



1



2



Social Media in Today's Market

- 📌 Developing buyer clients
- 📌 Soliciting for listings
- 📌 Marketing listed properties
- 📌 Community Engagement
- 📌 Broker Supervision



4



5



6



7



8



9



10



11



Targeted Marketing

Internet Marketing—Social Media

TriplePlay | promoting REALTOR® success

12



SEO SEARCH ENGINE OPTIMIZATION

13

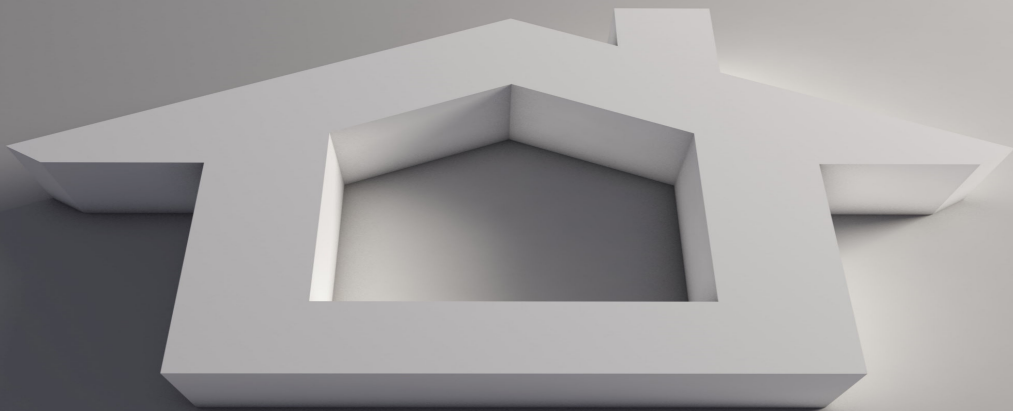
Email Campaigns

search... 



14

Targeted Marketing—Fair Housing Issues



15



16

Town Hall Discussion—Paperless Office

**DOCUMENT
MANAGEMENT**

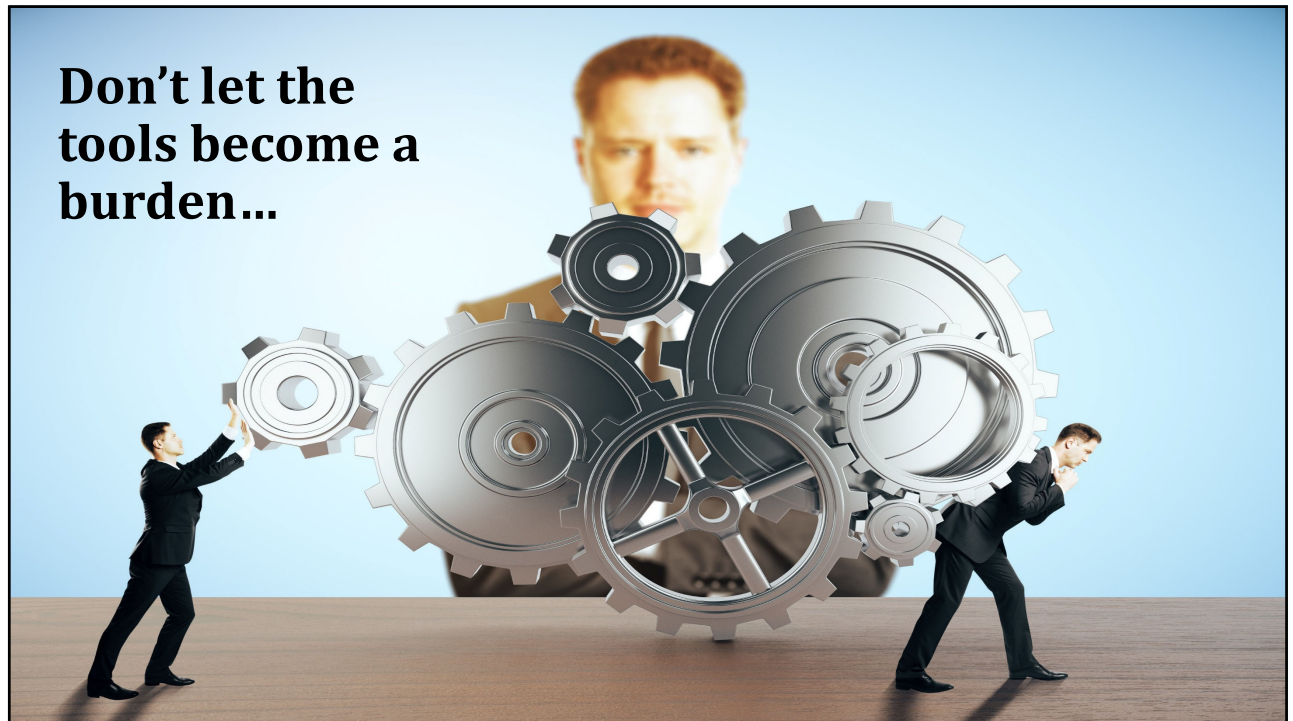
- 📎 **Is Your Office Paperless? If so, what do you use?**
- 📎 **What is your biggest concern about going paperless?**
- 📎 **What are the advantages of going paperless?**

17

What are the pros and cons of digital signature software?

18

**Don't let the
tools become a
burden...**



19

No Right or Wrong Answers

- 🔒 Each brokerage and licensee is unique
- 🔒 Some of what we do is dictated by our clients
- 🔒 Above all, don't lose yourself in the technology!



22

It's Technical!



thank you

A Real Estate Technology
Reality Check



23