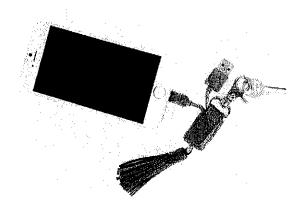


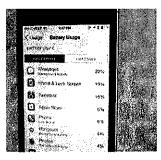
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Turn Off or Disable

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

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Turn Off or Disable

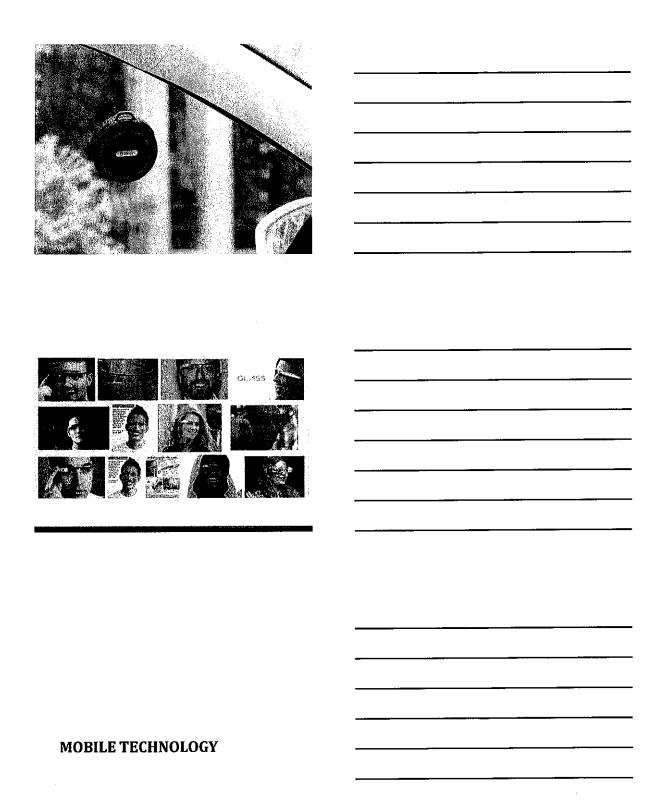
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- Brightness level
- Spotlight Search
- Bluetooth

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Smart Phones



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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.



What makes a great app?

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



What makes a great app?

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

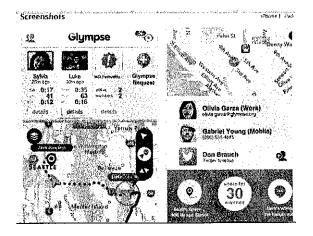


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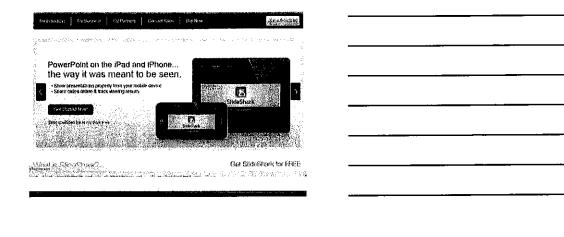
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CLOUD STORAGE

Are your files safe?

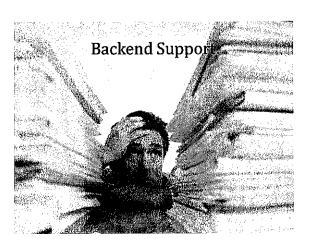
What is your backup plan?



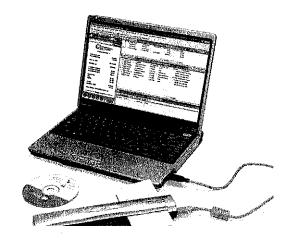
Back up my computer

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

IN THE FIELD SUPPORT



Backend Support	
• Managing the Paperwork	
-Business Cards	
–Receipts	
Payments	
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For Business

- receipts
- invoices
- business cards
- sales documents



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For Home

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



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- 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

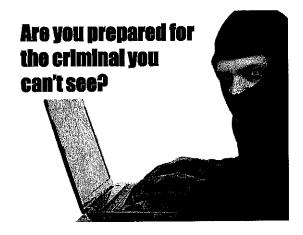
- Features
- Data can be exported to PDF, Excel®, Quicken®, QuickBooks®, TurboTax®
- Business card information can be exported to Outlook, Plaxo, or Mac Address book
- · You can scan documents into PDF's

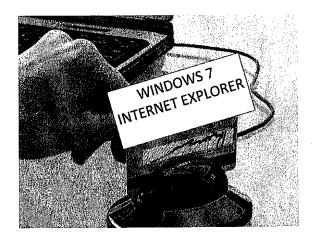
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Do you use a credit card online?

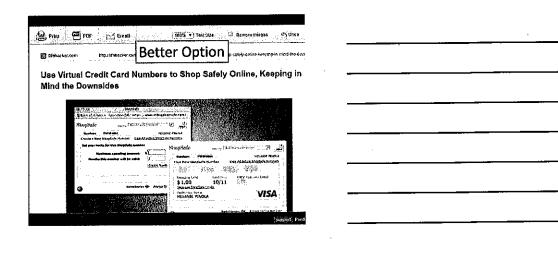


Who can see your number?





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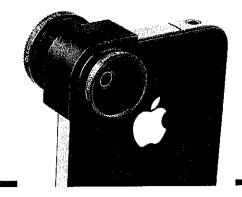


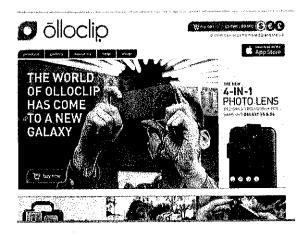
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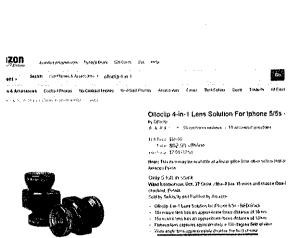
- https:// rather than http://.
- The extra 's' indicates the site uses an encryption system to scramble your information.

Cameras

• Let's talk!

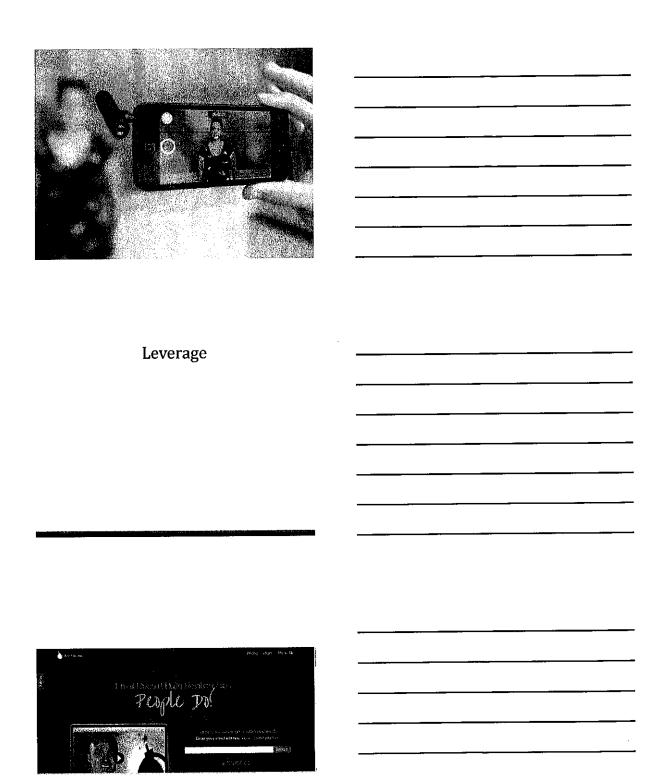






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Microphones	
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What is the future for agents?	
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Rules	
Put on your thinking hat!	
Tech Savvy Agents The following group of agents are not using technology 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!	
The Challenge	

 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.



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.

Answer	
A surveillance camera which has a video and voice recorder component; less than \$16 on	
еВау.	
a	
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.	
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?	-

What do you think?	
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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.	

What Should Agent Randi Do?	
Call every carrier near her desired house and ask them for their coverage and speed	
B. Use www.CheckInternetConnectivity.gov for analysis and search features	
 Use 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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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 	
A Control of the Cont	
Cituation	
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.	
\$1500 for Violation of a copyright.	
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.	

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	<u></u>
acceptable and legal. The image owner wants	
it shared with specific conditions that should	
be defined in their license agreement.	
Solution	
Solution	
- Ct-t-t	
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!	

Situation	
orquation	
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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- 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.

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.

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?



2	l	ſ	١	

Situation

- A. Agent Peter
- B. Client April
- C. <u>Neither</u>. 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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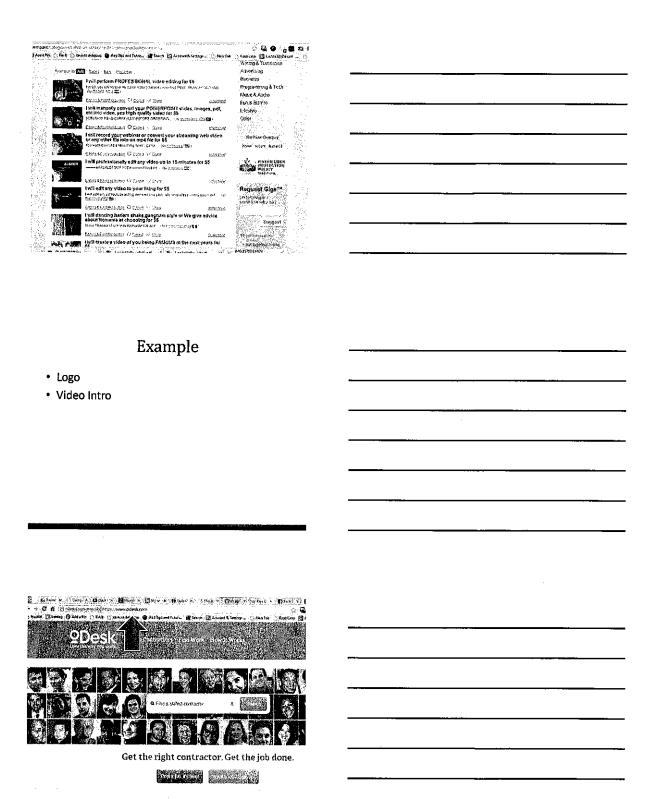
- Agent Harry and wife Kay want to set up a YouTube channel so that can start uploading videos. They have the equipment and ideas for their videos. Problem is, they do not know how to "edit" videos.
- Funds are limited.
- They want to sell real estate, not become Video Editors.

What Should Harry and Kay Do?

- Visit www.Fivver.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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- 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.

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.
- Use Google Voice; it will do everything mentioned.

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 for tracking.	<u>-</u>
C. No, bit.ly is a URL shortner. John needs to use Qrstuff.com which includes a tracking mechanism.	<u> </u>
mechanism.	
Situation	
 Agent Helen is setting up a blog for a neighborhood Eagle Point. Should her URL be 	
A. HelenSells.com/Eagle-Point	
B. HelenSells.com/Eagle-Point-Homes-For-Sale	
C. Neither of these two options will work	
Situation	
2.200.0.0	
Agent Jim would love to send a postcard to his	
clienta 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.	

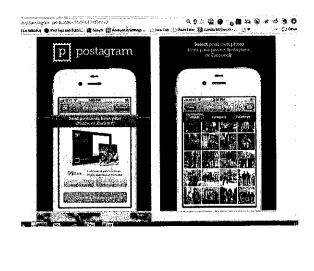
What Should He Do?

- 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.



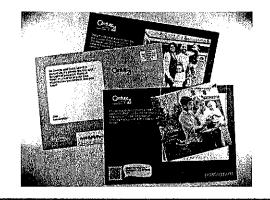


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Situation

 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.

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 onetime charge of \$1500.

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 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?

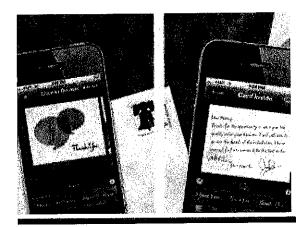
What would you tell her to do?

- 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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C	
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!	
Solution	
Solution	
A. Brandon should go to Wal-greens and pick up	
a card.	
B. 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.	
C. Brandon should use a free app like	
ThankYouPro and spend \$2.99 to send a	
personalized card.	





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



Let's Connect
JUANITA McDOWELL

