

# Activity Technology Assessment..

**This worksheet is provided to assist you in evaluating what opportunities technology may provide you and what steps you may want to include in your “Business Plan” to improve your effectiveness and efficiency by utilizing technology.**

- I have my own Internet Domain Name and it point to full featured web site
- I have my own email address to brand – [amy@amysmytheharris.com](mailto:amy@amysmytheharris.com)
- I check my email as often as my voice mail.
- I use Google voice or Youmail.com for my VM
- I can check my email on my phone
- I have researched my brand name using [www.namechk.com](http://www.namechk.com)
- I am blogging using Wordpress
- I follow up on email leads immediately.
- I can send them a listing packet or buyer packet from my smart phone to the lead
- I have email addresses for everyone in my personal sphere including past clients.
- I text my clients when appropriate
- My email messages contain a signature - Name, Company Name, Address, Phone #s, web address, Facebook, Skype, twitter , youtube and linkedin
- I use Contact Management software to manage my clients, customers and prospects.
- I have created an email data base/address book for my sphere, past clients, prospects and service providers.
- I have a Facebook account
- I interact & network with my Facebook account
- I have a Twitter account
- I Tweet
- I have a LinkedIn account
- I use LinkedIn Groups
- I have a Facebook Fan Page
- I have a Flickr account
- I have a YouTube channel
- I use Foursquare
- I use Yelp
- I have a automatic back up software for my computer
- I use cloud computing
- I have Square Trade on my phone,laptop,cameras, etc
- I have a wide-angle digital camera
- I use a eflyer company to promote my listings
- I use customized/personalized Marketing/Promotional and CMA presentations.

- I use online listing presentations or my Ipad
- I use Client Gateway to prospect
- I use DocuSign or digital signature services for my clients to sign contracts
- I use a Iphone or Droid
- I use my phone to fax
- I have a myfax or efax account
- I can run buyer PITI and closing costs from my apps on my phone
- I subscribe to and send out a monthly Enewsletter.
- I video my listings
- I put my listings on my youtube channel, link in to MLS and put on FB Fan page
- I use Virtual Tours when appropriate.
- I have a member video
- I use houselogic.com to send to my SOI
- I have a QR code
- I use my QR code on my listings and marketing material
- I use 713-REALTOR
- I use Postlets.com to promote my listings
- I have filled out my profile with Zillow.com
- I have filled out my profile on Trulia.com
- I have completed my profile on Texasrealtors.com
- I use Google Alerts
- I use Socialmadesimple.com
- I live stream video to clients from my phone using Ustream or Qik
- I know my Klout score
- I use the Client Survey Ratings or reachfactor.com
- I use Roost.com
- I use Xobni in my Outlook
- I know which Internet portals my MLS listing data is sent to.

**Any business plan wouldn't be complete without addressing technology issues. Technology is a fact of life and if used effectively, will aid you in better serving your customers and clients and as a result help you achieve your financial goals. The faster you get on the technology train the faster you will still have some (slight) advantage over your less motivated (and less prosperous) competitors. Don't wait...plan for the future and get started today.**