**Course Title:** Top SIX Technology Platforms to Better Serve Your Clients

**Course Objective(s):** As a result of this class/workshop, participants will identify the top THREE mobile apps to increase productivity. Participants will be able to USE the #1 Social Media platform to target prospects and to market their listings more effectively. Students will create or enhance their on-line web site presence.

**Credit Hours:** 3 GENERAL

**Content**: This course is a workshop driven experience where anyone with a computer or a mobile phone will come away with real world answers to “How do I become more efficient AND effective working with Buyers and Sellers and SAVE everyone time in the process?” We’ll also answer the question “How do I GENERATE more business?”

**COURSE TIMED**

**SUBJECT/TOPICS INCREMENTS**

1. **Introduction** **5 Min**

* State CE rules – Introduce Instructor

1. **Course Overview 5 Min**

* Course overview and Learning objectives

1. **Student Assessment 10 Min**

* Where are you right now with your skill sets

1. **What ARE the Top 6 20 Min**

* Your Site – Pretend You Had a Bucket? Your Phone?

1. **Technology 10 Min**

* Evaluating YOUR Web

**BREAK – 10 Min**

1. **Social Media 25 Min**

* Facebook – the 800 lb. Gorilla / USING the Facebook app
* Facebook Tools
* Business/Fan Page
* Facebook Live

1. **Google 25 Min**

* Google / G-Suite
* Google Analytics v. FB Insights

**BREAK – 10 Min**

1. **Technology 5 Min**

* e-Mail vs. SMS/Texting

1. **Technology 10 Min**

* MailChimp – FREE email marketing service

1. **Technology 5 Min**

* Group SMS services

1. **Technology 10 Min**

* MLS Touch v. REALTOR.com

1. **Technology 20 Min**

* Linked In ABC Strategies – Content v. Distribution

1. **Closing 10 Min**

* Questions / Wrap Up

**TOTAL: 180 Mins ÷ 50 class hr = 3.6 Hours**