

The Real Estate Pro's Essential Technology Toolbox Course Description

Today's real estate consumer is very adept at using technology and they, therefore, expect their REALTOR to be so as well. Plus, today's consumer has very little patience or loyalty and if you don't get back to them fast enough or service them properly, the odds are they've already moved on. To succeed in today's real estate industry, a licensee must leverage the latest technologies available to best do their job and optimally service their clients/consumers. Plus you have to make sure that any tool you use in your business has proper measures in place to ensure that you are running your business securely and not exposing your clients/consumers and especially their Personally Identifiable Information or PII (which you are legally required to protect) to any potential risk.

The problem is picking the right tools can be overwhelming due to the complexity and amount of options to choose from.

Well if you are thinking about buying technology to run your real estate business, but don't know where to start then you need to attend this session as Craig will be your personal technology shopping assistant and provide you with the best and most secure Hardware (computers, tablets, smartphones, cameras, etc.), Software (Contact/Lead/Customer Relationship/Task Management), Apps, Website Vendors, Security (anti-virus, VPN, etc.) and much more they can use to help them provide optimal customer service all while remaining compliant with state and federal laws.

Objectives/Direct Learning Objectives:

At the conclusion of this course, each student will be able to...

1. Relate how technology has affected the role of today's real estate practitioners & consumers
2. Identify how your clients/consumers are using technology and how it has changed their needs, expectations, and more.
3. Identify the right type of computer (laptop, ultrabook, 2-in-1, or tablet) for your personal needs in running your business securely and properly servicing the consumer.
4. Identify the best mobile device/smartphone for your personal needs in running your business securely and properly servicing the consumer.
5. Identify how to build an online presence that is consumer-focused and how to incorporate it into your marketing efforts.
6. Identify some of the best software for realtors to use for your personal needs in running your business securely and properly servicing the consumer.
7. Identify some of the best apps for realtors to use for your personal needs in running your business securely and properly servicing the consumer.
8. Identify the right software tools that can help address your personal needs &/or improve customer service to consumers.
9. Identify the right tools to run your business securely and work with consumers in the most cost & time-efficient manner.
10. Identify the right tools to protect your business securely and work with consumers in the most cost & time-efficient manner.