Worksheet and capture your data every day.

Own Your Technology Plan

The final step is to add your picture to your technology plan. You're the author of the plan and the captain of your destiny – so put your name on it and own it. It may seem a bit hokey but it works.

REMEMBER – All editable templates available for members at www.REMCamp.com/members/remcamp30

GENERAL RESOURCES

Resources

[REMCamp](#)

[REMCamp Business in a Box](#)

[Real Estate Business Plan](#)

[Real Estate Marketing Plan](#)



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CHAPTER ONE

*Replace With Title of
This Here Chapter*



HEADER GOES HERE

Subheader of the highest order.

When writing your ebook content, focus on staying succinct, not verbose. Your readers saw a headline that captured their attention. Simply use the content inside your ebook to provide the information you promised in your title.

Bullets can help structure your content. Here are some additional tips for creating eBooks:

- **Incorporate Visuals:** Screenshots, photos, graphics, and other visuals can help further illustrate your core points.
- **Add Links:** Link to other tools or resources that can help your reader. For example, we have 160 free business-themed stock photos that may help you with visuals: <http://bitly.com/1aWz5J4>
- **Proof Content:** Even if you have no editor in your department, find someone who would be willing to read your content and proof it for basic grammar and spelling.



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“ This is a quote you can use to further highlight a point or message. ”

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