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### Objective

- Get an agent up to speed on technology that will provide a present or future benefit to their business.

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### The Ultimate Gadget



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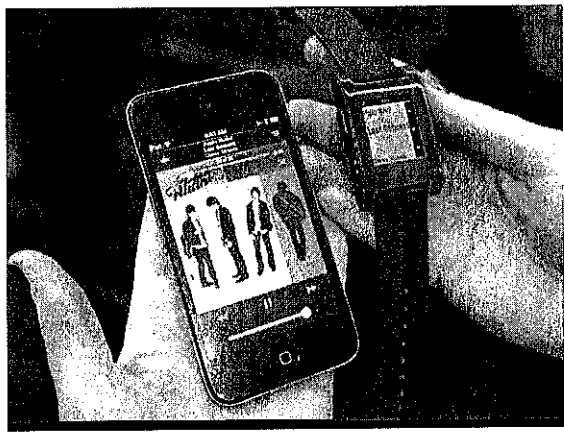
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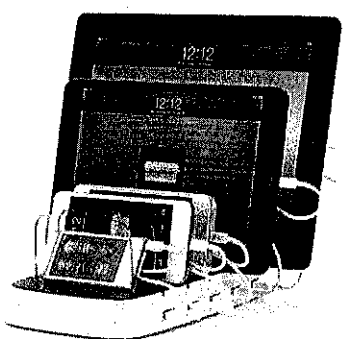
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Griffin Powerdock



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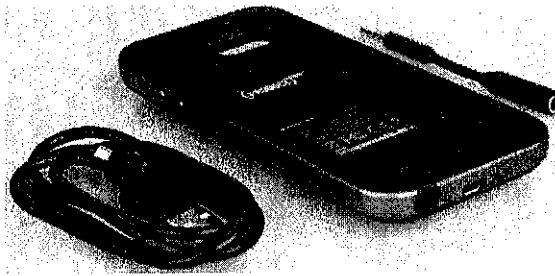
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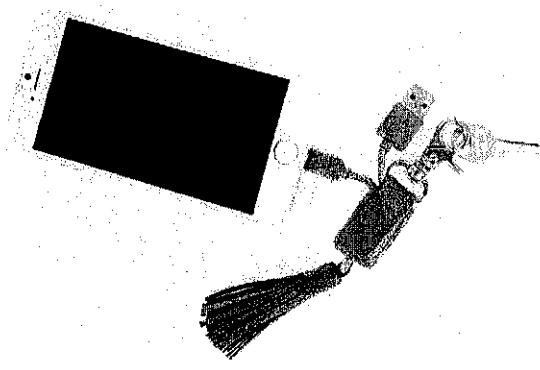
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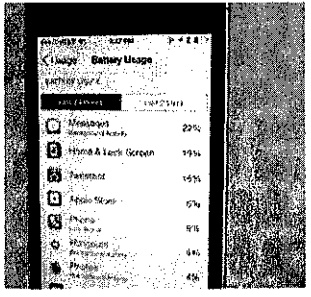
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Settings>General>Usage



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Turn Off or Disable

- Location Services
- Background App Refresh
- Automatic Updating
- Air Drop

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## Turn Off or Disable

- Unnecessary Notifications
- Brightness level
- Spotlight Search
- Bluetooth

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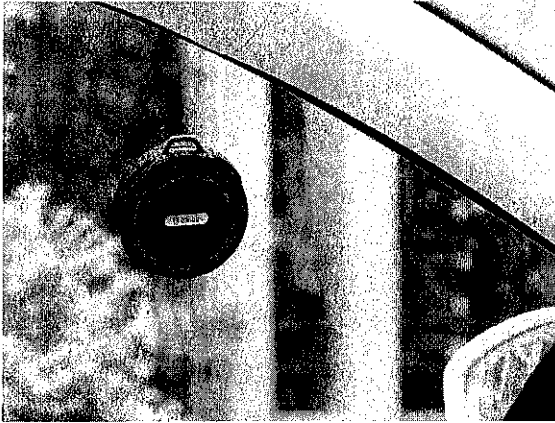
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**MOBILE TECHNOLOGY**

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# Smart Phones



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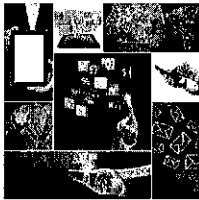
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### What makes a great app?

- Jot down 5 activities that you do daily for your business.
- Record 5 things you would like to be able to do.




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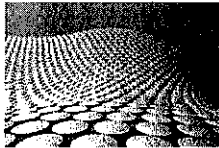
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### What makes a great app?

- Short learning curve  
– (15 min or less)
- Great reviews
- Useful for your business AND life




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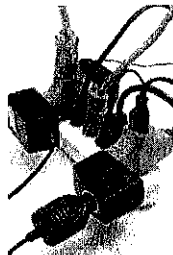
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### What makes a great app?

- FREE or low cost
- Can **plug** into multiple life scenarios
- Supports the **paperless** life




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# Animoto Video Maker

By Animoto Inc. Open iTunes to buy and download apps.

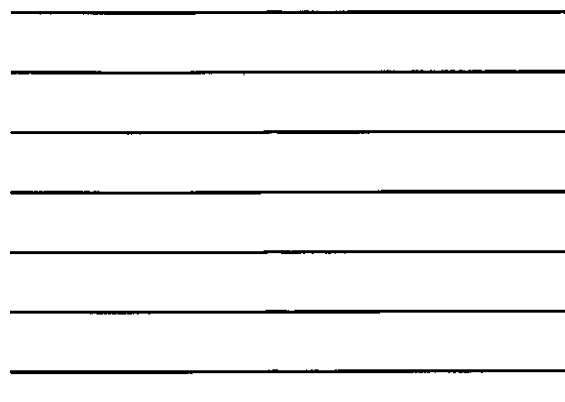


**Description**  
... took less than 60 seconds to make an impressive promotional video for a great company. ... if you would want to learn photos with loved ones? ...

**Animoto Inc. Web Site** Animoto Video Maker Support Application License A

**What's New in Version 4.0.8**  
... fixed some existing bugs, making the app even more reliable than before.  
Thanks for your feedback, and we hope you continue to enjoy making great videos with...

**iPhone Screenshots**



# SlideShark: View & Share Presentations

By Bramshark, Inc. Open iTunes to buy and download apps.

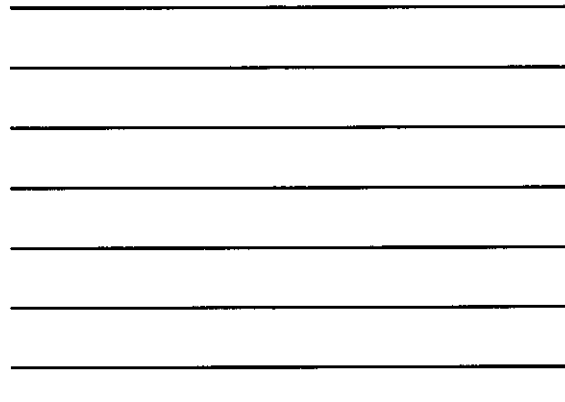


**Description**  
SlideShark is the #1 app for viewing presentation presentations. ... with a few taps, you can view presentations from your phone, tablet, or computer. ...

**Bramshark, Inc. Web Site** SlideShark View & Share Presentations Support

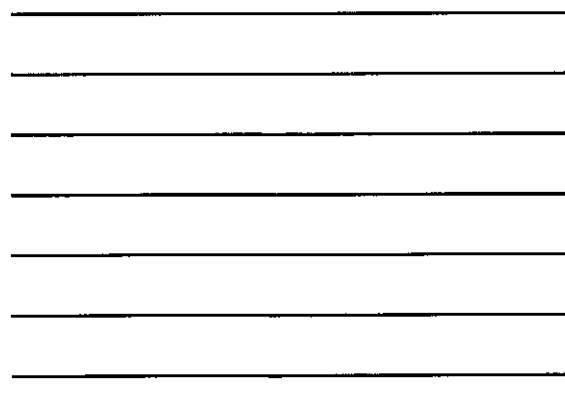
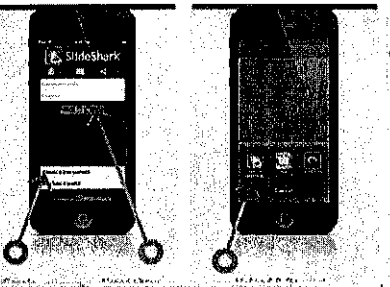
**What's New in Version 3.0**  
... including HD video, social sharing, & performance.  
... thank you presentation more than ever and how powerful it is at making presentations that they're using.

**Free**  
Category: Productivity  
Updated: May 09, 2013  
Version: 3.0.0  
Size: 14.0 MB  
Language: English  
Apple App Store Link



**Free**  
Category: Productivity  
Updated: Mar 29, 2013  
Version: 3.0  
Size: 27.9 MB  
Language: English  
Apple App Store Link  
Requirements: Requires iPhone 3.0 or later and iPad 3.0 or later and iPod touch 3.0 or later  
This app is optimized for iPhone 5.  
**Customer Ratings**  
Current Version: 4.5 (4.5) Ratings  
Reviews: 4.5 (4.5) 2147 Ratings  
**Top In-App Purchases**

## Screenshots





## Back up my computer

- Western Digital
- Carbonite (PC)
- Mozy (Mac)

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## IN THE FIELD SUPPORT

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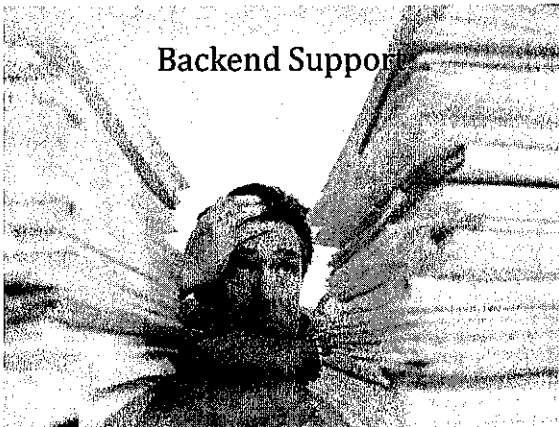
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### Backend Support

- **Managing the Paperwork**

- Business Cards
- Receipts
- Payments

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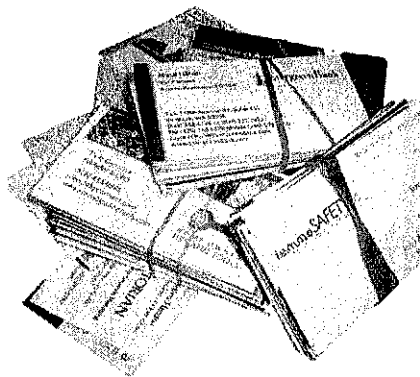
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## For Home

- doctor reports
- prescriptions
- family recipes
- family history documents



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## Features

- All scanned items are searchable
- You can create expense reports and print them out complete with copies of receipts
- Helps you to track your expenses for budgets and for tax time

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- **Features**
- Data can be exported to PDF, Excel®, Quicken®, QuickBooks®, TurboTax®
- Business card information can be exported to Outlook, Plaxo, or Mac Address book
- You can scan documents into PDF's

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**Do you use  
a credit card  
online?**



**Who can see your  
number?**

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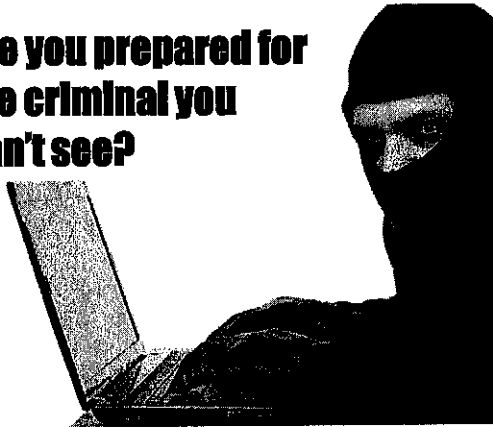
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**Are you prepared for  
the criminal you  
can't see?**



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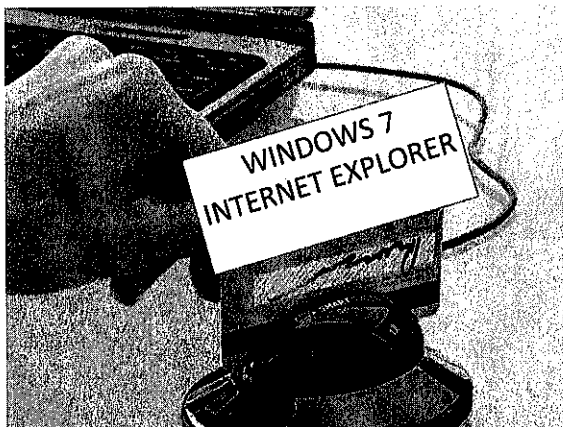
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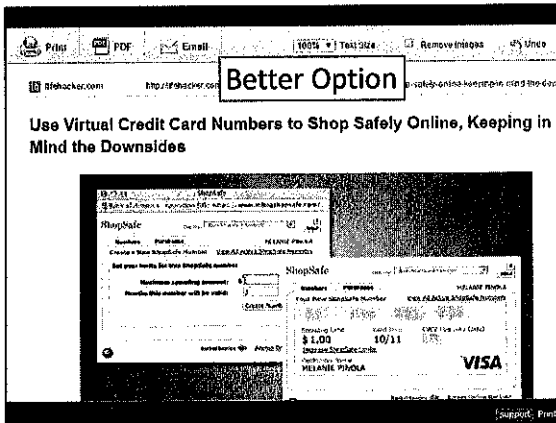
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### Check for the S

- <https://> rather than <http://>.
- The extra 's' indicates the site uses an encryption system to scramble your information.

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### Cameras

- Let's talk!

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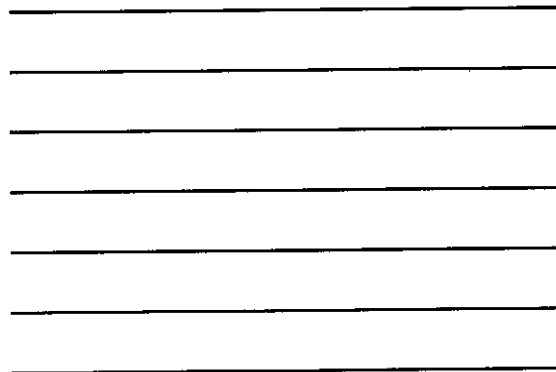
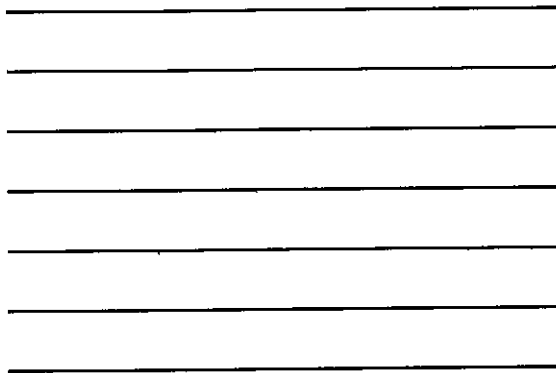
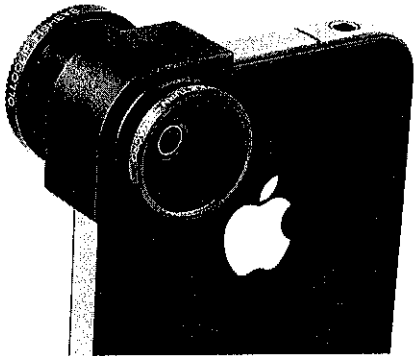
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**IZON**  
[Home](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [Terms of Service](#) [FAQ](#)

Search:  [Home](#) [Products](#) [Accessories](#) [Photo Lens](#) [Photo Lens](#)

**Olloclip 4-in-1 Lens Solution For iPhone 5/5s**  
 by Olloclip  
 \$ 4.95 (20 customer reviews) | 11 answered questions

113 Total | 104 In Stock  
 Price: \$102.00 (with tax)  
 Shipping: \$7.99 (10%)

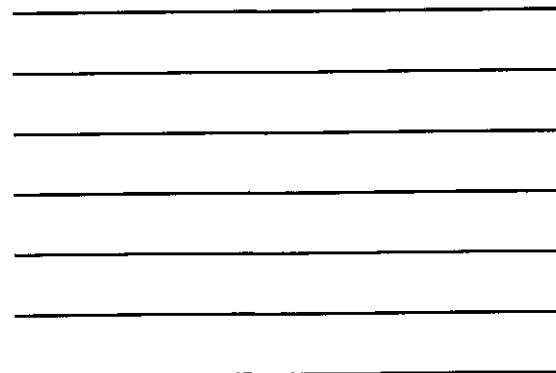
**Note:** This item may be available at a lower price from other sellers that sell Amazon Fulfilled.

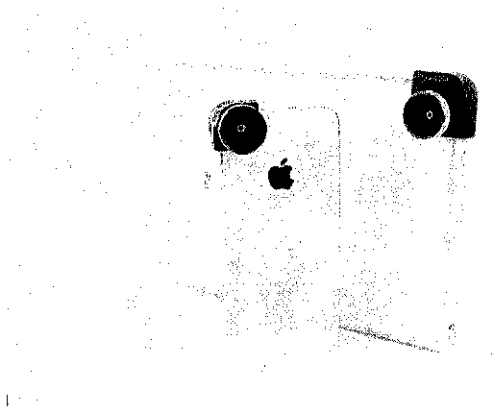
**Only 5 left in stock - order soon.**  
**Want to know more?** Oct. 27 Order within 15 mins and choose One-Click shipping. Details.

Sold by [Sakibity](#) and Fulfilled by Amazon

- Olloclip 4-in-1 Lens Solution for iPhone 5/5s - Red Stock
- 10x macro lens lets you approximate focus distance of 10cm
- 15x super lens lets you approximate focus distance of 15cm
- Fisheye lens captures approximately a 180-degree field of view
- Wide angle lens approximately doubles the field of view

24 new from \$24.00 | 13 used from \$19.95





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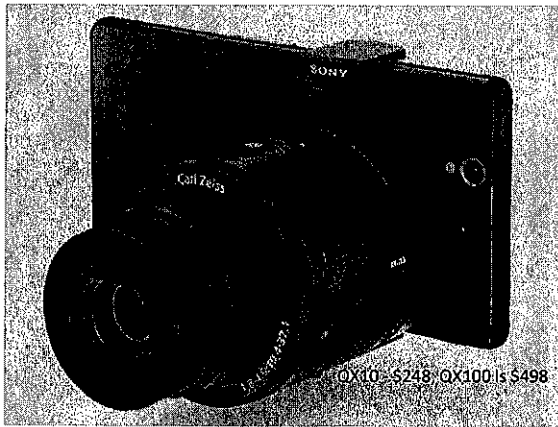
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## Microphones

- Time for client testimonials

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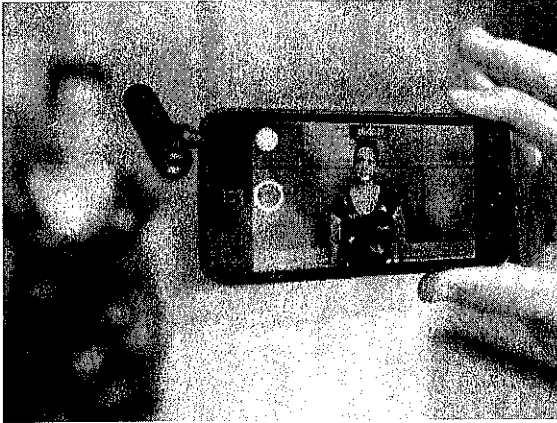
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### Leverage



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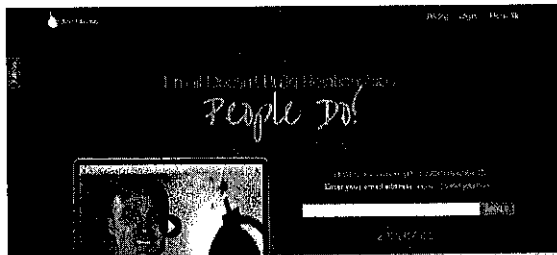
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# Webcam

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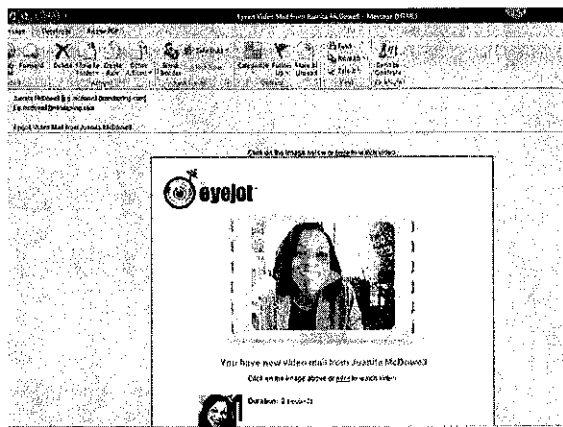
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What is the future for agents?

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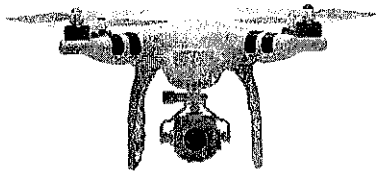
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End Part 1

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## Rules

Put on your thinking hat!



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## Tech Savvy Agents

- The following group of agents are not using technology to its fullest. They are learning about new devices daily.
- These agents are also looking for innovative solutions to their business challenges.
- They need your help to stay competitive, save money, and work efficiently!

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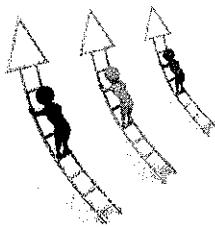
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## The Challenge



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### Situation

- New Home Sales Agent Alice R. received a recommendation to purchase a device. She is not sure what it is. Can you help her? Take a look.

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### What is it?

- A. A digital voice recorder (selling for \$199 on eBay). She can record conversations of the Buyer's agents and their clients and play them back. Plugs into her computer.
- B. It's a keychain she can pair with the music in her iTunes library. It also has a blue tooth feature for her smartphone. Cost: \$149.
- C. It's a full blown surveillance system complete with a video and recorder, that is less than \$16 on Amazon.

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### Answer

A surveillance camera which has a video and voice recorder component; less than \$16 on eBay.



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### Situation

- It's Saturday evening and Agent Kristy knows that she must remind her client to submit those loan documents in to the LO before Friday if she wants to close on time.

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### Situation

- Just to make sure she doesn't forget, she wants to schedule a SMS message to go out on Monday. Is there an app that will allow her to "schedule" an SMS?

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### What do you think?

- A. Yes
- B. No
- C. Ridiculous. Dreamer J is just getting started.

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### Situation

- Agent Randi is taking her TN client out to purchase a house. Her client has stated that she will be working from home (corporate offices in TN).
- She must have a *strong* Internet connection. In fact she would like to use the carrier with the best/fastest connection. She has asked her agent if she knows which one.

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# What Should Agent Randi Do?

- A. Call every carrier near her desired house and ask them for their coverage and speed
- B. Use [www.CheckInternetConnectivity.gov](http://www.CheckInternetConnectivity.gov) for analysis and search features
- C. Use [www.broadbandmap.gov](http://www.broadbandmap.gov) to search, analyze and map broadband availability by address
- D. There are no such websites. Dreamer J made up B and C.

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[Home](#) | [About](#) | [Help](#) | [Privacy Policy](#) | [Terms of Use](#)  
 Please enter any address [Find Broadband](#)  
[Explore the Maps](#) or [Find Broadband](#)  
 Analyze • Map • Developer • About • Help • Privacy Policy • Terms of Use  
 Home • Search • Privacy Policy • Terms of Use  
 The National Broadband Map is a service provided by the National Broadband Data Center (NBDC), an affiliate of the Federal Communications Commission (FCC).

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**608 carol villa drive, montgomery, alabama 36109**  
**Search Results: Broadband Providers for this Area**  
 This is a list of broadband providers appearing in all or part of the census block for the address above. If you intend to use a cable or DSL service, the list below listing the broadband providers showing service in the census block may or may not include all the providers you may want to consider. For more information, please contact your local providers.  
 This data is updated monthly, every second and you will be notified via email if you have any service changes. Click Expand All to see details about all the providers you can use.  
**Charter Communications** | **AT&T** | **Verizon Communications Inc.**  
 Advertised Speeds Above 3 Mbps | Data as of 09/20/17  
 Share | Map it

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### Situation

- Agent Chris B. just received a disturbing letter from an attorney from Getty Images. Here's the problem. He hired a graphic designer to set up a website for him for his real estate business..

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### Situation

- He assumed the designer would only use "royalty-free" images. Evidently, he did not. Now the owner of the image is demanding \$1500 for violation of a copyright.

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### What Should Agent Chris B. Do?

- A. Pay the \$1500
- B. Call an attorney to represent him.
- C. Remove the image - Cease and Desist. Then take a chance he will not hear any more from Getty Images again.
- D. It depends. If his designer admits he blatantly stole the image, Chris B must pay for it. If not, this merits more investigation.

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### Remember

- Some believe *"If the image didn't come from your own camera or you didn't pay for it, then don't use it."*
- JM – I disagree. Using paid for or licensed images from a trusted and reliable source is acceptable and legal. The image owner wants it shared with specific conditions that should be defined in their license agreement.

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### Solution

- Statutory damages of up to **\$150,000** per willful infringing use for each photograph. See 17 USC Section 504(b) and (c). Legal fees and costs also may be recovered from the infringer. See 17 USC Section 505.
- This is serious!

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### Situation

- Client April F. told her agent Peter L. that she had to be out of her apartment by April 30 or she would have to pay \$500 to stay an extra month. WDYK? The closing was delayed due to issues beyond Agent Peter's control.

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### Situation

- April is demanding that her agent pay the \$500 because he guaranteed her that she would close by April 30 and would not need to pay.
- She remember he bragged about his Loan Officer and his smooth, quick closings.

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### Situation

- Agent Peter said he never said he would "guarantee" a 30 day closing, only that he "hoped" and "felt confident" that a 4/30 closing was not unreasonable.

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### Situation

- It's Peter's word against his client April, who wrote this down herself – (BTW, she used a Live Scribe Writer pen).
- Who do you think is right?




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### Situation

- A. Agent Peter
- B. Client April
- C. Neither. It will always be Peter's word against April's. A Live Scribe Writer is only a pen that plugs into a computer, allows handwriting on email and MS Word files.




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### Situation

- Agent Harry and wife Kay want to set up a YouTube channel so that can start uploading videos. They have the equipment and ideas for their videos. Problem is, they do not know how to "edit" videos.
- Funds are limited.
- They want to sell real estate, not become Video Editors.

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### What Should Harry and Kay Do?

- A. Visit www.Fiverr.com and pay \$5 for video editing.
- B. Hire their 16-year-old nephew
- C. Submit a proposal to www.oDesk.com
- D. Upload raw footage. YouTube videos are not "professional" quality anyway.
- E. Consider option A or C only.

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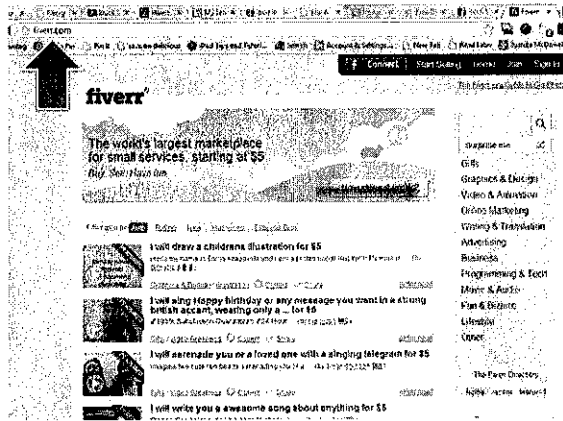
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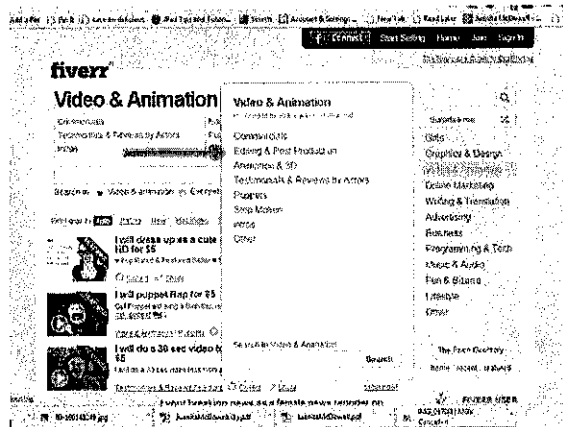
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### Situation

- Agent John R. needs a few additional phone options. For example, he wants the ability to screen calls, block calls, record certain conversations and get a text version of it.
- By the way, he doesn't want to spend any money on these options.

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### What Should John Do?

- A. Stop being cheap. These are easy options to find but he will have to pay money to his carrier and he will also need an app for this.
- B. Use Google Voice; it will do everything but record conversations.
- C. Use Google Voice; it will do everything mentioned.

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### Situation

- Listing Agent Yaro has started using QR codes on his sign riders. He has two. One code takes the prospect on a virtual tour of the home. The other takes them to his contact information.
- He wants to know how many times these QR codes have been scanned so he can get an idea of how effective his marketing is.

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### What Should Yaro Do?

- A. Stop using QR codes. They're waning in popularity.
- B. Use [www.bit.ly](http://www.bit.ly) for tracking.
- C. No, [bit.ly](http://bit.ly) is a URL shortner. John needs to use [Qrstuff.com](http://Qrstuff.com) which includes a tracking mechanism.

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### Situation

- Agent Helen is setting up a blog for a neighborhood Eagle Point. Should her URL be
- A. [HelenSells.com/Eagle-Point](http://HelenSells.com/Eagle-Point)
  - B. [HelenSells.com/Eagle-Point-Homes-For-Sale](http://HelenSells.com/Eagle-Point-Homes-For-Sale)
  - C. Neither of these two options will work

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### Situation

- Agent Jim would love to send a postcard to his client---a picture of them in front of the house. But he doesn't want the hassle of doing computer work, trying to get this all constructed.

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### What Should He Do?

- A. Hire a graphic design artist, to create a template for him
- B. Use the app Postagram that let's you take a picture, then send a postcard with a message – even lets the receiver scan a barcode to respond back immediately.
- C. Neither A and B. This is the app idea of Dreamer J she's been working on for months.

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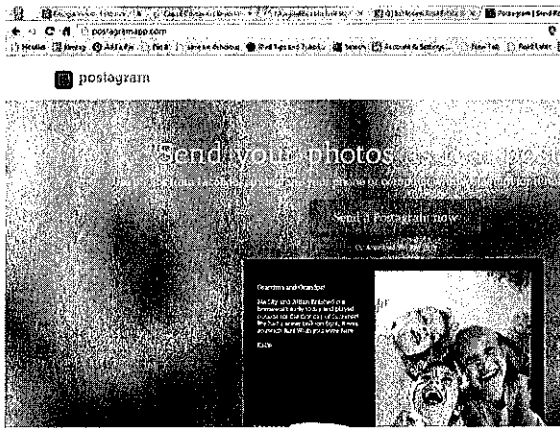
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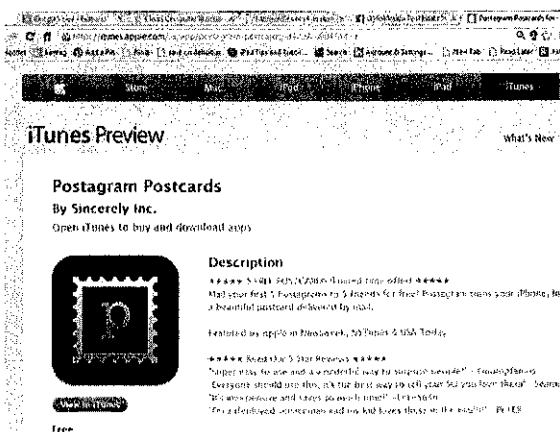
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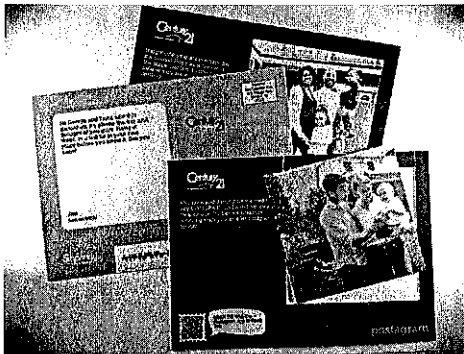
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### Situation

- Agent Chris C. owns a full service real estate company in Stamford Connecticut. With his agents constantly on the go, they needed a business phone system to connect to their offices and agents to stay in touch with their customers. He decided on RingCentral. Next, he needed a professional voice for the phone system.

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### What should he do?

- A. Hire a professional voice who does commercials, has clients such as Cingular Wireless and Outback Steakhouse and only pay \$5 (same day delivery).
- B. Go to his wife (who has a nice voice) and ask her to do it for him
- C. Hire a professional voice artist and pay one-time charge of \$1500.

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### Situation

- Agent Mary wants to update her social media sites with one update, but she doesn't want to go to all of the different sites for this (LinkedIn, FB, Twitter). Is there an app she can use that when she does ONE update – it's reflected on ALL of her social media sites?

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### What would you tell her to do?

- A. Use the app Buffer
- B. Use the app Hootsuite
- C. Use Ping.fm
- D. Only A or B will work
- E. Only B will work – and Hootsuite has been around a long time

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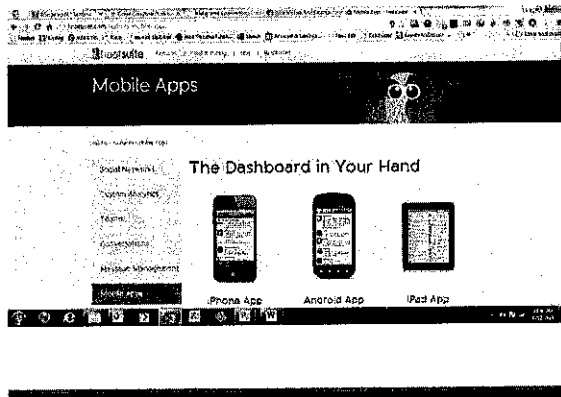
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### Saying Thanks

- Agent Brandon was raised right. He knows to say thank you but he forgets. Is there an app that will enable him to send a thank you card from his cell phone? By the way, it would be nice if he could brand it with his logo, or even better, if he could personalize it with a picture of his clients at closings!

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### Solution

- Brandon should go to Wal-greens and pick up a card.
- Brandon should hire his daughter to do this and pay her \$1. She's 15 and at that age they're good with images and Publisher.
- Brandon should use a free app like ThankYouPro and spend \$2.99 to send a personalized card.

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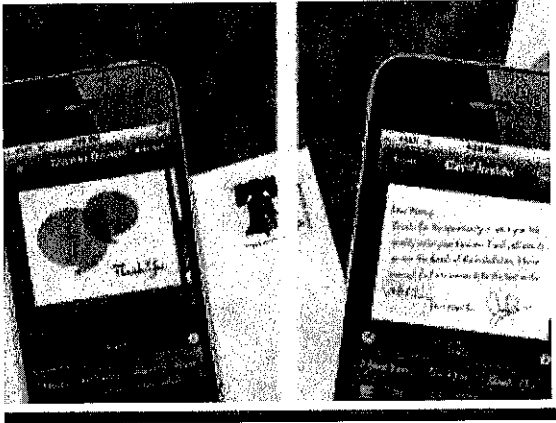
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Scan the code in your handout to access my social media channels.



*Let's Connect*  
**JUANITA McDOWELL**



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