

EASY-TO-USE TECH TOOLS FOR GROWING YOUR REAL ESTATE CAREER

YOU DON'T HAVE TO BE A TECH
WHIZ TO CAPITALIZE ON THESE
DIGITAL OPPORTUNITIES.

A REAL ESTATE EBOOK FROM



TECHNOLOGY SHOULDN'T BE A STRUGGLE

Growing your real estate practice may require using tech-based tools that you might not feel comfortable with at first, and that's okay. You don't have to work with the latest-and-greatest technology to effectively market your services and generate leads. Instead, concentrating on easy tools that feature an intuitive user experience will provide you the most benefit without making you pull your hair out.



CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE (CRMS)

Possibly the easiest of tools to learn, CRMs help you manage your leads and clients from beginning to end. This system can help you stay on top of your game by tracking your customer interactions and providing insights like a Customer Lifetime Value score that can help you evaluate the worth of a potential lead.

Every CRM system is different. Some feature the latest technology like answering services in case you're unable to respond to an email and cloud-based services so you can double-check your phone to see if the client you're meeting is looking for a two-bedroom or one-bedroom home. At its core, a CRM system is a place where you jot down notes while recording meetings and store other important contact information related to the lead or client. It's a tool that gets you away from unorganized analogs and records a massive amount of data all under one roof.

A SITUATION
WHERE CRMS
WOULD HELP

Jeremy Gosthousen is a potential lead who suddenly goes silent. After five years, he re-engages you with the hope that you can help him find his dream home. If you maintain your CRM properly, you could simply log in to review his file and get up to speed on where the relationship last left off.





CRMS TO CONSIDER



[SALESFORCE](#) is a cloud-based software company that personalizes every experience with their Customer 360 service. As a small business, you can get this CRM system for as little as \$25 a month.



[IXACT CONTACT](#) is an all-in-one real estate CRM and marketing automation system. This cloud-based software starts at \$33 per month.



[BOOMTOWN!](#) is a cloud-based software company offering an intelligent CRM experience. They're known for their certified experts who can aid in your online lead generations. Prices start at \$1,000 per month for their all-encompassing, personalized service.

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“

Yes, [a] CRM
is all about
Customer
Relationship
Management...
but it is also
about Prospect
Relationships
as well.

”

-BOBBY DARNELL

SOCIAL MEDIA

There isn't any other medium out there that creates marketing awareness around your services better than social media. If you're hesitant about creating an account, research the most popular real estate agents in your area and check in on their social followings. We promise: Social media works.

Getting started on social media is probably the hardest part. First, you'll need to either create accounts or optimize your existing accounts on the [top social media platforms](#). From there, create a strategy to get your name out. What type of content do you want to or are able to make? What is your budget for sponsored posts? If you're looking for more guidance on answering questions like these, make sure you check out these resources written by our experts:

- [A Real Estate Agent's Guide to Creating Marketable Content](#)
- [The Real Estate Agent's Guide to Uncovering New Business on Social Media](#)
- [Content Inspiration for Real Estate Agents Looking to Create](#)

A SITUATION WHERE SOCIAL MEDIA WOULD HELP

Linda Huckerberg is thinking about purchasing a new home in the Fort Worth area. After visiting Zillow and Redfin, she realizes she needs a real estate agent to help her through the process. Linda decides to go on social media and search for agents in the area. During her search, she sees her best friend Sandra is following a reputable agent named Kai Goodsworth. After texting Sandra about her experience, she gets Kai's number from his Facebook and gives him a call.



SOCIAL MEDIA PLATFORMS TO CONSIDER



[FACEBOOK](#) is a popular platform for businesses to advertise their services, and it boasts an incredible [2.7 billion monthly users worldwide](#).



[LINKEDIN](#) is great for professional networking. Users can post job listings, connect with other industry professionals, and share stories within this social channel.



[INSTAGRAM](#) is one of the most widely used apps in the world. On its platform, users are able to share photos, videos, and live streams with their followers.



[TWITTER](#) is a social networking app where users “tweet” out their thoughts and “retweet” (share) others’ posts to their own timeline.



[TIKTOK](#) is a video-sharing social networking app that has quickly gained popularity. Users create videos ranging from three seconds to one minute featuring a variety of subject matter including dance, comedy, and educational stories.



[PINTEREST](#) is an image-sharing social media website. It uses pinboards that allow users to save and organize various images that range from recipes to style inspiration to home decor.

EMAIL MARKETING

Getting into email marketing is an excellent way to reach your leads, customers, and partners. This type of marketing allows you to share content like newsletters, blogs, or even quick updates on your newest listings. Overall, it's a great way to connect with your audience on a regular basis.

To properly implement email marketing in your practice, follow these steps:

- 1) Decide which email marketing service to use
- 2) Upload your contact list
- 3) Determine the frequency of your primary marketing campaign
- 4) Pick your email template and add content
- 5) Automate your campaign
- 6) Review your stats to determine if your email marketing strategy needs any adjustments
- 7) Maintain your contact lists, updating as needed when your clients' information changes

There's a steadily growing group of 30-55 year olds spending hours of their days "**fantisearching**" (**fantasy-searching**) for **dream homes** on sites like Zillow. Capitalizing on this growing trend in your email marketing campaign can help you generate new leads and clients.

A SITUATION WHERE EMAIL MARKETING WOULD HELP

Multimillionaire Ted Steenburgen wants to sell one of his many homes but doesn't know with which real estate agent he wants to work. You met him a few months ago and exchanged contact information. Since you added Ted's email address to your email marketing campaign, he's consistently received your newsletters and genuinely enjoys the content and your "voice." He decides to hire you for the sale.



EMAIL MARKETING COMPANIES TO CONSIDER



[MOOSEND](#) is an email marketing software and marketing automation platform. Joining is free and an upgrade to the Pro plan is only \$8 per month.



Sender

[SENDER](#) is an email marketing platform that helps the user create email campaigns. It's available for free, but if more than 20,000 emails will be sent per month, the account will have to be upgraded at a cost of \$47 per month.



mailchimp

[MAILCHIMP](#) is a marketing automation platform and email marketing service. Packages for this service range from free to \$299 per month, depending on what features users are looking to use.



[HUBSPOT](#) is a one-stop shop for inbound marketing, sales, and customer service. They offer multiple packages with tiered services starting from free and going up to \$1,200 per month.

“
Communication
works for those
who work at it.”

-BOBBY DARNELL



DIGITAL HOME STAGING

If the words “digital home staging” make you want to run far away into the Rocky Mountains to set up shop as a homemade jerky entrepreneur, don’t. We promise you, [it’s not that complicated.](#)

Many potential buyers are now touring homes from the comfort of their couches. Digital home staging allows you to add aesthetic design to these homes without the excessive cost that traditional staging can incur. This process not only saves you time and money but can make your listings more marketable to the masses. With this software, you can work with your clients to design the home they want to sell or use your expertise to sell the home yourself.



A SITUATION
WHERE DIGITAL
HOME STAGING
WOULD HELP

Jon and Catherine Plano begin their new home search for their big move to Denver. Currently stationed in Nashville, the couple doesn’t have the time or resources to travel back and forth to view new homes. Instead, they search online and fall in love with the beautiful photography of the listed home you designed with staging software.



DIGITAL HOME STAGING SOFTWARE TO CONSIDER

iStaging™

[iSTAGING](#) is an app that helps users create virtual tours using AR and VR technology. This platform's pricing starts at \$5 per month and caps at \$219 per year.



[BOXBROWNIE](#) is computer software that offers photo editing, floor plans, clipping, CGI renders, and custom edits. The company offers a variety of furniture themes, including Modern and Farmhouse, for a flat rate of \$32 per room.

rooomy®

[ROOOMY](#) is an app that offers virtual staging services and interior design apps. Pricing starts at \$49 for a virtual photo-based staging without any reworking and \$69 for a virtual staging photo with complimentary reworking.



ONLINE EDUCATION

The benefits of online education are staggering. You save time and money since you can take courses from the comfort of your home, and you don't have to waste time or money commuting to a classroom where the teacher might not even notice your presence. Best of all, online education allows for a greater sense of independence and flexibility given that you can tailor your learning schedule to a timetable that fits your needs.

The Only Online Real Estate Education
You'll Ever Need: **The CE Shop**



A SITUATION
WHERE ONLINE
EDUCATION
WOULD HELP

Your career as a real estate agent is taking off. With this growth comes more responsibility and time constraints. On top of these new challenges, your Continuing Education requirements are coming due. You can either spend several extra hours a week driving to a remote location for classes or simply enroll with The CE Shop, the industry leader in online real estate education. You chose the latter and make your life that much easier.



ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

