



Real Estate “Tech-Set”

A look at minimum compliance technology

Written & Presented by:

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Course Length: 2.5 Hours

You Tube Course Description: <https://youtu.be/h3MD47McrY>

Canadian author and trainer Gerry Halstrom has put together a **MUST** for Realtors designed to get the base levels of technology to minimum compliance levels.

With technology being forefront in today's industry, it is critical Realtors approach their clients with a strong grasp of the key technologies that they are going to use to communicate with the clients and conduct business.

“Technology today defines Realtors, something we are judged on, hired for, and expected to excel at.” - Gerry Halstrom

Program Outline:

1. **Branding You.** What is your personal message, how to use your Brokerage brand to your benefit.
2. **Developing a professional bio.** Why this is a critical part of your marketing.
3. **Web Sites.** Do you need one? How to choose a service provider and what options are out there.
4. **Setting up your CRM.** What to use, what options are out there. What to send and how to choose your messages.
5. **Social Media.** Do's and Don'ts to start your career on the "right foot."
6. **Technology Gear Options.** What you may want to consider before you buy.
7. **The BEST apps for Real Estate.**
8. **Should you use video in your promotions and what to do if so.**
9. **Newsletters & Announcements.** Use of programs like "Mail Chimp"

[This program available live and in webinar formats](#)

Gerry Halstrom Seminars

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