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BUSINESS GUIDE TO  
TECHNOLOGY  
TOOLS FOR  
REAL ESTATE  
AGENTS

Invest in and utilize  
these available  
technologies for furthering  
your real estate career.

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A REAL ESTATE EBOOK FROM



# GROWING YOUR BUSINESS AIN'T EASY

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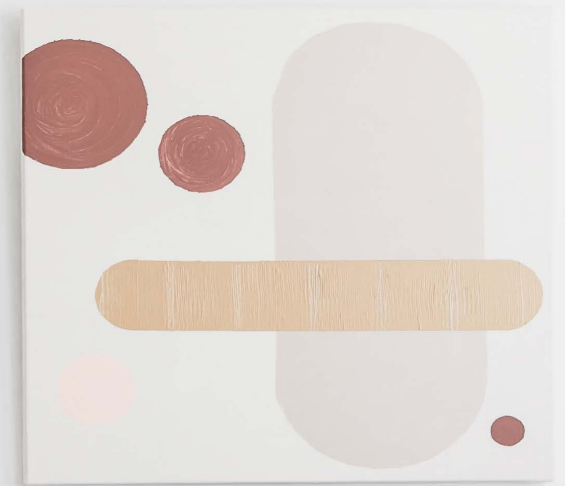
Anyone who's had the pleasure of working for themselves knows that running and expanding a business isn't a walk in the park. It takes time, patience, and an indomitable attitude that knows constant learning and experimentation leads to consistent production.

Understanding and utilizing easily-accessible technology is part of this process and can help expand your career's growth potential.



“ We choose to go  
to the moon in this  
decade and do the  
other things, not  
because they are  
easy, but because  
they are hard. ”

– PRESIDENT JOHN F. KENNEDY



# PPC

PPC (Pay-Per-Click) is a type of internet marketing where advertisers pay a fee every time one of their ads is clicked on. It is a form of SEO (Search Engine Optimization) where advertisers bid on an ad placement in a person's search engine query.

## How PPC Works for Real Estate Agents

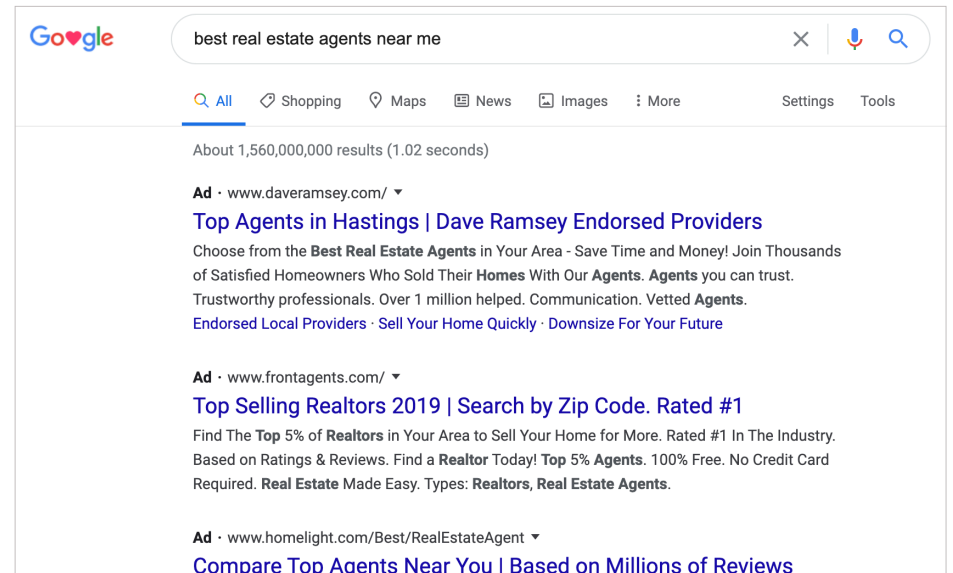
1) A POTENTIAL LEAD WILL GO ON A SEARCH ENGINE (GOOGLE) AND PLUG IN THEIR "NEEDS."

Google: "Good real estate agents near me"



2) YOUR BUSINESS AND AD COPY WILL SHOW UP IN ACCORDANCE TO RANKINGS.

The higher ranked ads depend upon the bid money, semantic associations with the word to your company, ad copy, and an overall quality score of the user's experience with the ad.



Source: [wordstream.com](http://wordstream.com)

# WHY PPC FOR REAL ESTATE AGENTS?

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## THERE ARE MANY REASONS TO INVEST IN PPC:

- Requires Little Time to Set Up
- Accurately Target Leads Based on Demographics/Psychographics
- Target Potential Clients for Things They're Already Searching For

## SHOULD I HIRE OUTSIDE HELP?

That depends on your willingness to learn PPC in your spare time. If you are a busy agent, hiring outside professional help that does not make up more than 15 percent of your ad spend budget and can help with other SEM (Search Engine Marketing) endeavors is the best choice you can make.

Just be sure to set clear expectations, goals, and timelines for achieving the success you expect.



# SOCIAL MEDIA

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Social Media are websites and applications that enable users to create and share content or to participate in social networking.

## Popular Social Media Networks

- Facebook
- Twitter
- Instagram
- LinkedIn
- TikTok
- Snapchat

*Source: dictionary.com*

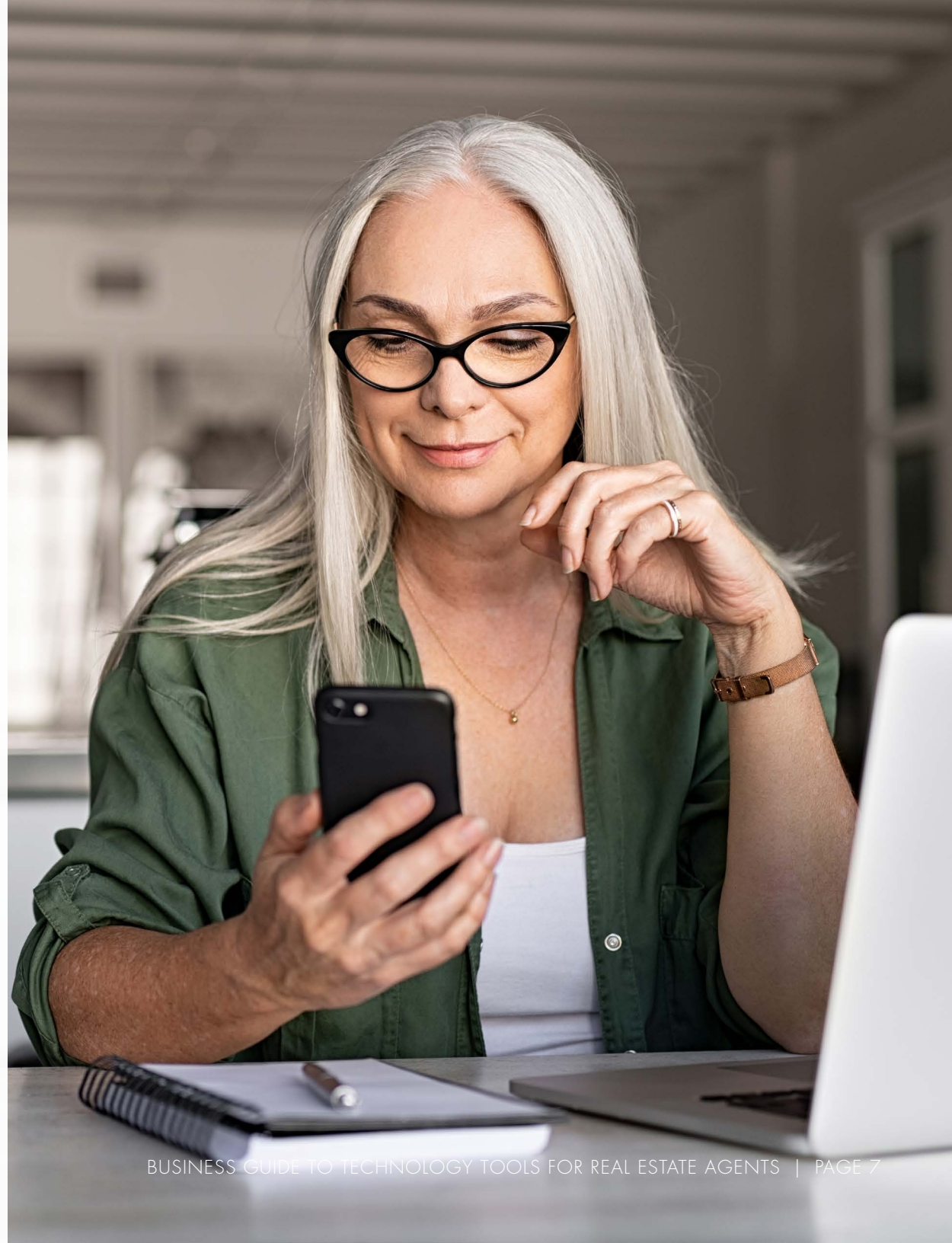
# WHY SOCIAL MEDIA FOR REAL ESTATE AGENTS?

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The benefits of setting up a social channel are near limitless. It allows you to target and engage your audience through meaningful and thoughtful content. The best part is that your audience can interact and respond to the content you share, creating a two-way street between the consumer and you.

## SHOULD I HIRE OUTSIDE HELP?

This depends on how social media-savvy you are and how much time you want to invest in your social presence. If you're looking to create your own social channels, download [\*The Real Estate Agent's Guide to Uncovering New Business on Social Media\*](#). This ebook explains the basics of setting up and executing on social media. Otherwise, research inexpensive marketing agencies and social media freelancers online.



# VIRTUAL REALITY

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Virtual Reality (VR) is a simulated experience that can be similar to or completely different from the real world. Over the past decade, VR has increased in popularity and can be found in many different industries. Part of this surge deals with the development of technology through VR headsets and overall quality of production.

*Source: wikipedia.com*



# WHY VR FOR REAL ESTATE AGENTS?

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VR extends your flexibility and marketing as an agent. Whether your leads are cross-country transplants or living down the street, VR video tours of listed homes allow them to get a much more involved first-time-seeing experience than anything else. Featured 2D listings, with MLS descriptions, familiarizes homebuyers, but VR elevates this experience into a fully-immersive tour that tells an engaging story.

## SHOULD I HIRE OUTSIDE HELP?

Absolutely. You will want your 3D tours to be the best they can be, which will help your home selling clients get better offers in less time. However, if you do believe you have the production skills to create a VR touring experience, visit this [BBC tutorial website](#) and learn more about how to make a 360-degree film and what equipment you will need.



“ The best  
investment is in  
the tools of one’s  
own trade. ”

– BENJAMIN FRANKLIN



# DRONES

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Drones are unmanned aerial vehicles that are flown from a ground-based controller. These UAVs allow filmmakers to capture film that 20 years ago would have taken a helicopter and tens of thousands of dollars to make.

## Drone Brands

- Altair Aerial
- DJI
- Force1
- Hubsan
- Cheerson
- DROCON
- Holy Stone

Source: [wikipedia.com](https://en.wikipedia.org/wiki/Drone)



# WHY DRONES FOR REAL ESTATE AGENTS?

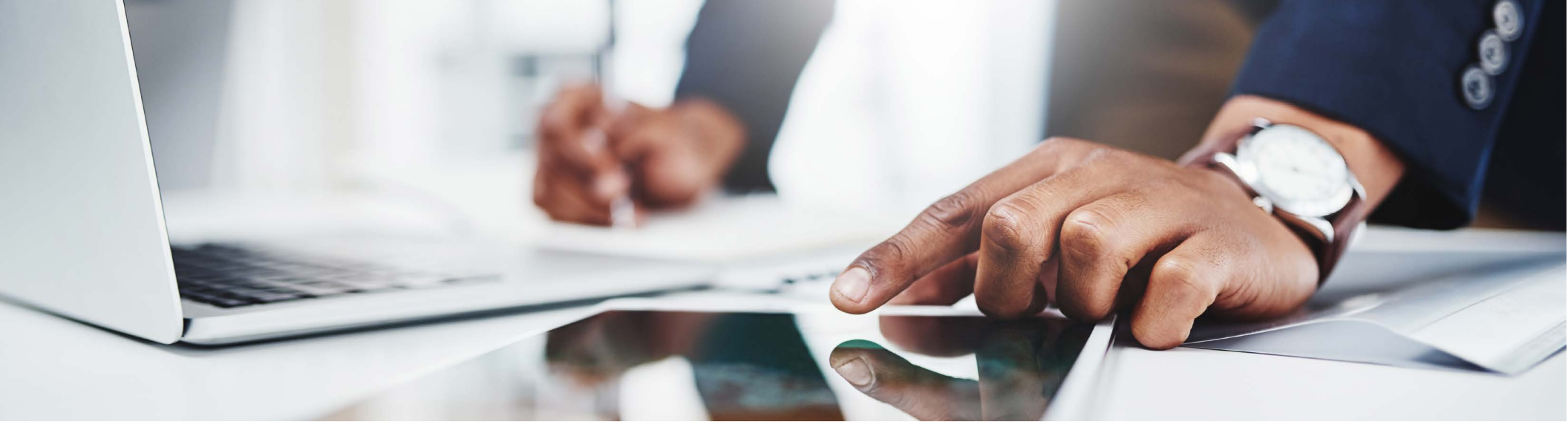
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Using drones to create stellar aerial footage of the surrounding area is an amazing way to market your expertise. Imagine placing a series of films on your website that feature stunning overhead shots of your hometown. You'd be showing off the unseen beauty of your town while permanently branding yourself the area's go-to real estate agent.

## SHOULD I HIRE OUTSIDE HELP?

Unless you're willing to fork over a few thousand dollars and spend time training to get your FAA drone pilot's license, you will probably be better off hiring outside help to film and edit. Visit this [drone contractor website](#) and find a licensed commercial drone pilot in your area.





# CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS

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Customer Relationship Management (CRM) is a strategy that companies use to manage interactions with customers and potential customers. CRM helps organizations streamline processes, build customer relationships, increase sales, improve customer service, and increase profitability.

CRM systems implement customer relationship strategies by helping with contact management, sales management, productivity, and overall lead and client relationship organization. This is in every way, shape, and form a relationship-building tool for generating and converting leads while managing your current client base.

*Source: salesforce.com*

# WHY CRM SYSTEMS FOR REAL ESTATE AGENTS?

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They will help you create more leads and maintain strong familial ties with current clients. CRM is a proven strategy that works. It will help you keep organized and on-track for hitting your short-term and long-term goals. The tool will also reduce stress and help prevent client mishaps with things like forgetting an important client meeting or a birthday. A good CRM system will remind you about these things.

## SHOULD I HIRE OUTSIDE HELP?

No. CRM systems like Salesforce are built to be intuitive and easy to use. If you're looking to learn more about CRM systems, please check out this [Customer Relationship Management Tools Ebook](#) explaining what to look for when purchasing.



# OTHER RESOURCES FOR STARTING AND GROWING YOUR BUSINESS

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Looking for more tools and other ways to help your real estate career? We've got you covered. Our Agent Essentials resource ebooks discuss business, marketing, and social media strategies, and show how you can use this information to help further your career.

## SOCIAL MEDIA



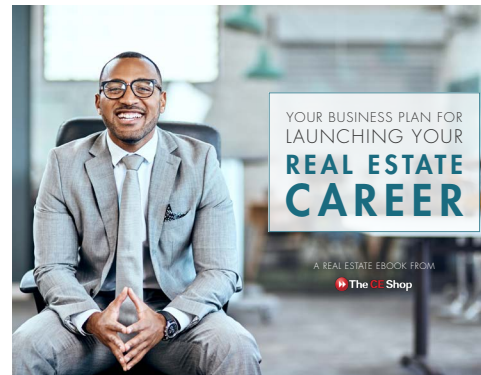
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## MARKETING & ADVERTISING



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## CRM TOOLS



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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.

