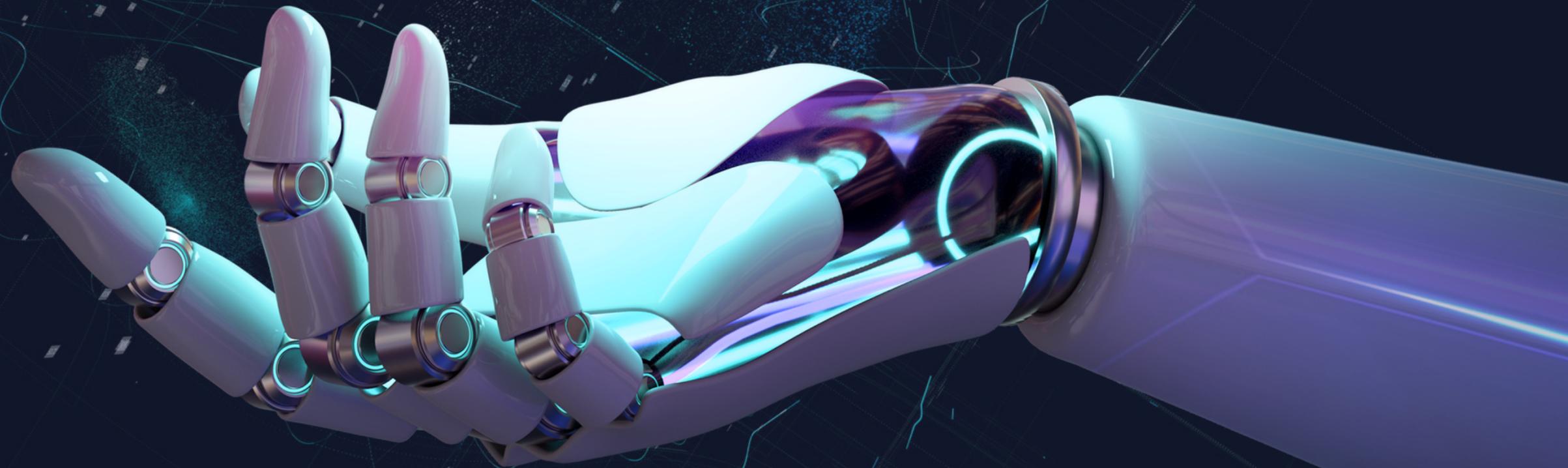


Your Must-Have Tech Stack

FOR 2023 & BEYOND



RETI
REAL ESTATE
TECHNOLOGY INSTITUTE

THE NEXT LEVEL[®]
EVENT **2023**

Craig Grant

Stuart, FL



Craig@RETI.us



CraigGrant.info
RETI.us

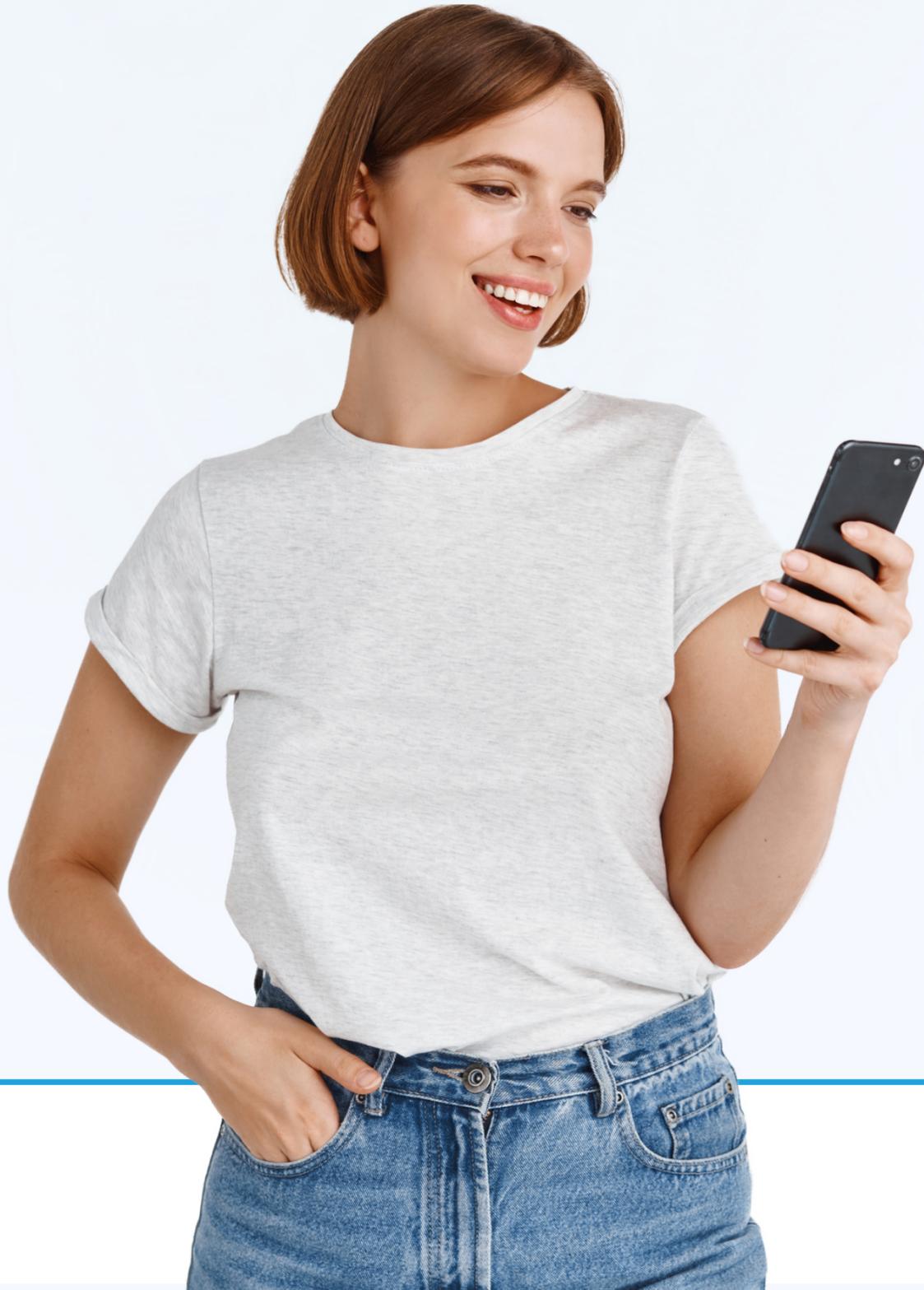


To download this presentation,
get your RETI.us account for 2 months
for only \$2, or connect with Craig,
go to RETI.us/nlevent
or scan this QR Code



\$2 will be billed \$.99/mo for 2-months, after that it will revert to the normal \$9.95/mo rate

What are the Must-Have Tech Tools for Real Estate?

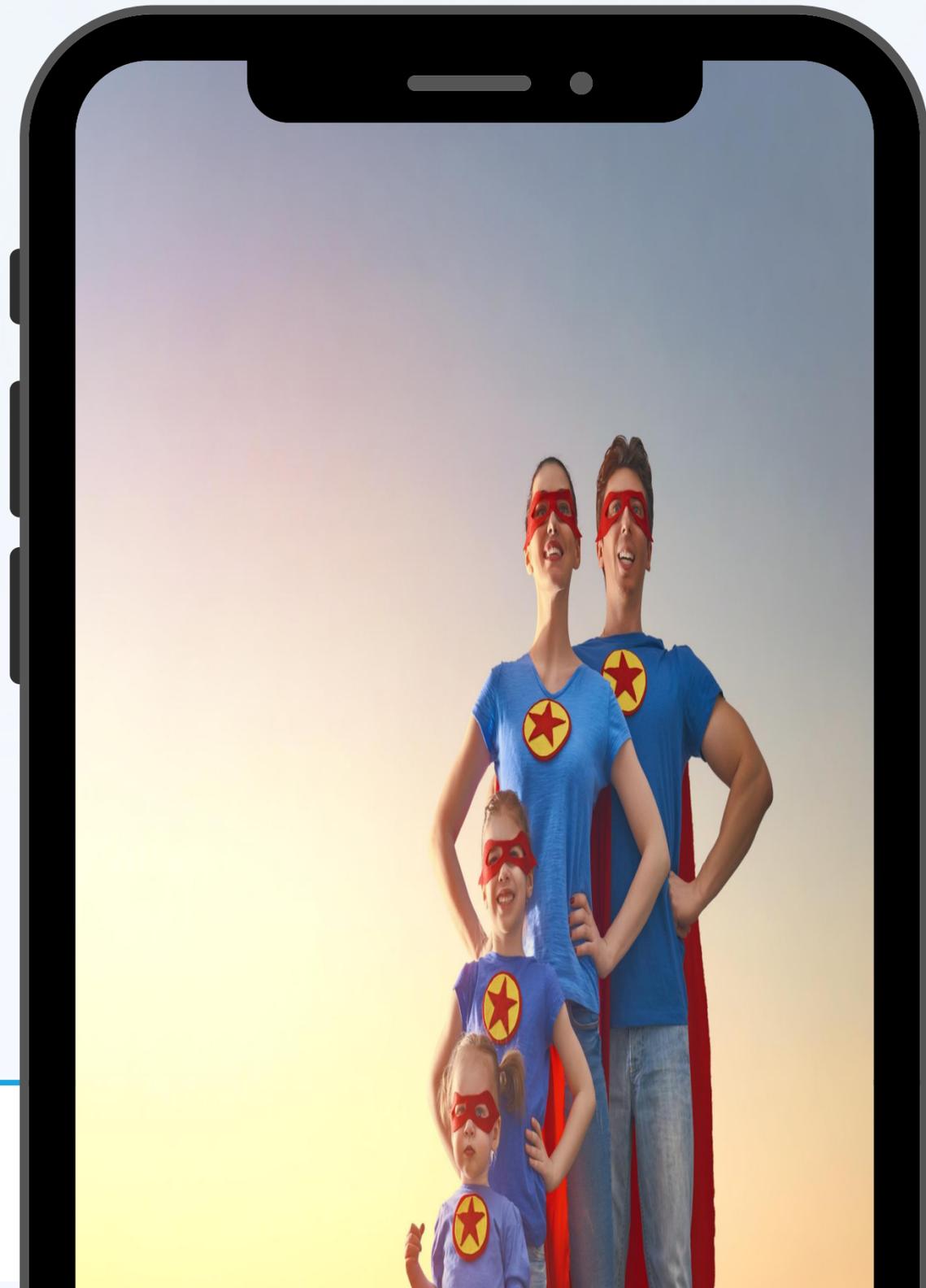


Before we go there...

Can we talk about our always Connected Consumers compared to customers of the past?

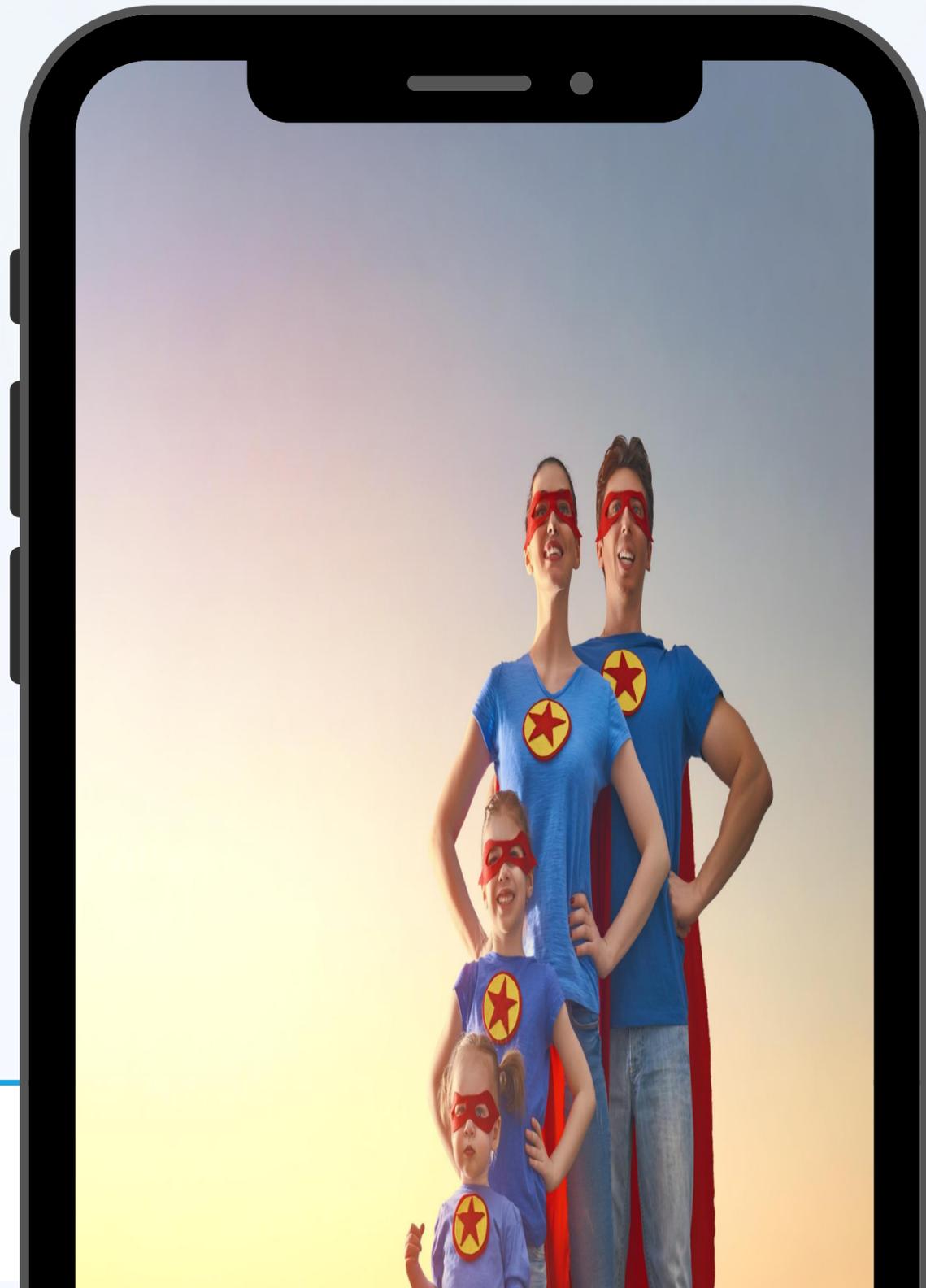
- ✓ They have access to everything online & are much more educated & prepared than customers fo the past
- ✓ Sometimes they are overwhelmed, misinformed, or even cocky based on what they find online & tv
- ✓ Have very little loyalty
- ✓ Have very little patience & want instant gratification

Today's Always Connected Real Estate Consumers



Has very different behaviors & expectations
and if you do not service them properly in
every way they move on very quickly

Today's Always Connected Real Estate Consumers

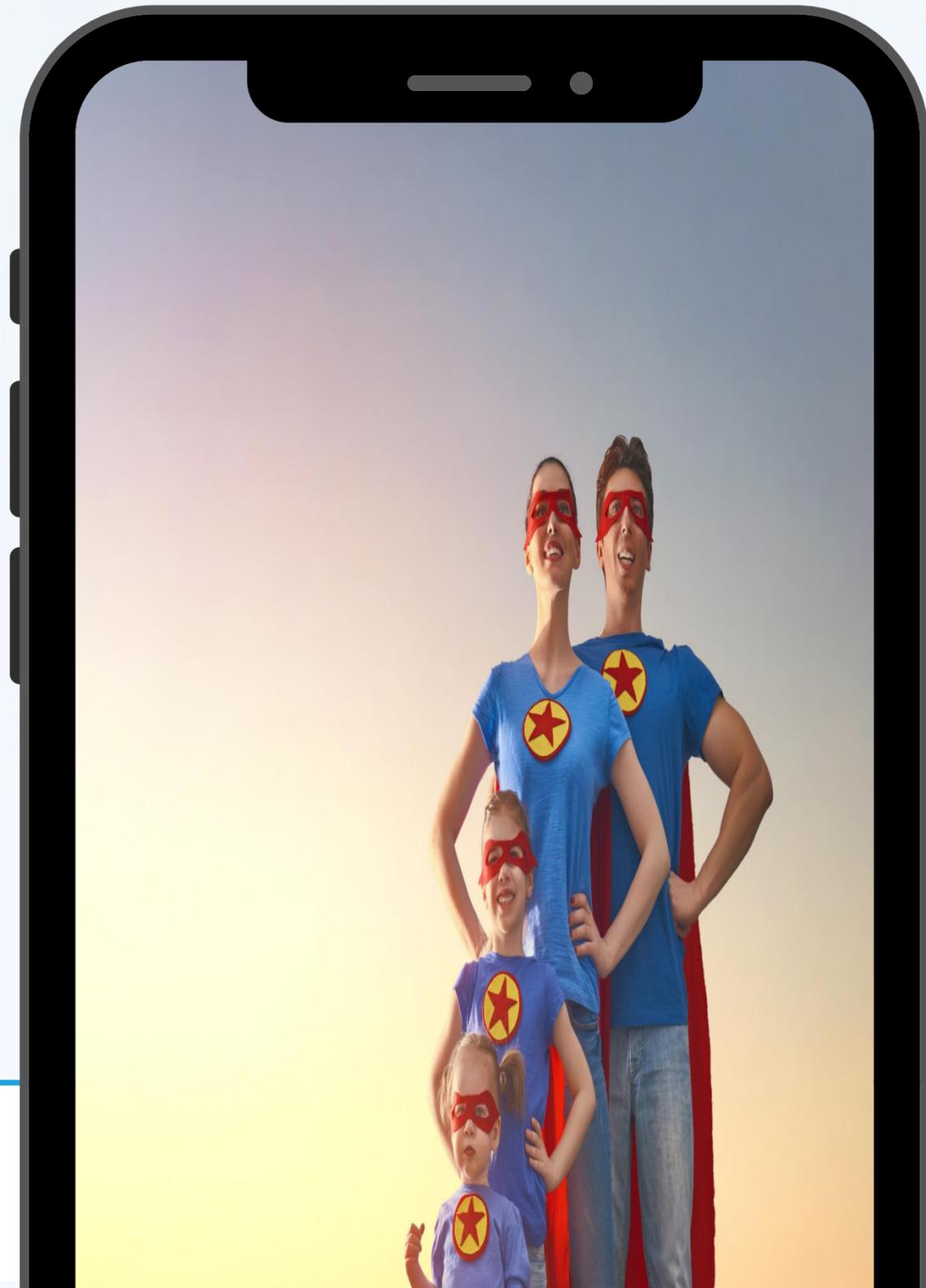


2



Keys to Servicing
Today's Consumer

Keys to Servicing Today's Real Estate Consumers

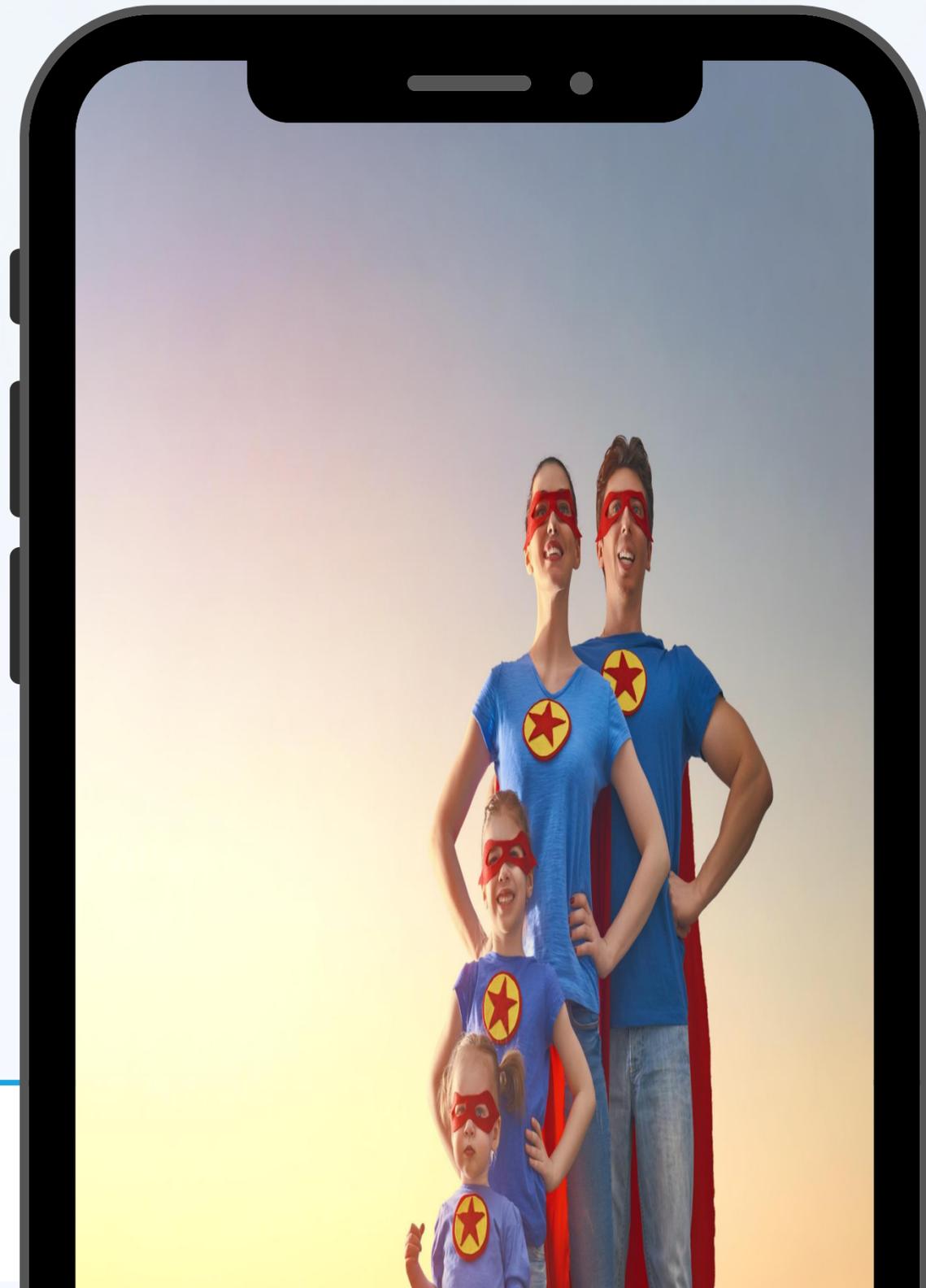


1



Leveraging the Cloud &
Being 100% Mobile

Keys to Servicing Today's Real Estate Consumers

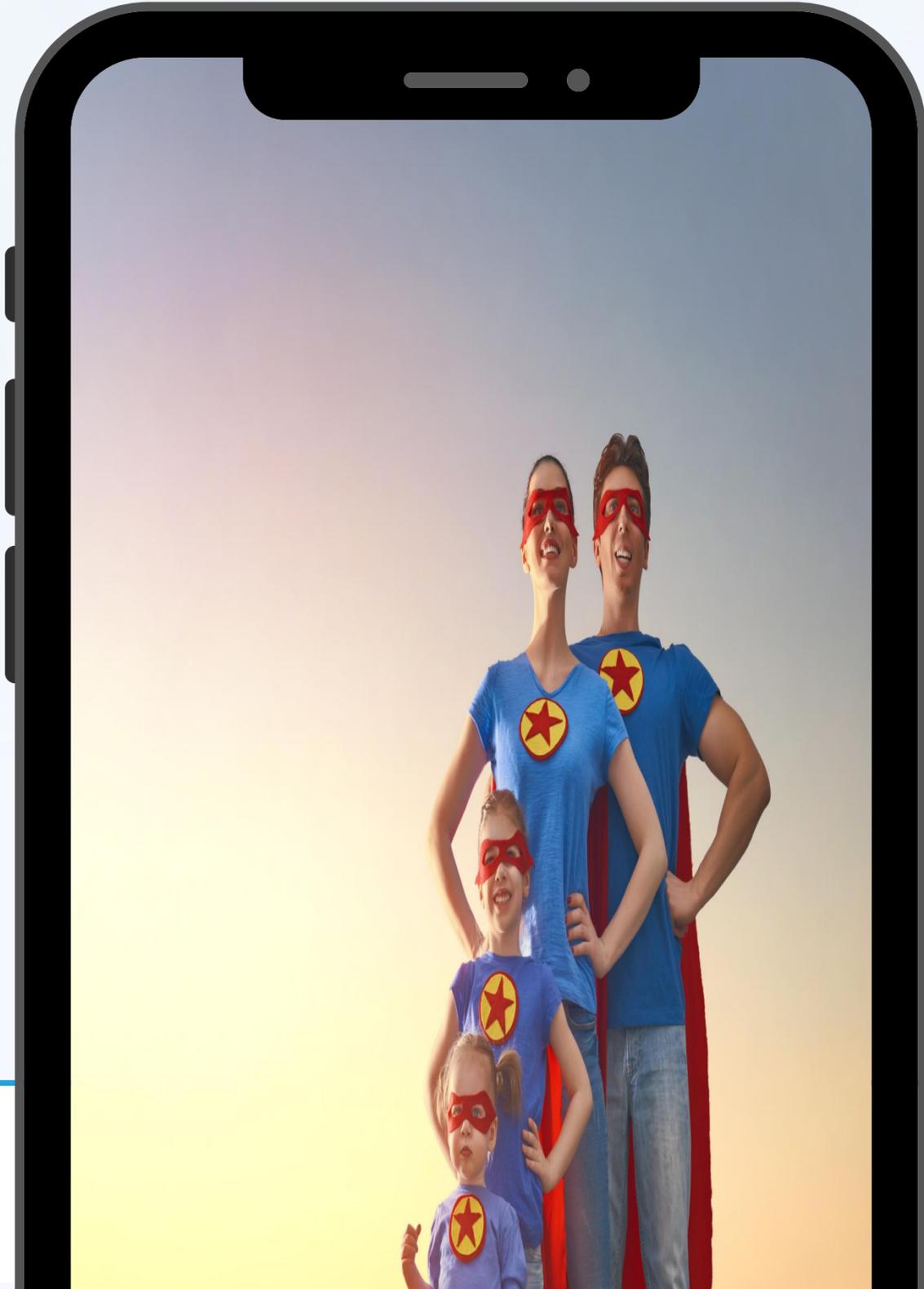


2



Having "There's an App
for that Mentality"
for Everything

What are the Must-Have Tech Tools for Real Estate?

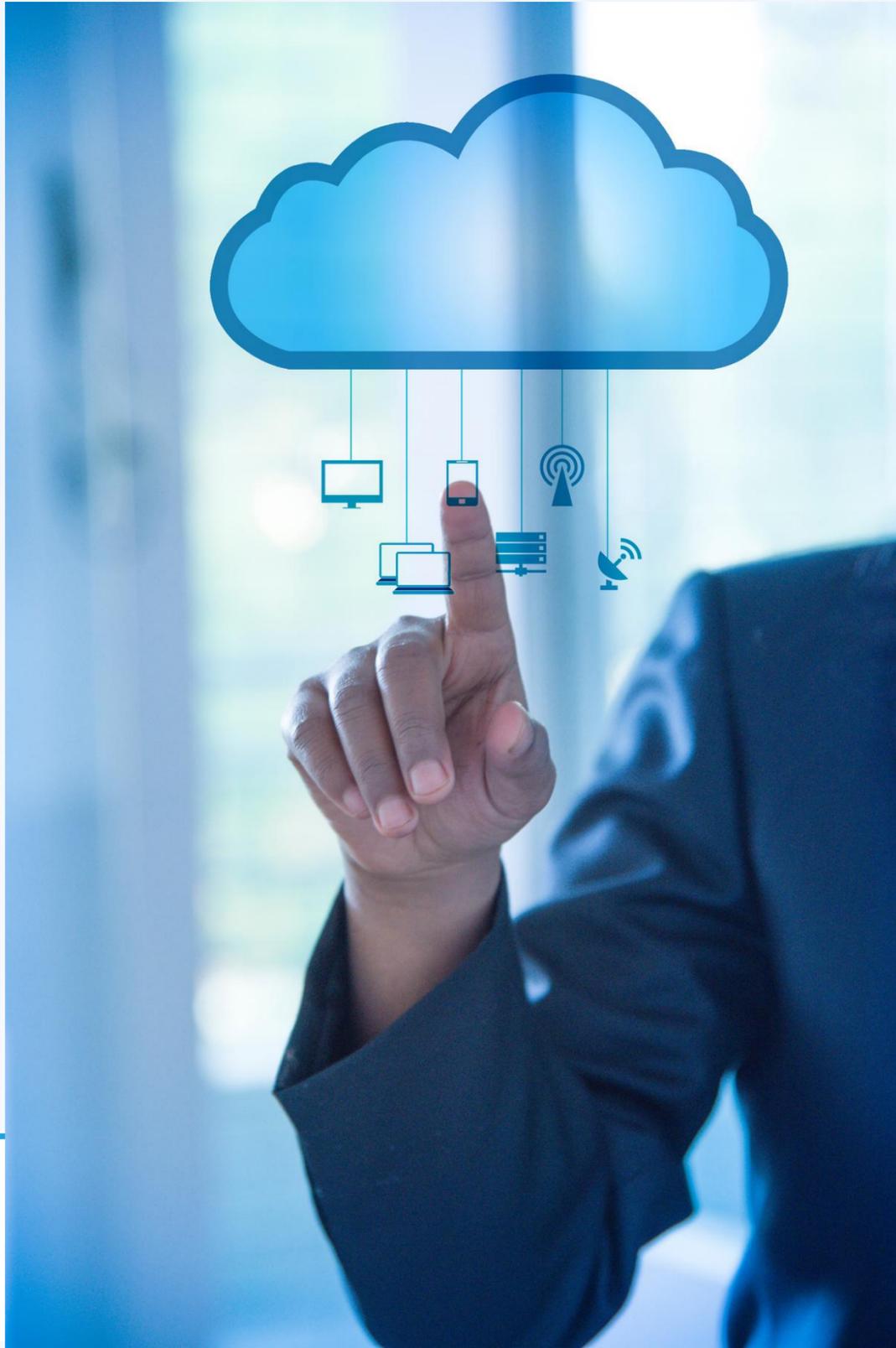


1



Leveraging the Cloud & Being 100% Mobile

What is the Cloud?



Anything you do **on a device**
(**computer, phone, or tablet**)
that happens
through the Internet Connection
(**website or app**)
and **not installed into that device.**

The Cloud is the Key to Being a Modern Mobile REALTOR

As it allows you to work...



Any Time, Any Where, & on Any Device

Even on devices on different operating systems & on devices that aren't even yours without missing a beat!



Online or Offline

So if you are in a vacant property or without an Internet connection, you can still get your work done!



Privately or Share to Work with Others

Get more done remotely & take your customer service to the next level by collaborating in the cloud



Everything is Always Syncing Across Devices

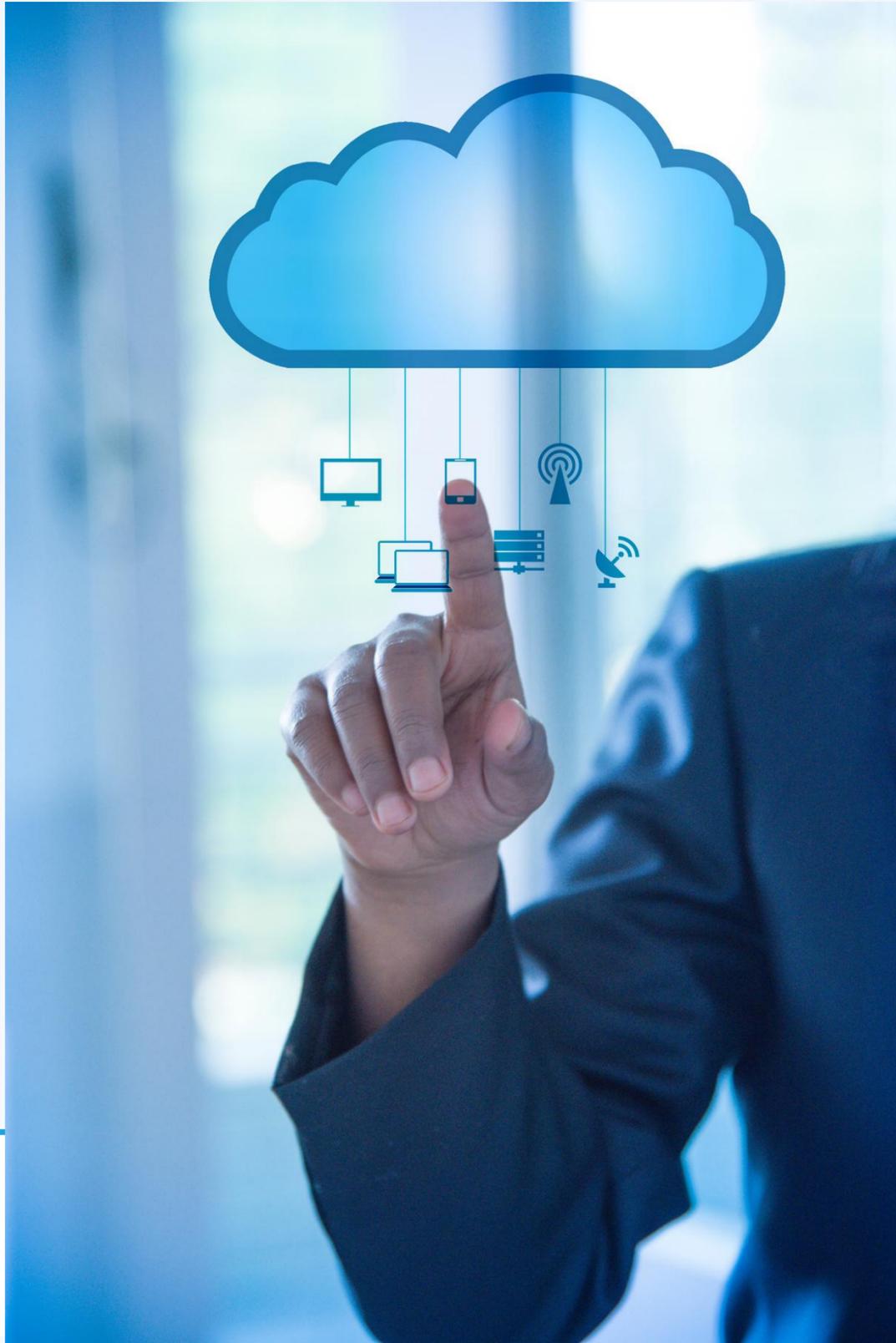
Got multiple devices, no problem, everything will back up & update for you allowing you to get everything done



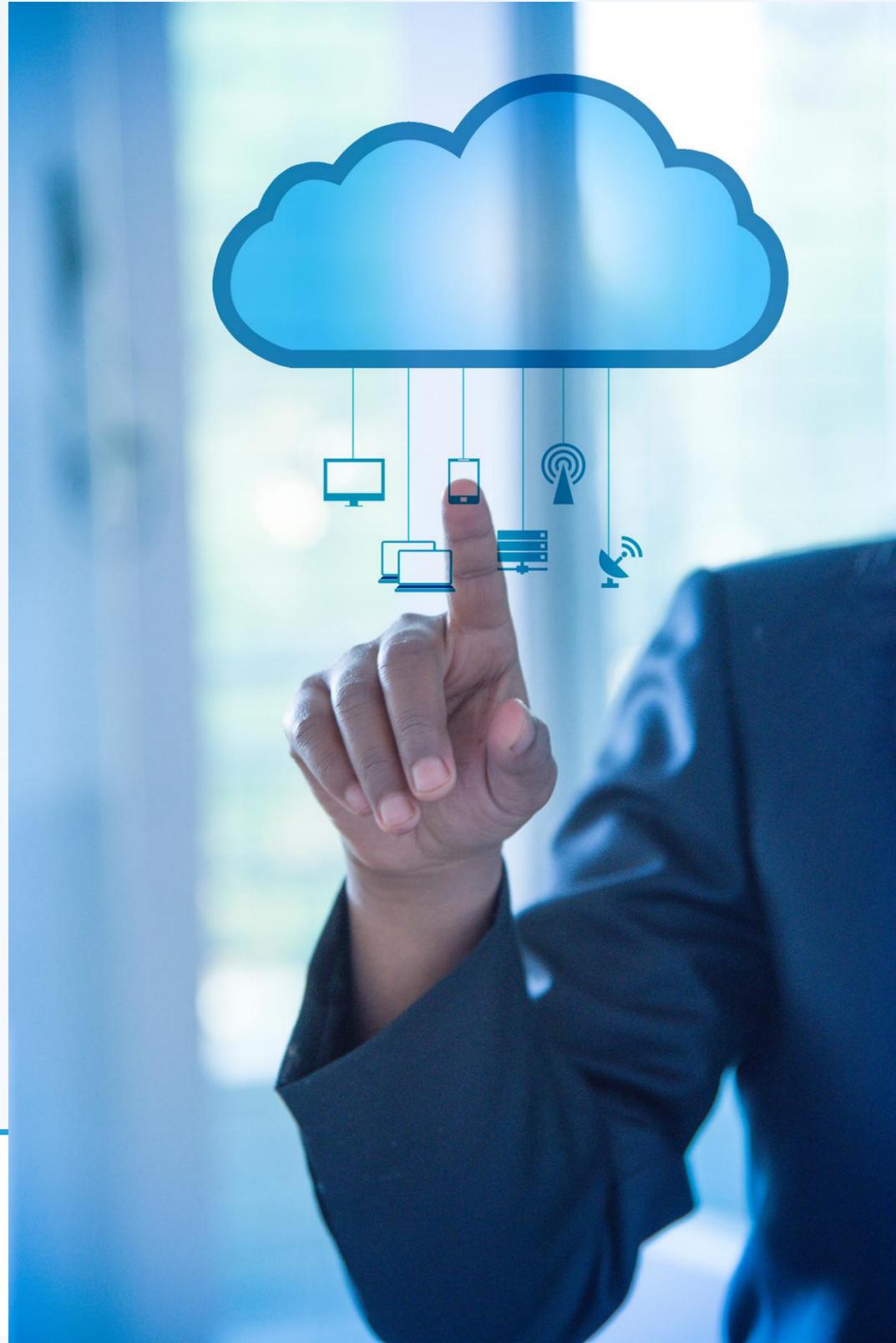
Compared to the Old Days of Installed Software

It is so much more cost-effective to start and run a business and software is easier to learn how to use and train on

The Building Block: Cloud File Storage



The Building Block: Cloud File Storage



But why settle for just file storage when you can run your entire business in the cloud with:



The Building Block: Cloud File Storage

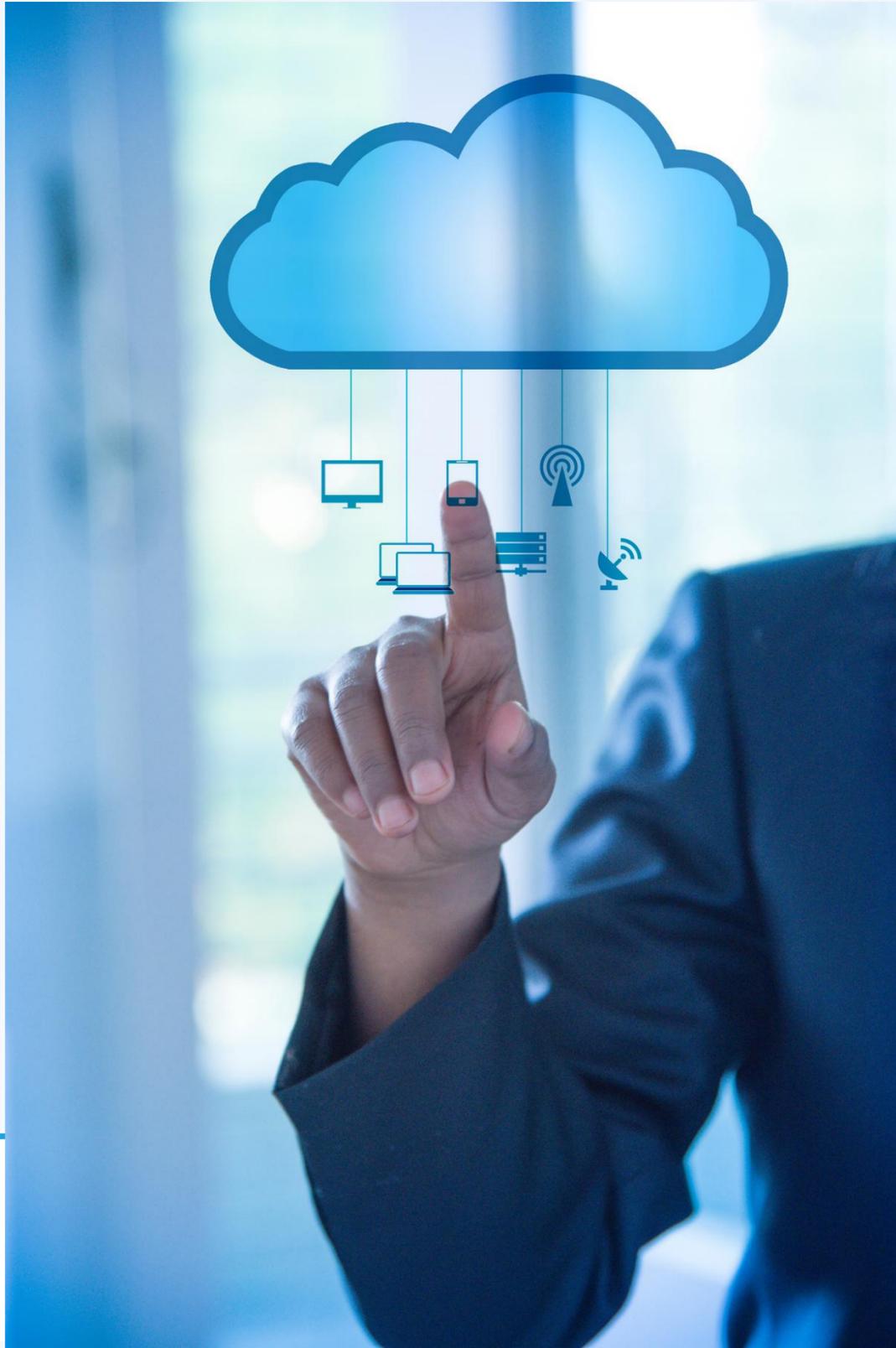


I Recommend

Google

as you get a lot more tools,
with top-notch security, & support,
with way more options for tools & integrations
for less \$\$
then with the Apple & Microsoft

The Building Block: Cloud File Storage



Versus

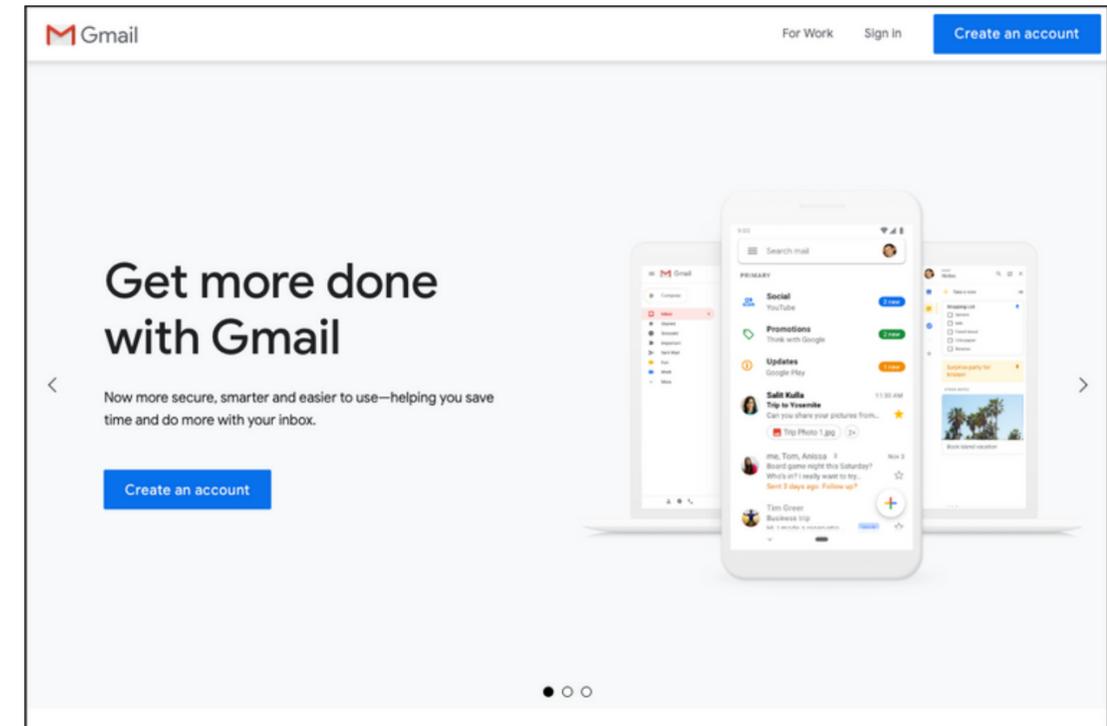
Google Workspace



Gmail

google.com/gmail

- Free
- No Support
- Includes Related Advertisements
- Email Address Ends in @Gmail.com
- Only 15 Gigs of Storage across the entire account



- \$12/mo = Paid Business Account
- 24/7 Support & Free On-Boarding
- No Advertisements
- Email Address Uses Your Domain (info@yoursite.com)
- All the Tools You Need from Google (Office, Email, Calendar, Keep, Forms, Full Device Backup, & a lot more) plus 1000s of 3rd Party Extensions
- Essentials = 2T of Data Storage
(Business Plus account for \$18/mo is 5T)

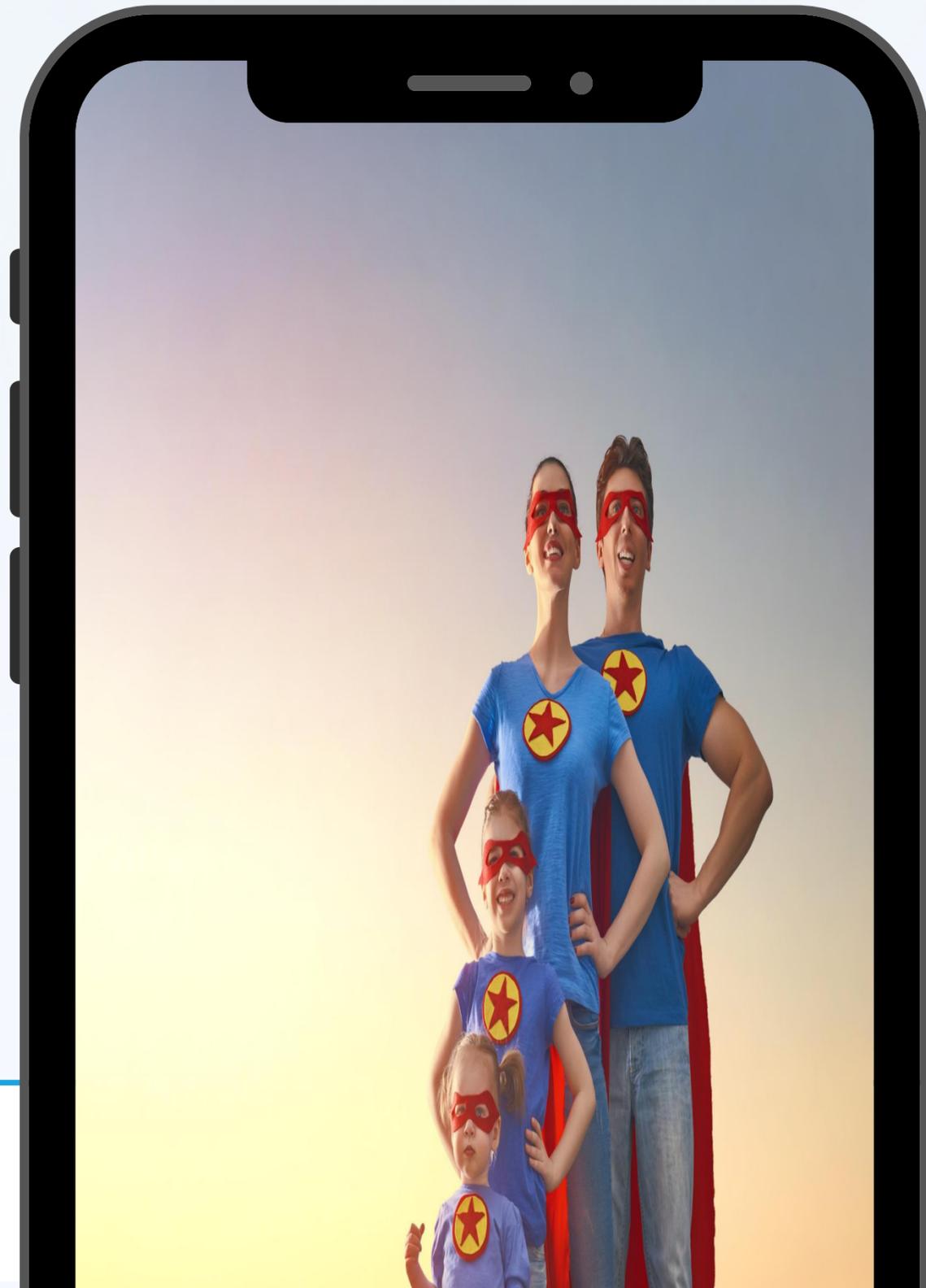
Every plan includes



Save Additional Costs by using Google Tools to Replace Existing Ones:

1.  Gmail  Calendar **Outlook, Calendars, Contacts, etc.**
2.  Google Docs **Microsoft Office Suite**
3.  Google Keep **Evernote or OneNote**
4.  Forms **Survey Monkey, Any Sign In or Lead Gen Form**
5.  Drive  Photos  Sync **Dropbox & Carbonite**
6.  Meet  Voice **Skype, Phones, Zoom, etc.**
7. **And so much more**

Keys to Servicing Today's Real Estate Consumers



2



Having "There's an App
for that Mentality"
for Everything

There's an App Like That Mentality



 **Apple Store**



Microsoft Store



Google Play



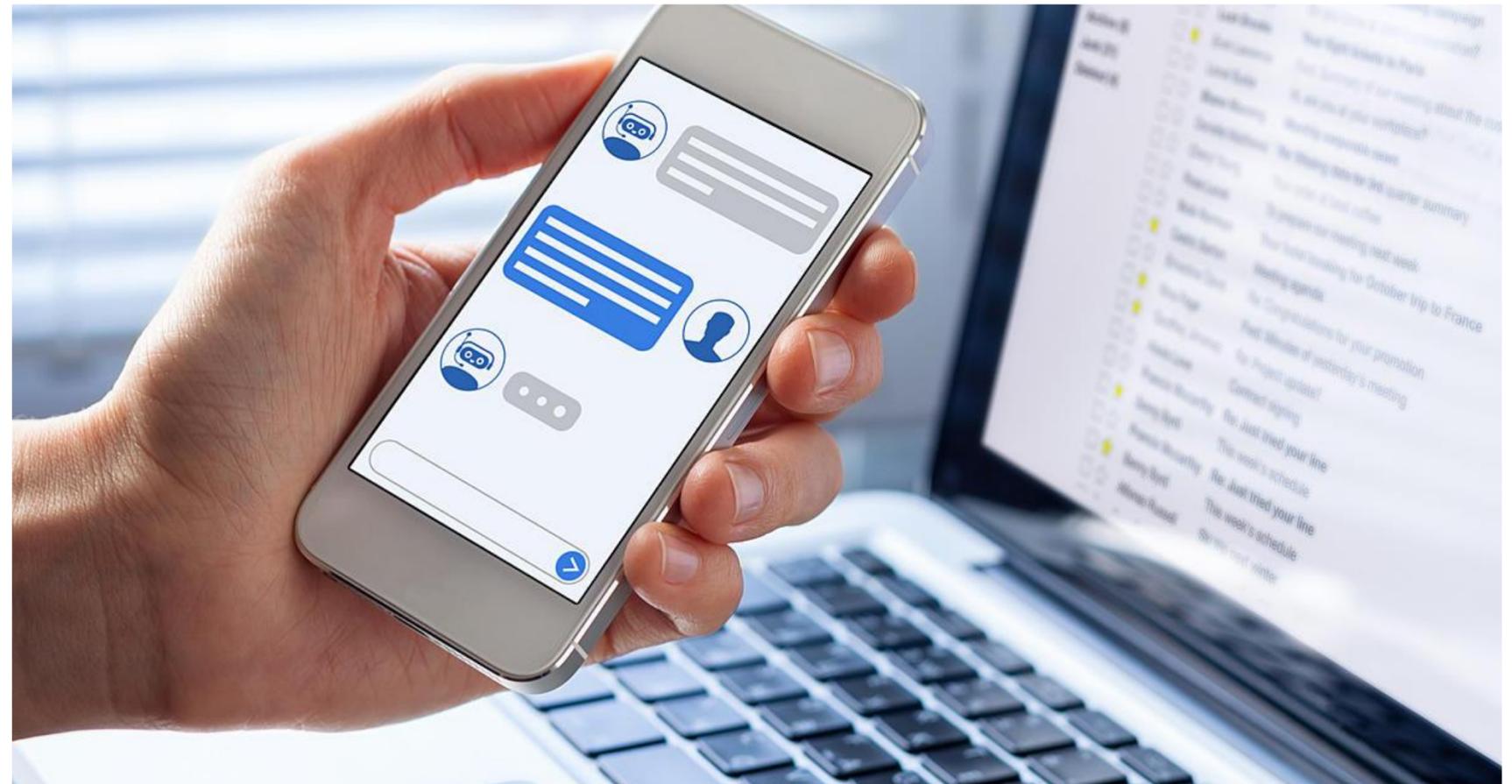
Google Workspace Marketplace



chrome web store

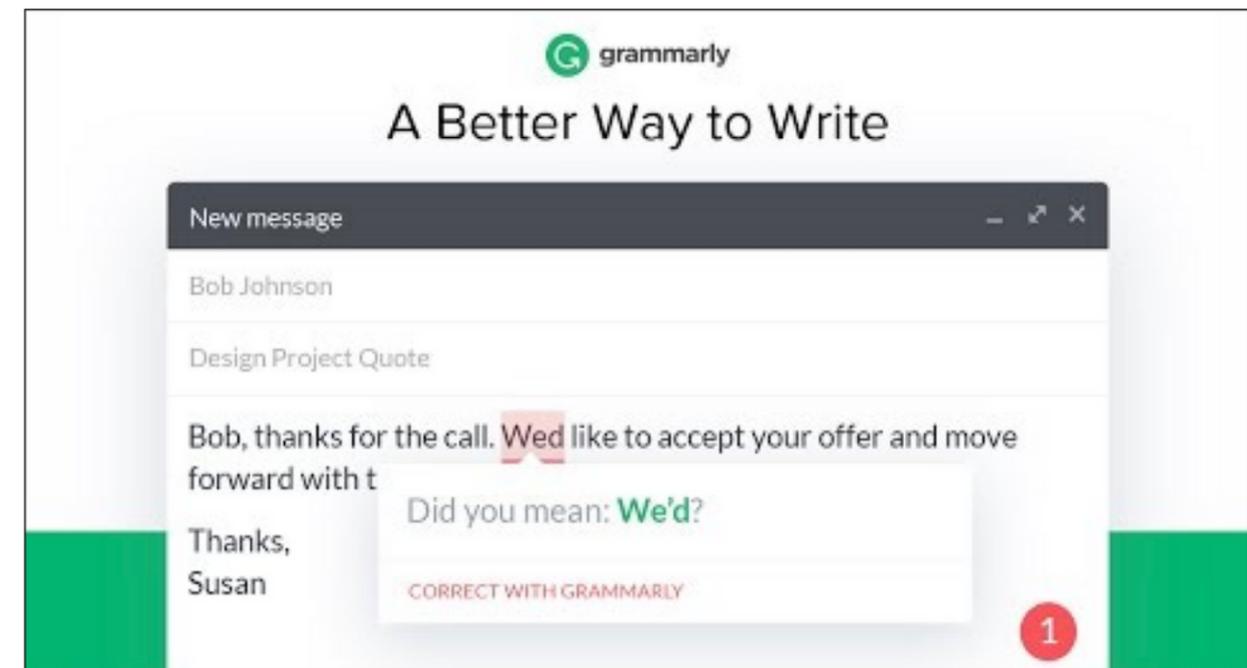
These stores have 1000s of awesome 3rd Party tools that can improve or enhance your experience on any device, while online in the browser & in any Google program (Gmail, Docs, etc.)

Elevating Our Office & Communications





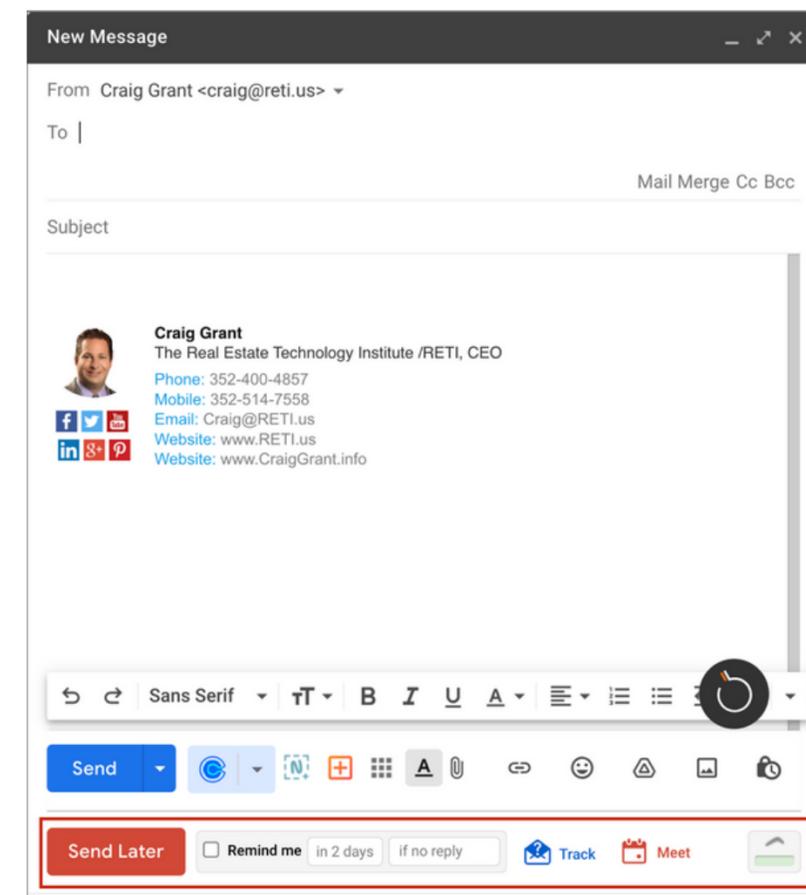
- Spell Check
- Grammar Check
- Phrasing & Grammar Improvement
- And more anywhere you are typing online such as in your email, MLS, contact forms, etc.





Boomerang for Gmail

- Schedule email deliveries
- Track email opens, reads, & clicks
- Schedule meetings
- And more, plus Respondable





Boomerang for Gmail

- Respondable uses Artificial Intelligence to help you write better emails on the fly to increase the likelihood that it will be responded to

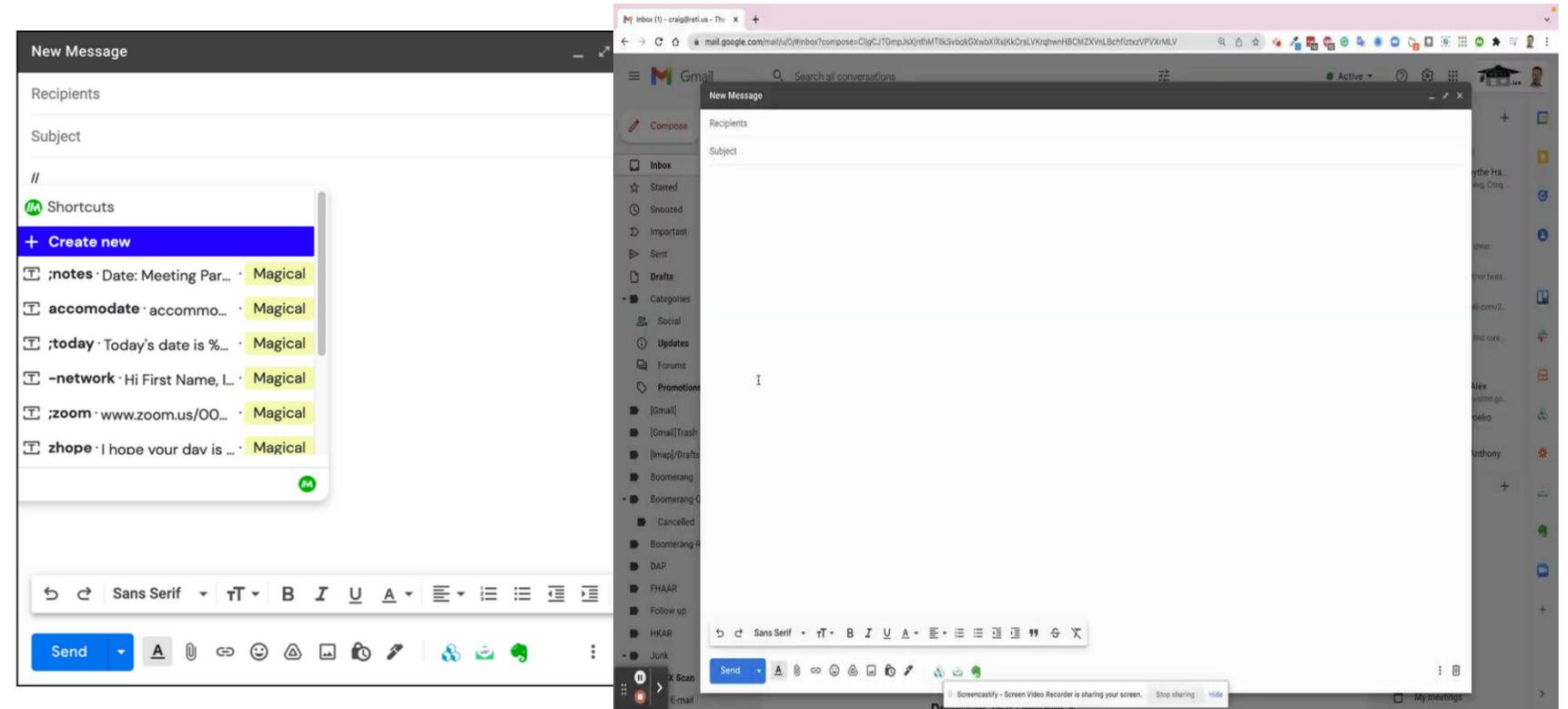
The screenshot displays an email draft in Gmail with the subject 'Meeting next week' and the body text: 'I'm following up from our meeting on Wednesday and to explore opportunities to strengthen our engagement. Let me know if we can discuss.' The 'Boomerang Responsible' sidebar on the right provides the following metrics:

Metric	Value
Subject Length	3
Word Count	24
Question Count	0
Reading Level	8.2
Positivity	0
Politeness	57
Subjectivity	10

At the bottom of the sidebar, there is a 'Boomerang Responsible' status bar with a green progress indicator.

//Magical

- Works any where online (email, MLS, contact forms, etc.)
- Allows you to create robust custom keyboard shortcuts for scripts or fast replies
- Supports variable fields (ex. Hi <<name>>,)





Allows you to create & build video messages into emails & text messages very easily with excellent delivery rates and tracking.

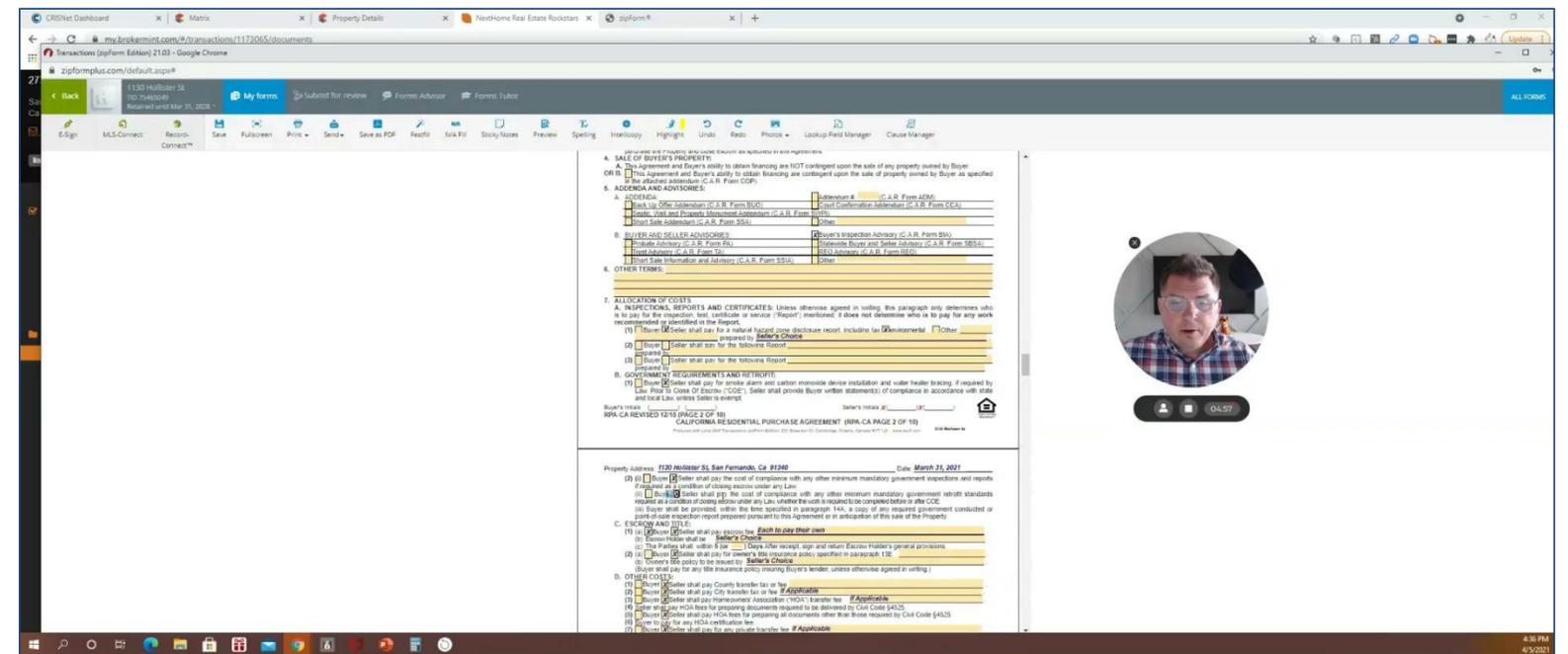
Has great Chrome extension & Gmail Intregation

A screenshot of an email message from RE/MAX Gateway. The email header includes the RE/MAX logo and the text "Happy New Year!". The main content is a video player showing a man in a black jacket holding a sign that says "THANKS!" with a LinkedIn logo below it. Below the video player, there is a "Happy New Year!" heading, a paragraph of text, and two links: "Northern Virginia Market Statistics Overview: [LMRegionNV201411.pdf](#)" and "Northern Virginia Market Statistics Detail: [RegionNV201411.pdf](#)". At the bottom, there is a small photo of Paul Hunter and his contact information: "The Hunter Group at RE/MAX Gateway", "Paul Hunter", "Phone: 703-929-7145", "paul@huntersellshomes.com", and "http://www.huntersellshomes.com". A small disclaimer at the very bottom reads "Each Office Independently Owned and Operated".



Create & reuse videos for any reason such as:

- Thank you/follow up
- On-boarding
- What comes next
- Onboarding/Educational
- Personal Touch
- Happy birthday/anniversary
- Listing announcement
- Open house event
- And much, much more

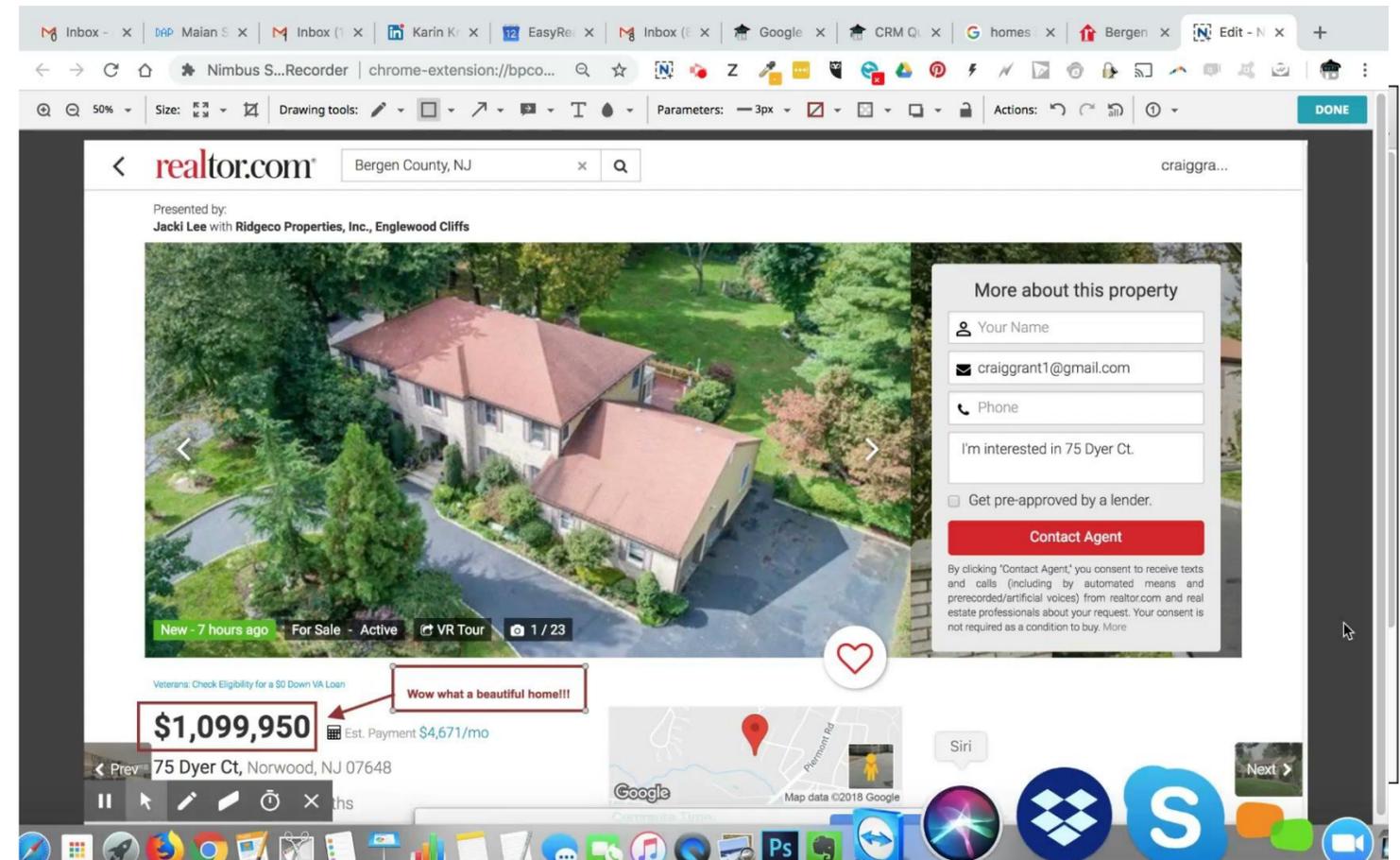


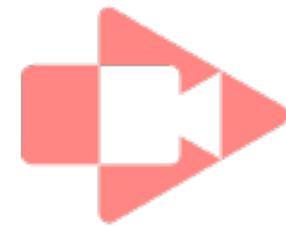
Zach McReynolds - Next Home Real Estate Rockstars Team - Santa Clarita, CA



Nimbus capture

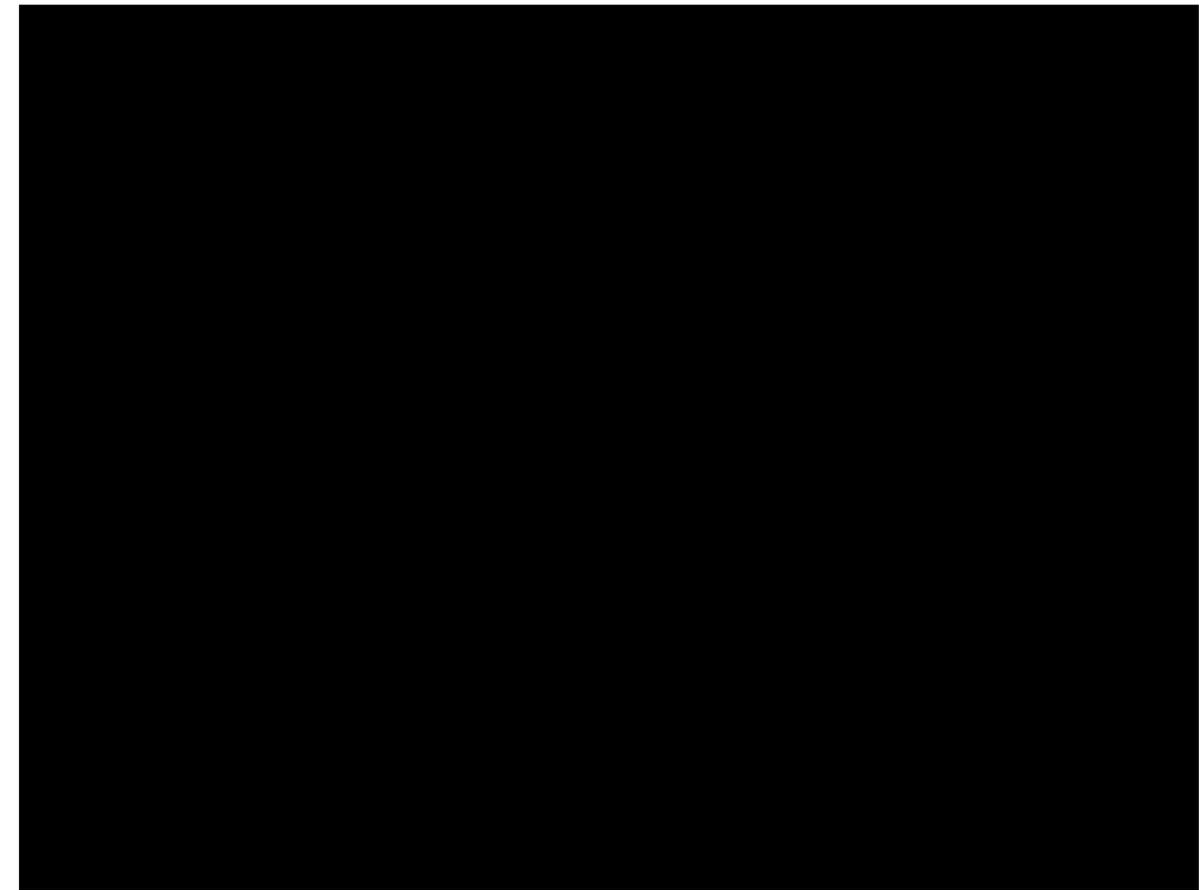
- Screenshot the screen, part of the screen, select and scroll, or the entire page
- Full markup capability
- Save as an image file or upload to the cloud





Screenrecastify

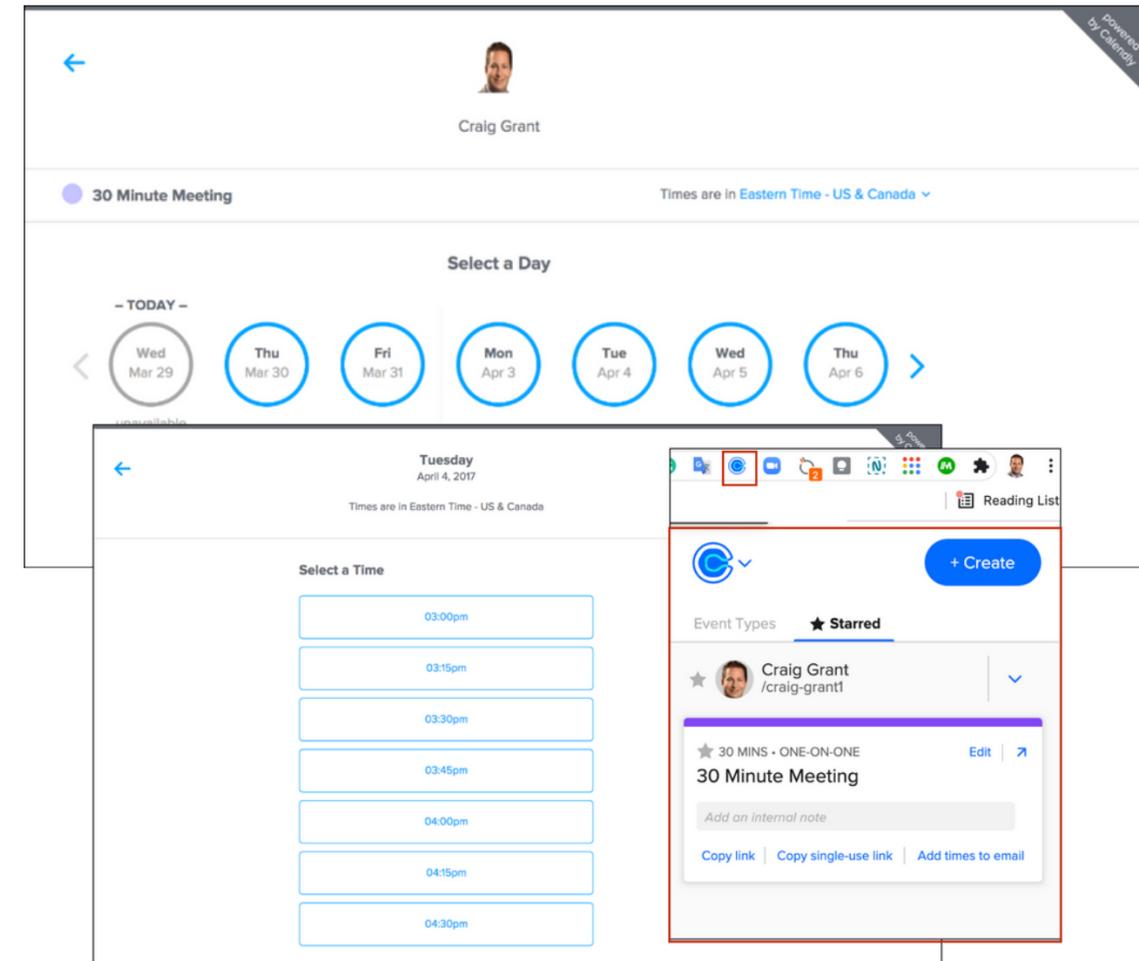
- Screen video recording plus
- Audio recording
- Camera video recording for picture-in-picture
- Save as a video file or upload to the cloud





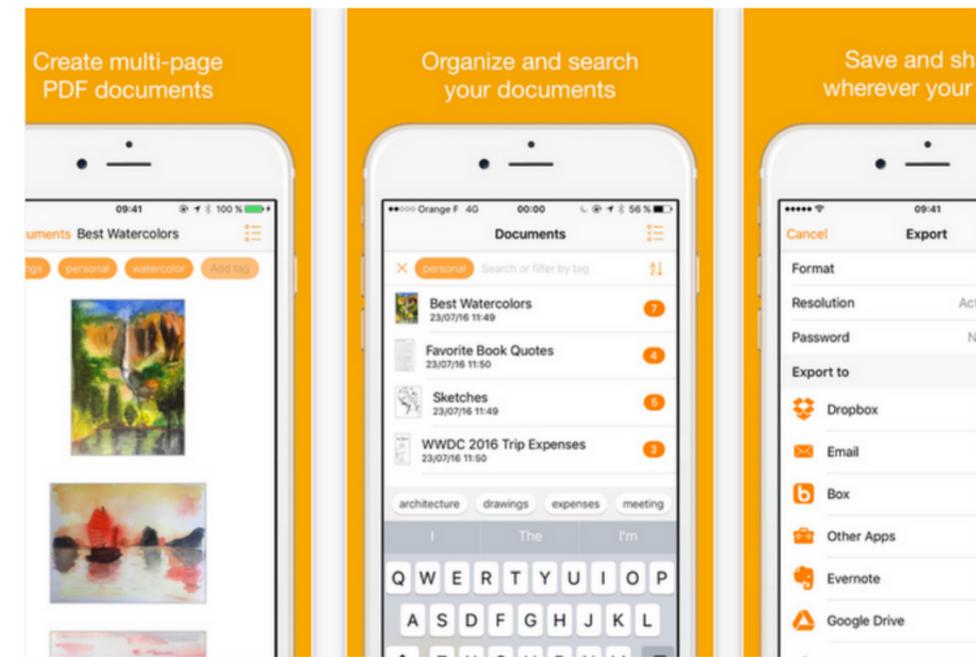
Integrates & syncs with your existing calendar so you can schedule meetings & appointments with customers or even groups of people seamlessly just by providing a:

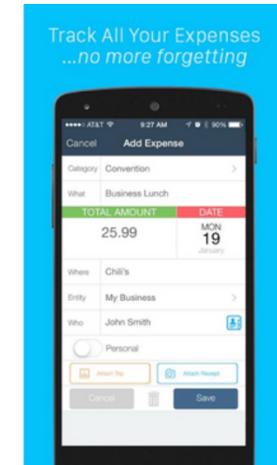
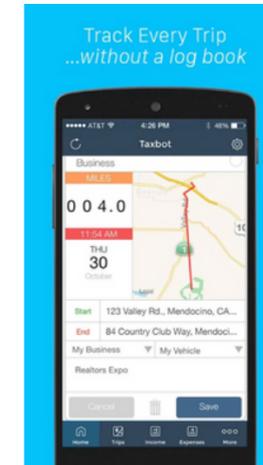
- Link to your calendar (where they can only see what's available)
- List of recommended times or
- Poll of potential times.





- Take pictures or import documents
- Edit, annotate, & sign
- Combine multiple pages into 1 pdf file
- Save, share, &/or upload the document to others, email, cloud storage, etc.





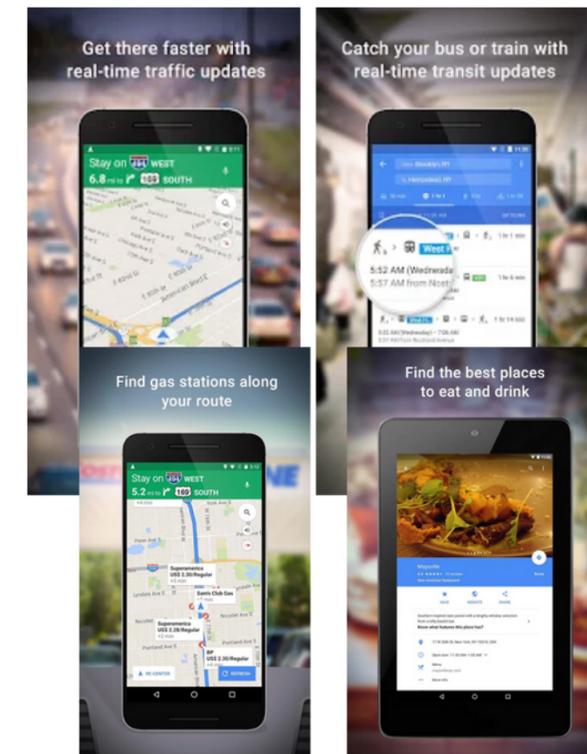
- Integrates & Syncs with your financial accounts & your email inbox so it can pull in all transactions & emailed receipts in real time
- Take pictures of paper receipts and discard them
- Categorizes & organizes all of your spending
- Automatically tracks all mileage
- Helps your tax preparation (or provide access to a pro)
- And a lot more

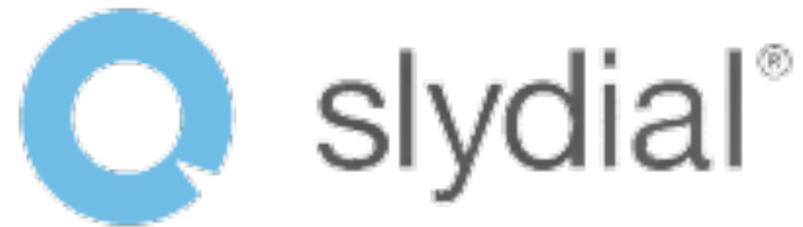


Google Maps

waze

- Best GPS Voice Guided Mapping
- Real-time traffic updates plus driver incident reporting
- Able to see area gas prices, food options, & more
- Integrates & Syncs with your calendar & contacts for quick access & notifications (time to leave), etc.
- And a lot more

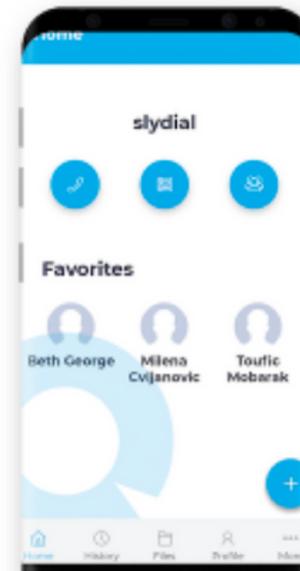




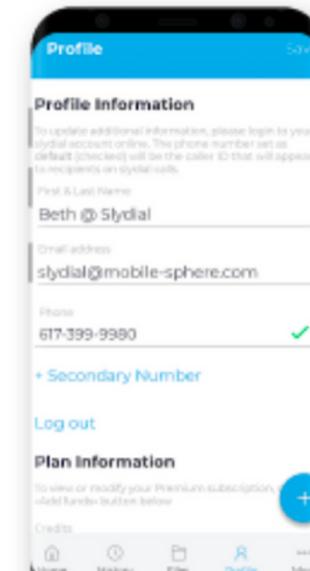
Got a talker in your life?

- Every time they call you, send them to voicemail
- Any time you call them, bypass ringing and go to their voicemail
- Schedule voicemails
- Pro Version allows you to bypass groups at once to leave a voicemail message for an entire group at once

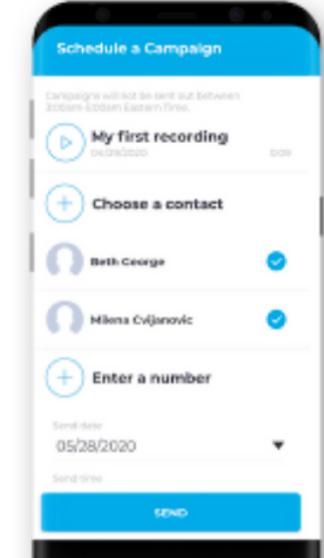
Create and save Favorites
for fast and easy slydialing



Manage account and subscription details



Easily manage and schedule voicemail deliveries



SavvyCard®

INSTACARD®

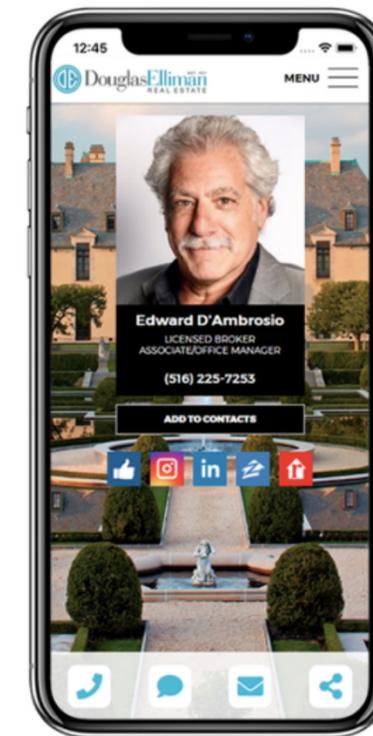
dot.



CC CAMCARD

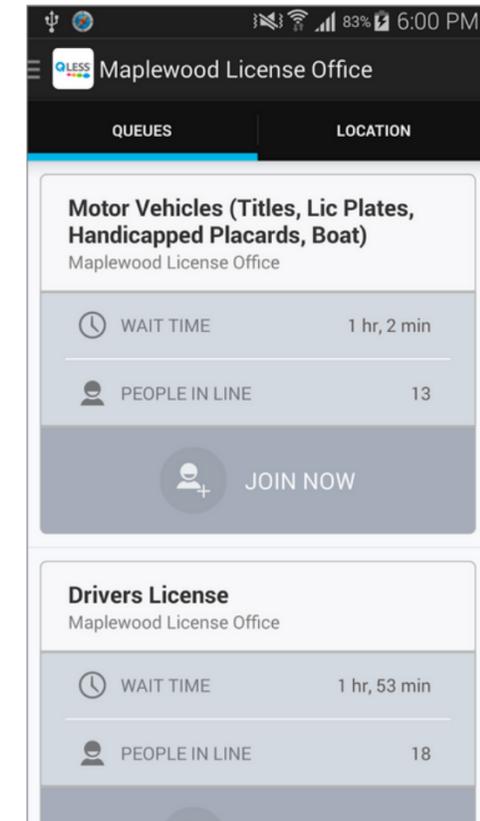
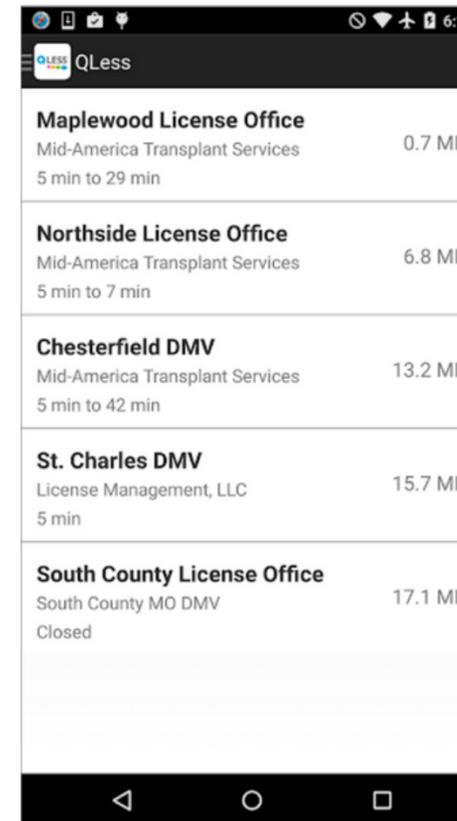
Hi Hello

Digital Business Cards make it quick and easy to exchange information, get leads, referrals, reviews, and more



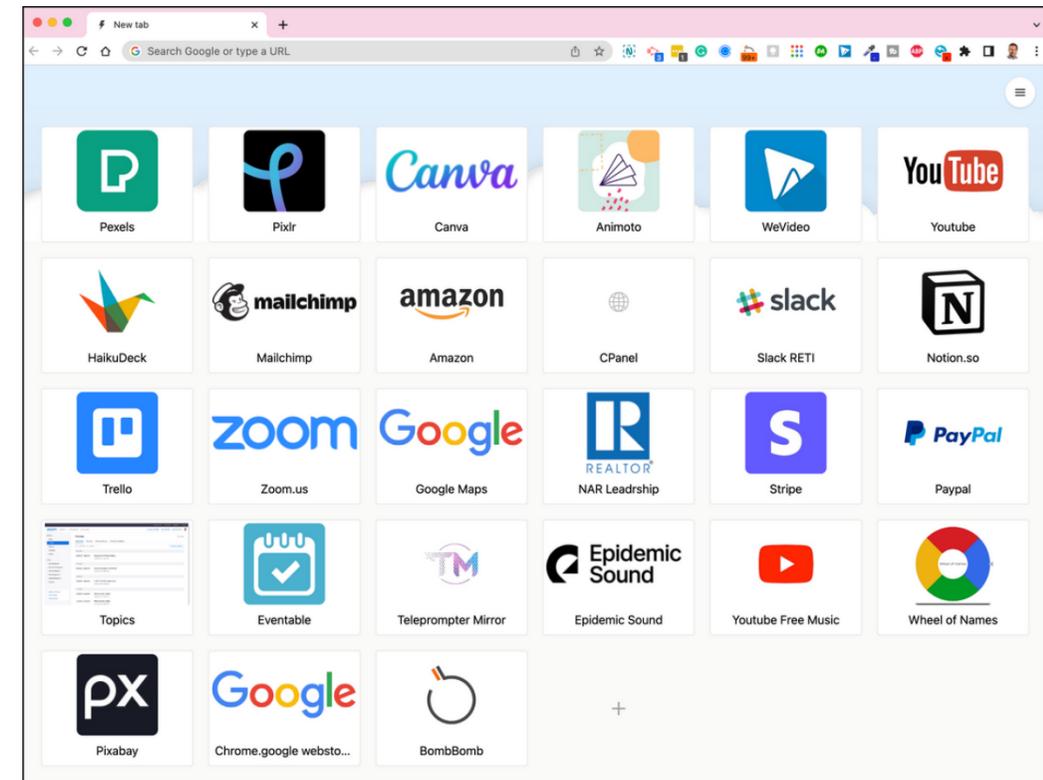


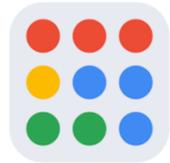
Don't want to wait on hold, have QLess do it for you, the app will call you back when you are ready to speak to an actual person



Speed Dial 2 Radically better new tab page

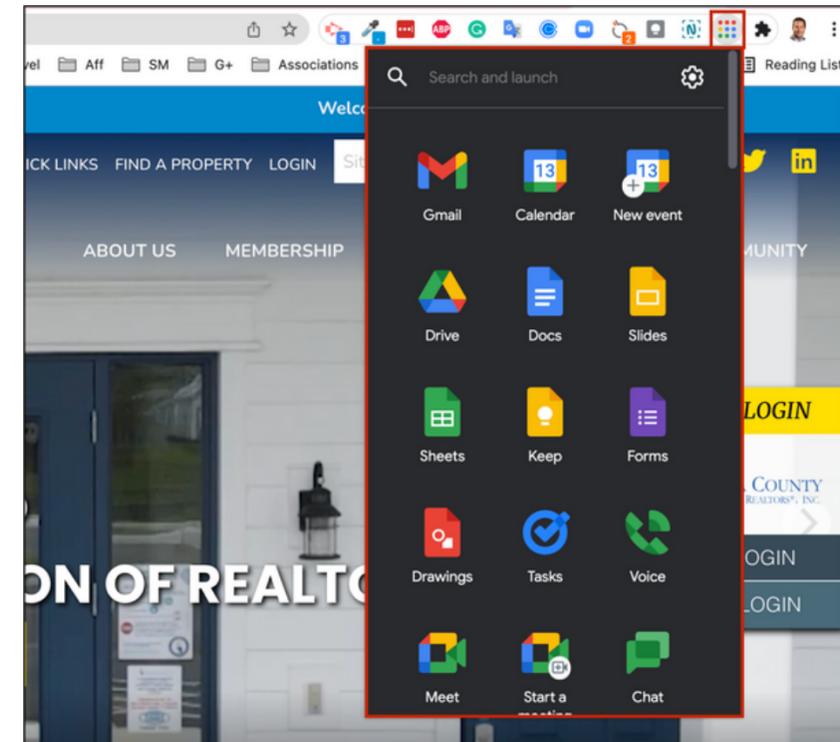
- Pick your favorite sites as shortcuts
- Every time you open a new tab you'll see a screen of your shortcuts
- Much like your favorites or Speed Dial on a phone



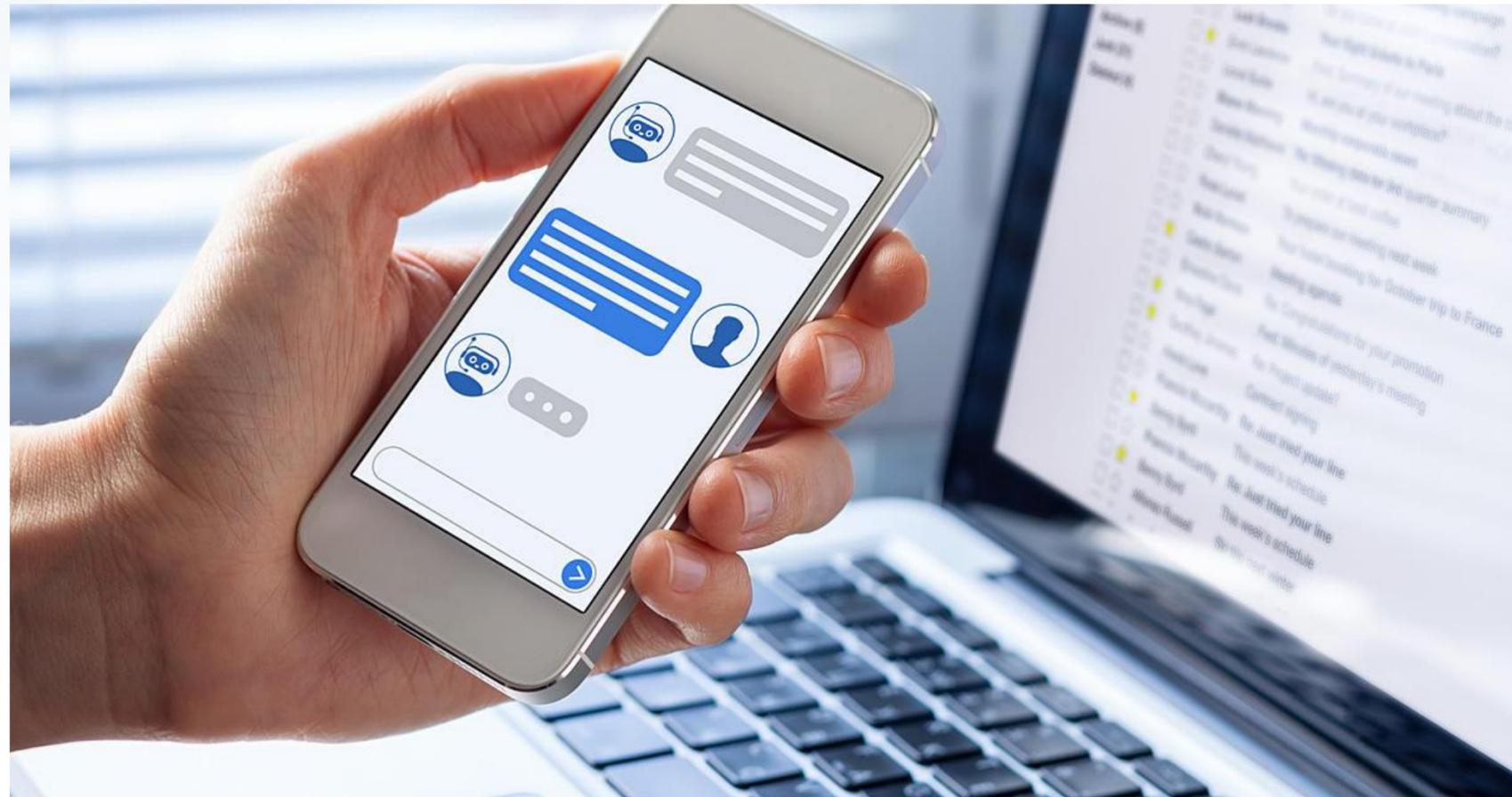


G App Launcher

- Add access to all Google tools
- Customize the menu
- Discover Google tools & tricks you didn't know existed



4 Must Have Tech Tools



Must Have Tool #1

Customer Relationship Management (CRM) System

Software that helps you manage & run just about all aspects of your business by automating many processes &/or identifying opportunities that will consistently keep you in touch with your Sphere Of Influence (SOI) while improving your customer service, sales, recruitment, retention, communications, and more



Customer Relationship Management (CRM) System

- Contacts
- Communications (Inbound & Outbound)
- Follow Up Automation
- Transaction Management
- Task Management
- Document Storage
- Financial Tracking & Tax Preparation
- Compliance Reporting
- CMA's & Listing Presentations
- Marketing & Design Center
- IDX Feed Integration
- Team Lead Routing & Management



Customer Relationship Management (CRM) System



 **Wise Agent**

 **LionDesk**

 **RealtyJuggler**

BACK AT YOU!

 **Follow Up Boss**

 **realvolve**

firepoint

 **IXACT Contact**

BoomTown!

BOSTONLOGIC

propertybase

 **MoxiWorks**

 **BRIVITY**



 **CINC**

 **TOTAL BROKERAGE**

CHIME

 **Streak**



 **Infusionsoft.**

insightly

 **copper**

ZOHO CRM

HubSpot

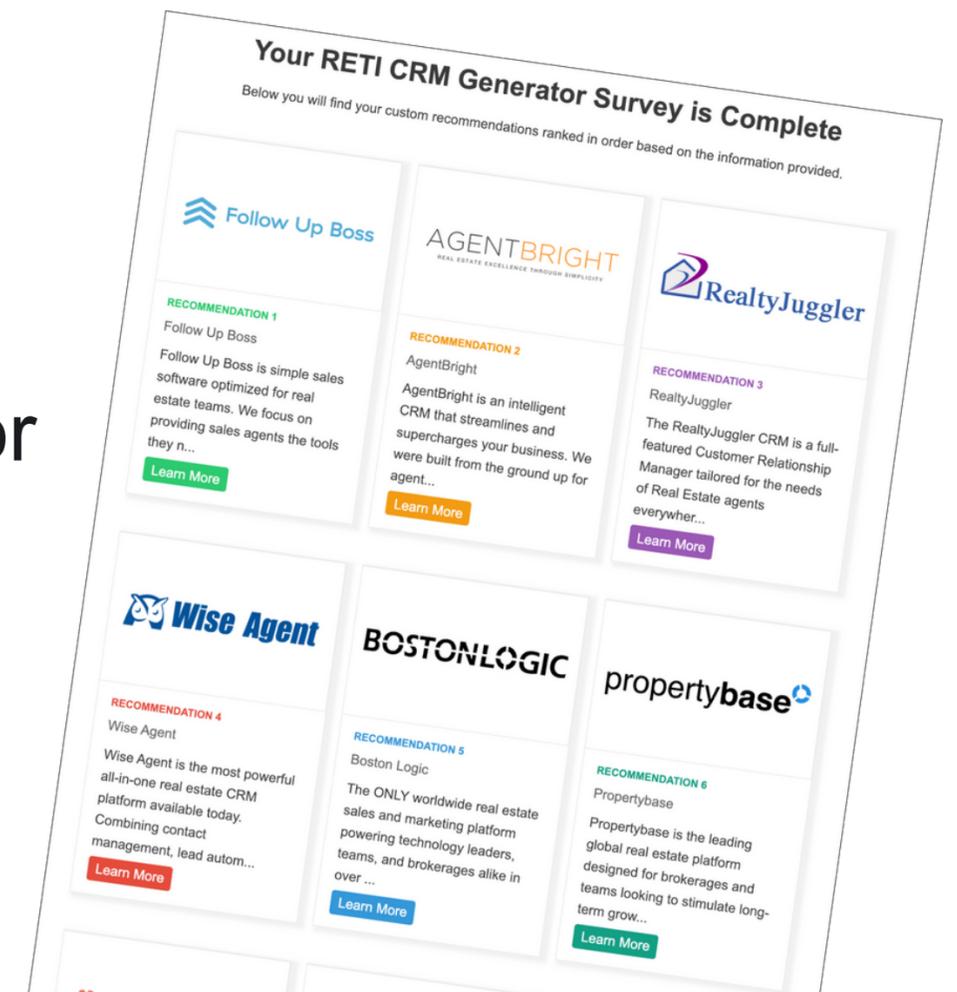


CRM GENERATOR

Eliminate months of research & in under 3 minutes:

- Get all the best CRM Vendors Ranked based on Your Needs
- Get info & watch a Webinar Demo on each Vendor
- Schedule Appointments with Your Favorites
- And More

RETI.us/CRM



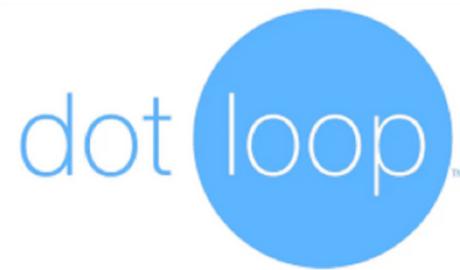
Must Have Tool #2

Transaction & Forms Management System

Software that helps you manage every step of the customer transaction including contract & form creation, distribution, signing, review, & approval digitally and in a secure environment



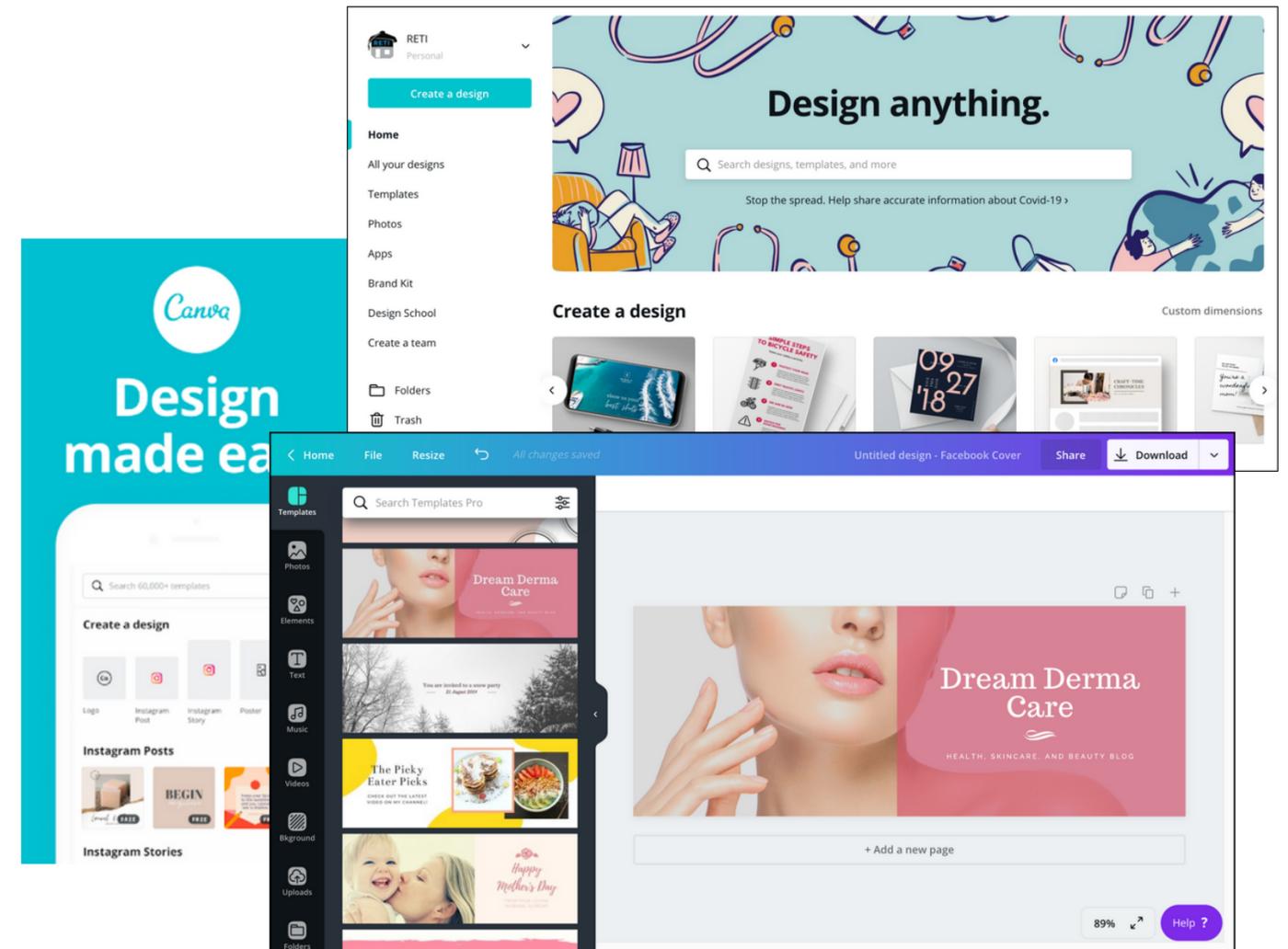
Transaction & Forms Management System



Must Have Tool #3

Canva

Easiest to use graphic design tool around with a gigantic library of template designs, and media (pictures, videos, sounds, etc.) to work off of that allows you to create any online or offline marketing item you want (business cards, yard signs, flyers, brochures, social media posts, videos, animations, etc.) easily without any skill & from any device.

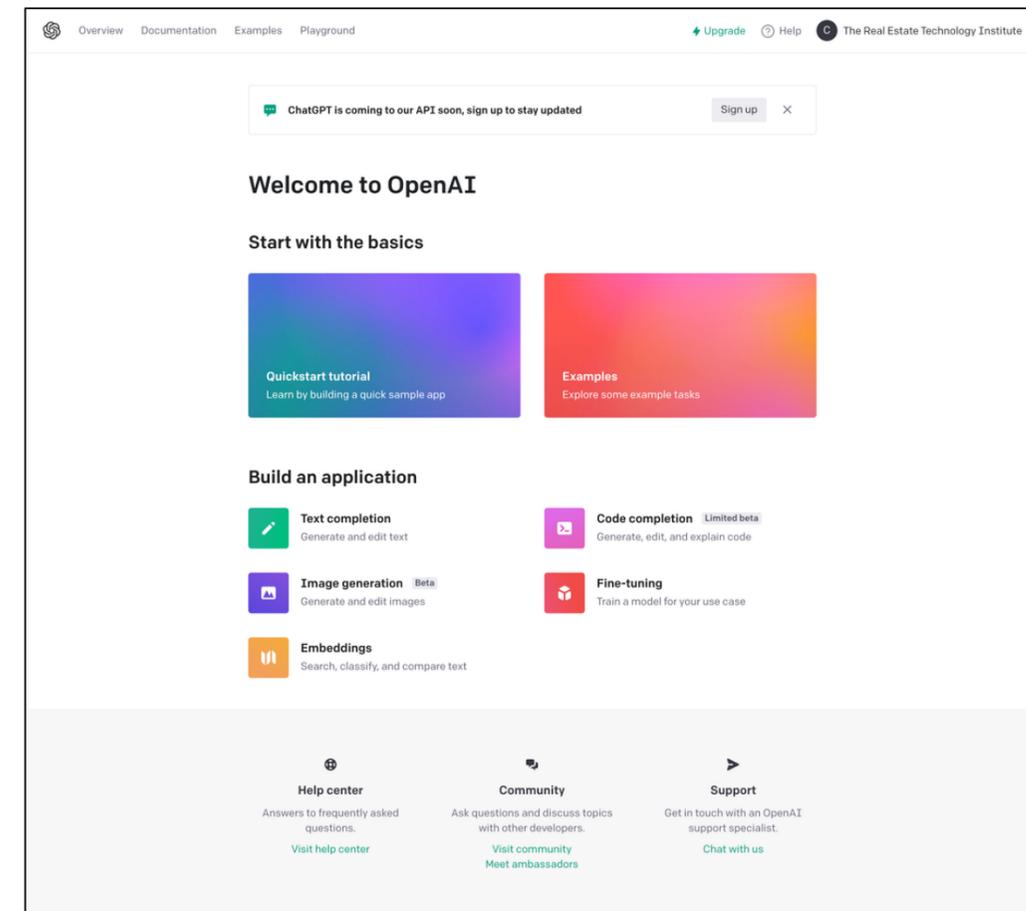


Must Have Tool #4



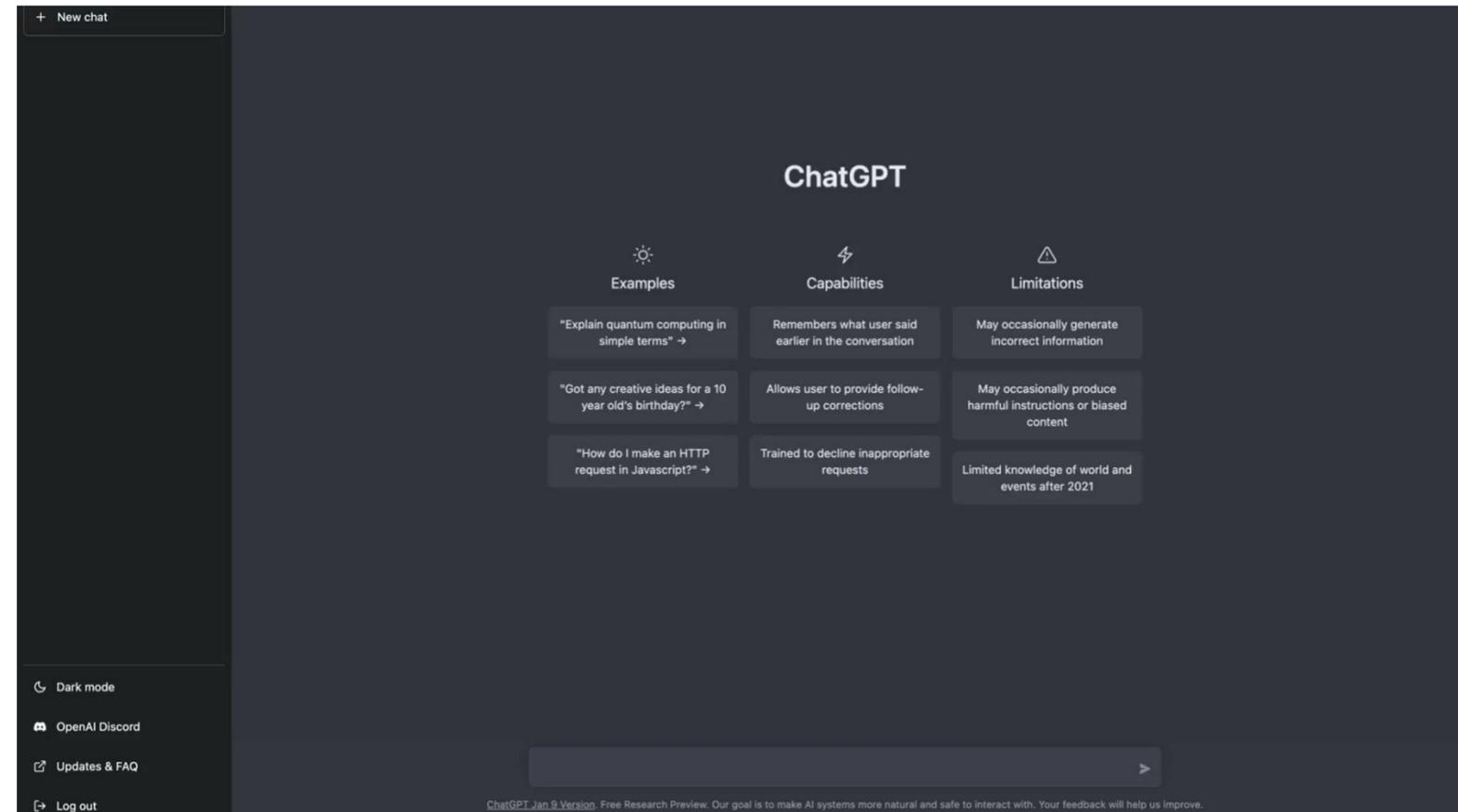
Leverage the Power of Artificial Intelligence in Your Business!

Utilizing access to OpenAI's API you can have the ChatGPT literally create content for you, edit images, write or fix code and a whole lot more



It can create:

- Better Social Media Posts
- Blog Writing
- YouTube Script Writing
- Writing Listing Descriptions
- Help You Write Your Ad Copy
- Write Your Emails
- Text Responses
- Phone Scripts



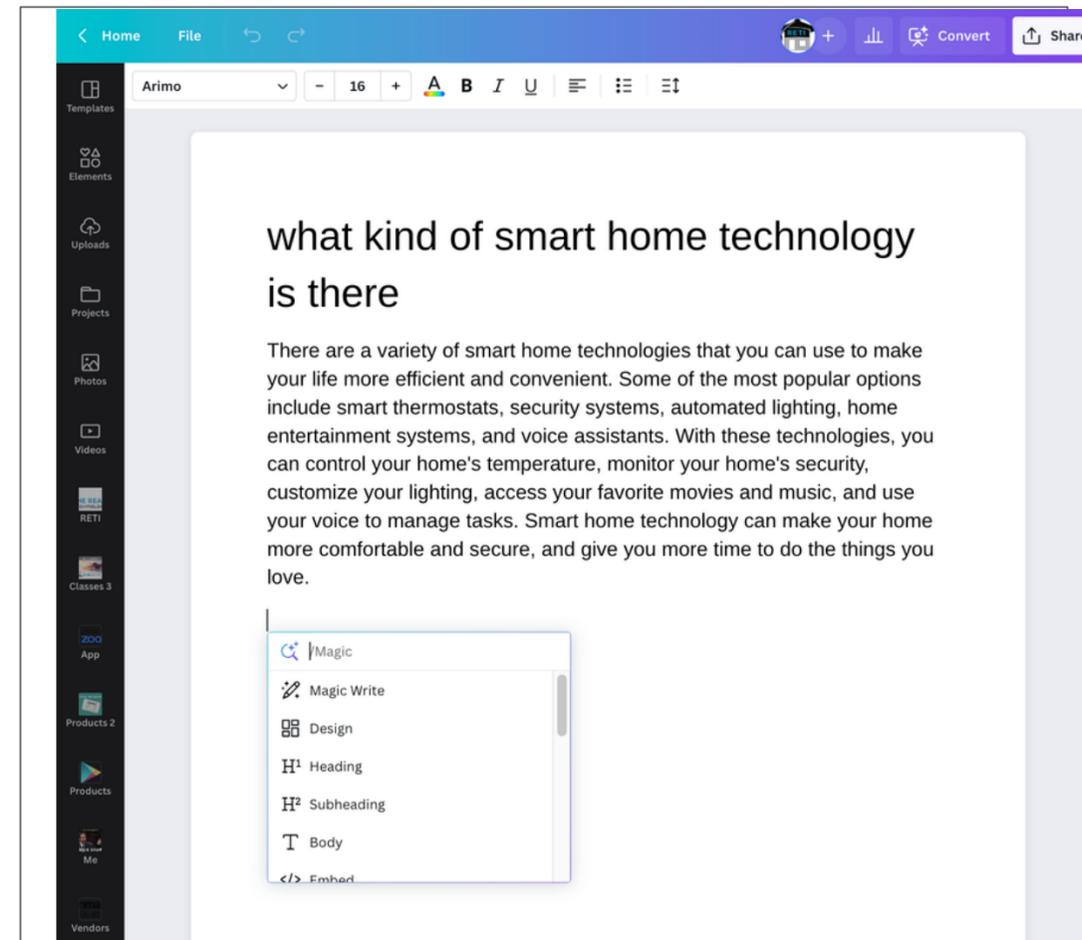
Integration into *Canva*



+

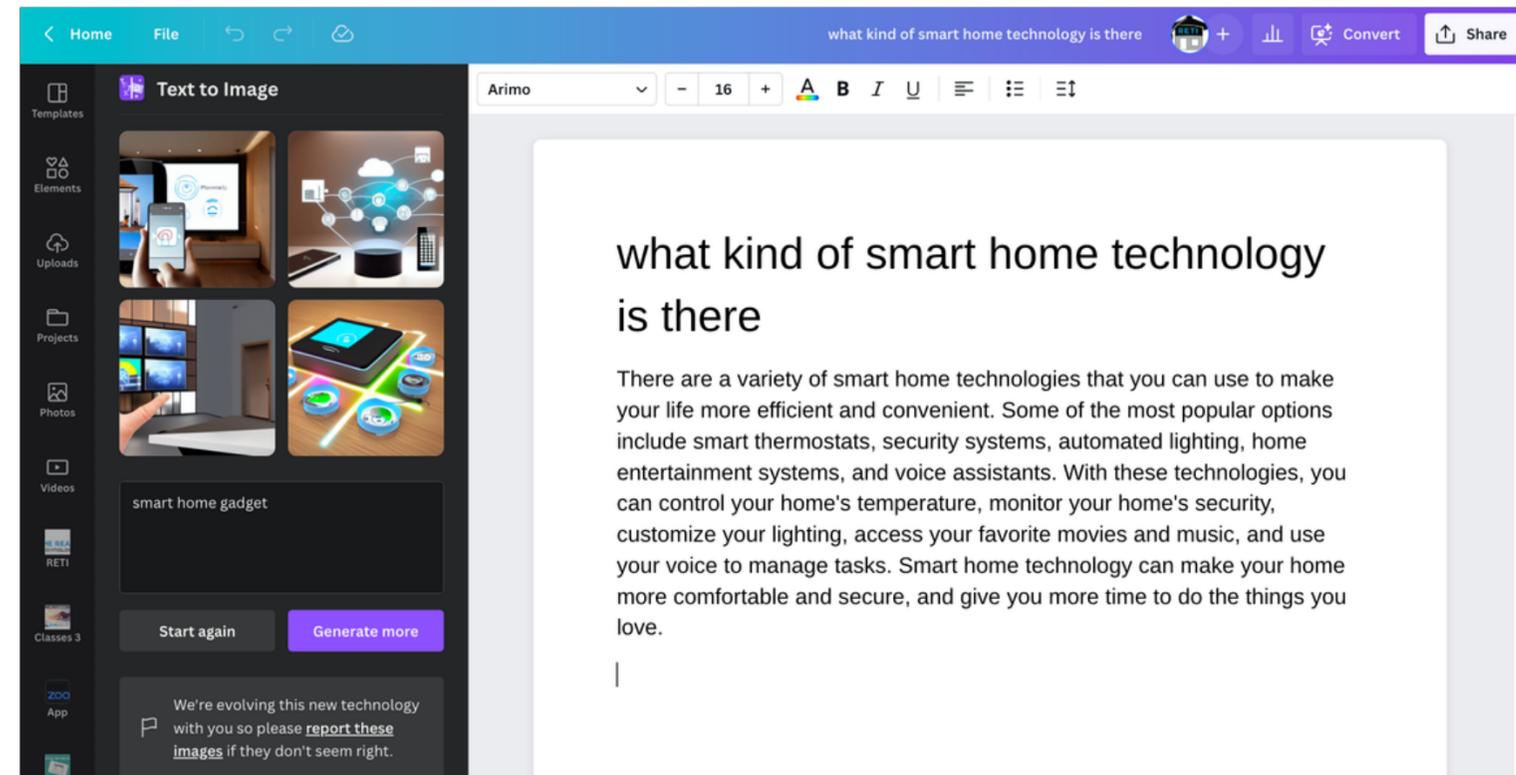
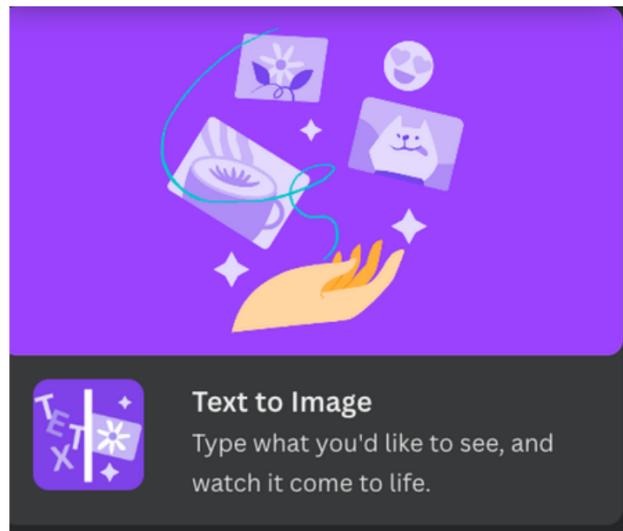
Introducing Magic Write

 What would you like to write?



The screenshot shows the Canva editor interface. The top navigation bar includes 'Home', 'File', 'Convert', and 'Share'. The left sidebar contains various tool categories like Templates, Elements, Uploads, Projects, Photos, Videos, RETI, Classes 3, 200 App, Products 2, Products, Me, and Vendors. The main workspace displays a text editor with the heading 'what kind of smart home technology is there' and a paragraph of text. A 'Magic' dropdown menu is open, showing options: Magic Write, Design, H1 Heading, H2 Subheading, T Body, and </> Embed.

Integration into *Canva*





To Succeed with Today's Always
Connected Consumer You Need to
Always Be Connected Too!

Questions?



Craig Grant

Stuart, FL



Craig@RETI.us



CraigGrant.info
RETI.us



To download this presentation,
get your RETI.us account for 2 months
for only \$2, or connect with Craig,
go to RETI.us/nlevent
or scan this QR Code



\$2 will be billed \$.99/mo for 2-months, after that it will revert to the normal \$9.95/mo rate