

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. Hootsuite*
 - 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](https://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.