Resource List

- *These are suggestions. Do your own research.*
- *Check whether the systems you're already paying for have additional capabilities before paying for another one.*
- *Blue links contain affiliate links. Thank you for your support!*
- ** Indicates the ones I've used.*
- *Check back for updates.* ***Last Update - 2/19/26***

What resources will you use?

1. Tools of the Trade
    a. Nat's Amazon Store
2. Learn video and social media quickly; under $100 - https://courses.learnwithnat.net
3. Connect with Nat - www.NatKnowsRe.com
4. Freebies & Resources - www.NewHomeNat.com
5. Planning Tools (for planning & posting your content)
    a. Trello
    b. Notion
    c. Google Docs
6. Graphic Design
    a. Canva
    b. PosterMyWall
7. Ready to Share Content
    a. Etsy
    b. Agent Crate
    c. Coffee and Contracts
    d. Animoto
    e. The Digital Media Hub (search "real estate")
    f. The Agent Nest
    g. Porch Lyte
    h. 847 Studio
    i. Breakthrough Broker
    j. Keeping Current Matters
    k. GAR
    l. NAR
8. Done for You Content
    a. In Touch Systems*Using since 2013. Promo Code - Bazile30 (14-day FREE Trial)
    b. Agent Crate
    c. The Agent Nest
    d. Porch Lyte

   e. Agent Social Connect
   f. Optimize 5
   g. Page Engage - https://pageengage.homeasap.com/
9. Social Media Management
   a. Fiverr - Social Media Manager
   b. Hire a VA
   c. The Social Broker
   d. Thrive Agency
10. Scheduling Systems
   a. Scheduling within the app you're using (IG, Facebook)
   b. Buffer*
   c. Hootesuite*
   d. Later*
11. Video Editor - Desktop
   a. Free software on your computer
      i. Windows Movie Maker (Windows)
      ii. iMovie (Mac)
      iii. Filmora*
      iv. WeVideo*
      v. Veed.io*
      vi. Descript
      vii. Adobe Premiere - *advanced*
      viii. Final Cut Pro - *advanced*
12. Video Editor - Phone
   a. InShot*
   b. CapCut*
   c. Splice
13. Video Editor - Clips
   a. Vidyo.ai - Quso.ai*
   b. Veed.io*
   c. Vidfly
   d. Klap
14. Logo & Email Signatures
   a. Fiverr
   b. Etsy
   c. Do-it-yourself on Canva
15. Websites, Email Addresses, & Domains
   a. Free website through Broker
   b. Website through CRM
   c. WIX is user-friendly
   d. Hostlinger
   e. Yahoo Business - *email will not say yahoo.com*
16. CRM Systems

a. Contact Management:
    i. Comprehensive Profiles: Store detailed information about clients, including contact details, preferences, communication history, and important dates.
    ii. Segmentation: Segment contacts based on various criteria (property preferences, buying timeline, location) for targeted marketing and lead generation.
b. Lead Generation & Management:
    i. Lead Capture: Integrate with tools to capture leads from various sources (website, social media, etc.).
    ii. Lead Nurturing: Automate follow-up sequences and marketing campaigns to nurture leads and move them through the sales pipeline.
    iii. Deal Management: Track deals and transactions, manage tasks, and set reminders for important deadlines.
c. Automation:
    i. Automated Tasks: Automate repetitive tasks such as follow-ups, marketing campaigns, and listing management.
    ii. Workflows: Streamline workflows to improve efficiency and productivity.
d. Communication:
    i. Multiple Channels: Manage communication across multiple channels (email, phone, text, social media).
    ii. Personalized Communication: Send personalized emails and messages based on client data.
e. Integrations:
    i. Seamless Integration: Ensure seamless integration with other tools and platforms (e.g., email marketing, social media, MLS).
f. Mobile Access:
    i. Mobile CRM: Access CRM data and features on-the-go via a mobile app.
g. Reporting & Analytics:
    i. Performance Tracking: Track performance and identify areas for improvement.
    ii. Reporting: Generate reports to analyze data and make informed decisions.
h. Real Estate Specific Features:
    i. Listing Management: Manage listings and track their status.
    ii.
    iii. Property Search: Allow clients to search for properties.
    iv. Transaction Management: Track transactions and manage paperwork.

17. Account Set-up References:
    a. YouTube - https://buffer.com/library/create-a-youtube-channel/
    b. Google Search - “how to set up an X account”

18. Finances & Mileage:
    a. RealtyZam - Use my referral code 29817
19. Educational:
    a. Learn video and social media quickly, under $100
    b. Learn video marketing $1k+
20. **What Systems Do YOU Recommend?**
    a.