

# “Integrating Tablet Technology into New Home Sales” an IBS Takeaway! 2015

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Technology is changing so quickly, sometimes it's tough to keep up. But finding the uses for these tools in New Home Sales is fairly easy. Many Builders are starting to leverage this technology but most are not. If you're one of the few utilizing the technology, then it's one more way for you to differentiate yourself to your target market.

The struggle starts with deciding which type to get, android, windows or iPad? Then what about the price, and “will my Agents use it?”

As Builder Consultants we encounter all of these questions and more all of the time, so let's start here...“there is no doubt that tablet technology is an amazing sales tool, that all Builders can benefit from.” So let's dig in and we'll tell you why.

Why is tablet technology important to home builders? It's simple, your prospective customers are using it and it's an easy way to connect with them. Ok, so what are the options?

Windows, Android or iPad?

All are great solutions for different reasons.

There are far too many nuances to cover all situations here, but let's talk basics.

- **Windows Surface** – growing format that is familiar to most users. Not as app friendly, but is a good cross-over for the sales office because it can be a laptop and a tablet presentation tool.
- **Android** – affordable and very app friendly, Android tablets are great for presentations as well as proprietary app development.
- **iPad** – still the current sales leader, but their market share is being eaten quickly by Android devices. There are thousands of apps already designed for the iPad and most home building specific apps currently run on iPad.

**So which apps do you need?**

## DOCUMENT APPS

**DOTLOOP** - Dotloop is an advanced online collaboration tool. As the agent, you can upload documents and pre-assign those spaces that need a signature from your client. When the document gets sent over, the client creates an account, verifies their identity, and is guided through the document — without missing any important areas that need to be filled in. Signatures are e-verified and all data is secure and encrypted.

*url:* <https://www.dotloop.com/>

**DOCUSIGN** - is another popular document signing program.

*url:* <https://www.docusign.com/>

**SIGN EASY** - SignEasy is great tool for those always on the go. Create an account, “draw” your signature, and start signing documents from any mobile device.

*url:* <http://getsigneasy.com/>

**PDFESCAPE** - Allows you to upload any PDF document, add signatures, text, and dates where necessary.

*url:* <https://www.pdfescape.com/>

**REESIO**- All in one escrow tracking, signing system, combining every step of the real estate buying/selling process into an interface that’s easy to manage and monitor. You can bring in third party vendors such as home inspectors, appraisers, lenders and escrow officers to e-share/e-sign documents, complete tasks, etc., everything is electronically completed online through your Reesio dashboard. This includes e-sharing and e-signing of all documents, workflow and activity management so that you can see where everything is at all times, and electronic notes/messages/recordkeeping. The documents are always available online, secure and encrypted.

*url:* <https://www.reesio.com/>

**Genius Scan:** With all the paperwork that is involved with buying or selling a home, wouldn’t it be nice to know that you always have everything you need? With Genius Scan you can store all of your important documents in a single location, upload new documents and share them with your clients on-the-go, or even expedite your expenditures as quickly as they come in without ever having to run back to the office.

*url:* <http://theqrizzlylabs.com/>

## ORGANIZATION AND NOTE TAKING APPS

**EVERNOTE** – Total organizational app.

*url:* <https://evernote.com/>

**NOTABILITY** – Recording and writing app.

*url:* <http://www.gingerlabs.com/>

**NOTEBOOK** - Recording and writing app.

*url:* <https://www.smarttech.com/downloads>

**SOUNDNOTE** – Recording and writing app.

*url:* <http://soundnote.com/>

**NOTES** - Recording and writing app.

**DROPBOX** - Dropbox is a simple way to store and send documents in the cloud and have them accessible from anywhere.

*url:* <https://www.dropbox.com/>

## PRESENTATION APPS

**PRESENTER** - Great for showing on screen power point presentations

*url:* <http://presenterapp.net/>

**SLIDE BUREAU** - Bring content to life, mobile presentation creation and sharing service with user-friendly functionality and unique design templates that can be shared on your iPad.

*url:* <http://slidebureau.com/>

## REMINDER/TO DO APPS

**CARROT** - Online assistant and to do list with rewards for accomplishments. url: <http://www.carrot.do/>

**CORKULOUS** - To do lists on a corkboard. url: <http://www.appigo.com/other-apps.html>

**REMINDERS** - Reminder and to do lists.

## FOLLOW UP/COMMUNICATION APPS

**POSTAGRAM** - Send postcards, customized with camera pics to your clients.

url: <https://sincerely.com/postagram>

**CARDS** - Send cards, customized to your clients.

url: <http://www.cardsapp.com/>

**MAIL TRACKER** - Allows you to see if and when someone has opened an email and how many times.

url: <http://mailtrackerapp.com/>

**EYEJOT** – Video email. Video goes in to long term memory. And one minute of video is equivalent to 1.8 million words. Hundreds of way to use video in new homes sales follow up. url: <http://corp.eyejot.com/>

**MAIL CHIMP** - Contact Management App url: <http://mailchimp.com/features/mailchimp-mobile/>

**INSIGHTLY** – CRM app. Call, email, text message and map your shared Insightly contacts. Add, update and assign tasks. Manage your contacts, opportunities and projects. View emails shared by others in your team.

url: <https://www.insightly.com/>

**IFTTT**- Stands for If This Then That. IFTTT lets you create connections between the 160 Channels with the same feed. One post can go to multiple channels in social media.

url: <https://ifttt.com/>

## MAP APPS

**SITEGEIST** - Sitegeist immediately provides interesting data about the surrounding area: average age of residents, political contributions, average temperature, commuting trends, and popular nearby places.

url: <http://sunlightfoundation.com/tools/sitegeist/>

**GOOGLE EARTH** -Your online neighborhood Map to carry around with you.

url: <http://www.google.com/earth/download/ge/agree.html>

**AROUNDME** - Tells all conveniences around you.

url: <http://www.aroundmeapp.com/>

**WAZE** - real time traffic.

url: <https://www.waze.com/>

**HOMES.COM TRAFFIC WIDGET** – Embed this widget into your website and visitors can gauge travel times from your communities to their key locations.

url: <http://connect.homes.com/>

## REAL ESTATE APPS

**ZILLOW AND ZILLOW MORTGAGE** - Great for knowing comps and the going rates in your area. Zillow mortgage has a very easy payment and qualification tool that can be used on the go and quickly.

url: <http://www.zillow.com/>

**OTHER APPS FOR REAL ESTATE:**

**REDFIN**

url: <http://www.redfin.com/mobile>

|                    |   |
|--------------------|---|
| <b>TRULIA</b>      | <b>url:</b> <a href="http://www.trulia.com/mobile/">http://www.trulia.com/mobile/</a>       |
| <b>ZIP REALTY</b>  | <b>url:</b> <a href="http://www.ziprealty.com/iphone/">http://www.ziprealty.com/iphone/</a> |
| <b>MLS PRO</b>     | <b>url:</b> <a href="http://www.metrolistpro.com/">http://www.metrolistpro.com/</a>         |
| <b>REALTOR.COM</b> | <b>url:</b> <a href="http://www.realtor.com/">http://www.realtor.com/</a>                   |

## PHOTOS APPS

**PHRAMED** – Photo collage app, up to 5 pictures with frames for sharing on social media.

**PHOTOSYNTH** - Capture real estate, models and build outs in amazing resolution and full 3D.

**url:** <https://photosynth.net/mobile.aspx>

**SMILEBOX** – Add text, frames and retouching to photos. **url:** <http://www.smilebox.com/>

**POSTAGRAM** – Send personalized postcards to clients with photos taken on camera.

**ORGANIZER** – Organizes photos for sharing.

**INSTAQUOTE** – For watermarking photos before sharing. **url:** <http://blog.instaquoteapp.com/>

**PSEXRESS** – Photo shop picture alteration and touch up.

**url:** <http://www.photoshop.com/products/photoshopexpress>

**PRO HDR** – Turn property photos into high resolution masterpieces.

**STOREHOUSE** – award winning app combines photos, video and text into beautiful story. Share a home’s build story with a new buyer.

**url:** <https://www.storehouse.co/>

**HOMESNAP** - Allows you to aim your smart phone at a home for sale and snap a pic and it will give you the price and details. If you are a licensed real estate agent you have access to entry details and MLS Agent data as well.

**url:** <http://www.homesnap.com/>

**GO PRO APP**- Make it easier to control your camera on your phone or tablet.

**url:** <http://shop.gopro.com/softwareandapp>

## DICTIONATION/ TRANSLATION APPS

**DRAGON DICTATION** – Dictation tool.

**url:** <http://www.dragonmobileapps.com/android/>

**SPECTRA** - Talking translator tool.

## SIMPLE TOOLS

**CALCULATOR** – Simple hand held calculator.

**COMPASS** – Gives directional for clients who find it important to know build directions.

**LEVEL** – Level for seeing if something is level.

**FLASHLIGHT** – Bright light for dark nights, walking clients.

**DASHLANE** – Password Saver

**url:** <https://www.dashlane.com/App%E2%80%8E>

**KEY ME** – Digital copy of key (great gift to send to a buyer after close) **url:** <https://www.key.me/app>

**CARROT** – To do lists with a snarkey assistant who rewards you for accomplishments.

**GENIUS SCAN** – Tablet Scanner

**url:** <http://thegrizzlylabs.com/>

**NEST** – Thermometer control settings for models.

**url:** <https://store.nest.com/>

**ICAM** – Cameras for models and office.

**url:** <http://skim.com/icam/>

**VERT** - Vert is an “anything and everything” conversion tool. Real estate agents deal with lots of different metrics: size, weight, volume, length, and sometimes even currency. Vert turns your smartphone into an all-in-one converter that fits in your pocket! **url:** <http://www.vertapp.com/>

**PANICBUTTON**- Turns your phone into a secret alarm button. **url:** <https://panicbutton.io/>

## **OTHER WAYS TO USE TABLET/PHONE TECHNOLOGY**

**THIRD PARTY TESTIMONIALS**- Legal sites, articles, lending data.

**SOCIAL MEDIA**- Google plus, FaceBook, Twitter, LinkedIn, Pinterest,

**VIDEO**

**CAMERA**

**EMAIL**

**MLS ACCESS**

**CREDIT – CREDIT KARMA** **url:** <https://www.creditkarma.com/>

**HOSTED VIDEO MODELS GUIDE** – Make fun, informative videos for the tablets which are filmed in the models, with hosts that guide visitors through and points out hidden knowledge about your homes.

**KNIT** - Create secrete messages that pop up when someone nears a location. Imagine leaving messages or a social media contest through your model complexes.

**url:** <http://trebleapps.co/knit/>