



## **CHEROKEE ASSOCIATION OF REALTORS®**

### **GAR COMMITTEE REPORT FORM**

Committee: Technology Forum

Meeting Date: September 10, 2015

Member Attended: **Jeff Little**

Association Executive Report Submitted To: Karen Cunningham

Date: September 12, 2015

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#### **Items Discussed:**

- 3<sup>rd</sup> party aggregators. Manual entry of listings vs. auto-import from MLS. Sometimes auto-import will not show newer cities (such as Peachtree Corners vs. Norcross)
- Google alerts for listings. Google.com/alerts
- Taking new pictures of ourselves so people recognize us
- Make your website personal. Write descriptions / bios that help you connect with consumers. Listing acronyms (designations) doesn't help consumers understand us.
- Postlets.com – syndicates listings to multiple websites
- Ask for reviews from clients
- Real satisfied (service) will send clients an e-mail post-closing to get reviews
- If you get a negative review, post a tasteful reply and encourage the reviewer to contact you privately to further discuss. Do not use the review as a discussion forum.
- Update profiles frequently. Don't bother having a profile if you're not going to keep it updated.
- Show community involvement in profiles, blog posts, etc.
- Ask for review when you get a listing under contract
- Advent/trend of teams
- Community videos and videos not related to real estate to promote ourselves
- Rehearse our visits with clients like athletes practice
- Olloflip & eyelens – take great videos and self videos from your iphone

#### **Thoughts (Relevancy to CAOR):**

Technology is an important component of our careers as realtors. CAOR should consider having designated CE classes and/or speakers at meetings that could help agents incorporate some of these discussion items into their business.