



CHEROKEE ASSOCIATION OF REALTORS® GAR COMMITTEE REPORT FORM

GAR 2013 - 09-19-2013 - Smartphones, iPads, tablets, & tech tools

Member Attended: Jeff Little

Association Executive Report Submitted To: Karen Cunningham

Date: 09-19-2013

Items Discussed:

- Quit open applications on smartphones to make them run faster and conserve battery life
- Rules:
 1. Commit to the technology
 1. Put all of your events into your phone. Keep it current. Use daily.
 2. Create & use a CRM
 3. Save notes & memos in phone instead of on paper
 4. Prepare a "show listings anywhere" photo presentation (photos of current inventory)
 2. Take advantage of features
 1. Take the time to set up options for each application
 2. Bookmark frequently used websites
 3. Practice taking photos and videos
 4. Add apps as needed.
 5. Create shortcuts to make navigation easier and faster
 3. Customize your device to make it uniquely yours
 1. Speed dials and application shortcuts
 2. Customize screen and each application for optimal navigation
 3. Talk hands free - Bluetooth
 4. Customize your device for a unique look, sound, & response
 5. Add accessories to extend battery life
 4. Get creative!
 1. Use camera & video camera to record and send updated photos & video
 2. Share up-to-date information with followers
 3. Always remember special dates for past clients
 4. Use MMS to do remote showings (pictures to spouse who is not there)
- Monthly mobile maintenance tips
 - Turn off wifi and Bluetooth
 - Turn down screen brightness
 - Delete apps installed but not used (some of them may even be using your data even when not running)
 - Turn off push notifications for apps you don't use (notification center on iPhone/iPad)
- Add contact entry in your phone for ICE - phone, blood type, medications, etc.

- If you lock your phone, go to www.icesticker.com - service that stores this info for you and is accessible by calling a phone number and entering an assigned code

Thoughts (Relevancy to CAOR):

- Our members can use technology to enhance their personal lives as well as their careers
- Many of our members have smartphones and tablets and aren't fully utilizing them to their full potential.
- There are several new applications that could help save time and money if agents use a tablet.
- New applications help save money by reducing paper, pen, & toner/ink cost (such as e-signing a 30 page contract vs. printing two copies)

Jeff Little