



**Top Tips For Smartphones and Tablets
Must-Have Tools For
The Agent's Mobile Office**

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Handheld Computer Solutions

Handouts and Downloads

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**The smartphone & tablet
have changed the course
of real estate**



- Clients and colleagues demand a more immediate response
- Provides instant access to MLS online- increase sales opportunities
- Networking with office computers, update calendars and contacts
- Manage personal and business email from wherever you are
- Send & receive documents and contracts right from the smartphone
- Multimedia (photos and video) features offer mobile marketing



Mobile Office Solutions



•Networking and Marketing

All your business information with you when you need it

•Customer Relationships

Keeping open channels of communications via social media, newsletters

•Instant Communications

Blackberry Z10

Share data, latest information and provide services over the internet

•Documents, applications and Data Storage

Photos and videos, useful device apps and all office files available to you

•Closing the Deal

The latest cloud-based RE applications for completing the sale



Why not just travel around with your laptop?

- Mobile devices can handle the workload
- Cloud storage can keep thousands of files
- Mobile devices can capture the moment
- Easy-to-use design
- Easy to share info between devices
- Fast Processor Speeds
- Portability



OR



Portability Is A Factor



Galaxy S5 screen size 4.0 in
Galaxy Note screen size 5.5 in.

Galaxy Mega screen size 6.3 in
Galaxy Tab 3 screen size 7.0 in



Portability Is A Factor



Largest phone screen at 6.3 in
Also known as a "Phablet"



Introducing the new iPhone 6 and 6 Plus



iPhone 6

iPhone 6 Plus



Introducing the new iPhone 6 and 6 Plus




iPhone 5S
4.1 in

iPhone 6
4.7 in

iPhone 6 Plus
5.5 in






Battery usage indicator
The iPhone's settings will offer a way to check exactly which apps and functions are draining your battery

New Keyboards
predictive typing, which suggests several options for the next word as you type.

New Camera Features
The camera also gets focus and exposure controls.

iCloud Drive
a cloud-storage service similar to Dropbox, Box or Google Drive. It's compatible with Windows, too — but not Android



iWatch
Time for a change.




Converts your smartphone/tablet into a desktop computer
iPhones, iPads, Android Phones and Android Tablets

The **TinyStic** is the millennial match-box sized smart phone accessory that provides PC, cloud computing (via Google drive), a gaming platform, streaming video and more. You no longer need a computer away from home, simply plug TinyStic into a monitor or TV.


Tech Specs:
Linux operating system
Miracast/Dina iOS Airplay mirror
Wireless transmission 2.4G
Transmission distance of 15 feet
Gold-plated HDMI interface
USB Power supply
Size:75mmx30mmx11mm



Productivity Movies Games

The Latest Technology Features

- **Faster Processors**
Increased speed, added functionality
- **4G Data**
Download speeds up to 7x faster than 3G
- **Larger Memory**
More applications and functions
- **Multimedia improvements**
Up to 20MP cameras, HD Video
- **Cloud Apps**
Easy connections to apps via the Internet



Nokia
Lumia 1520

Living and Working In the Cloud

The key to an effective mobile office

Sync and share content between computers and mobile devices over cloud servers.

- Email
- Calendar
- Contacts
- Documents and files)
- Custom Phone system
- Photo sharing
- Video Uploads
- Music sync



Living and Working In the Cloud

Google



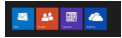
- Gmail
- Google Calendar
- Gmail Contacts
- Google Drive
- Google Voice
- Picasa Web Albums
- YouTube
- Google+

iCloud



- Email
- Calendars
- Contacts
- Documents and data
- Photo Stream
- Reminders

Microsoft Cloud



- Windows Live
- Outlook.com
- Calendars
- Contacts
- SkyDrive
- Office 365

What is Cloud Computing?



- An internet-based model for groups to become more efficient through sharing.
- Does not bog down your server, no software installation is required.
- Businesses may choose to create a private cloud within their own firewalls
- Cloud computing groups may be scalable or virtualized.
- Some businesses offer services whereby one may purchase only the services used.

- Business insider.com

Favorite Cloud-Based Apps



A great tool to store documents securely on the cloud.
Instantly accessible from all Internet connected mobile devices
Share large file folders and media with others by email
Instantly upload photos from your mobile devices
Remotely share files into your Dropbox by email

Dropbox



A favorite app to organize everything I do, all on the cloud.
Instantly accessible from all Internet connected mobile devices
Create notebooks to organize anything you can imagine
Create text, audio or video notes, or clip web pages right from the Internet
Share your information through social media, web, email or text messaging

Evernote



Instagram

Instagram is a social media network that lets you capture photos and video in creative ways to share them with your followers.
Posts can be shared on websites, Twitter, Facebook, Email, and Foursquare.
Build your brand presence and use it to educate, inform and advertise
Adopt a social media strategy, integrate personal style with professional marketing

Favorite Cloud-Based Apps



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Share large file folders and media with others by email
Instantly upload photos from your mobile devices
Remotely share files into your Dropbox by email

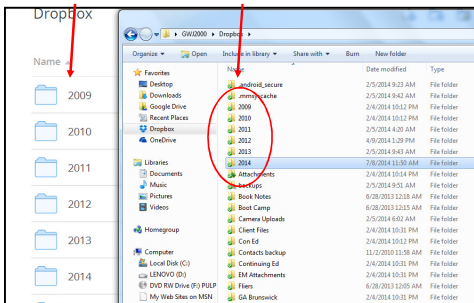
- Sync a backup to multiple computers
- Share from PC files or Cloud files
- Email directly into Dropbox (from you or collaborators)
- Selective Synchronization (set for each computer)
- Photo upload from mobile phones
- Show previous editions of documents (revision history)
- Chronological events history search

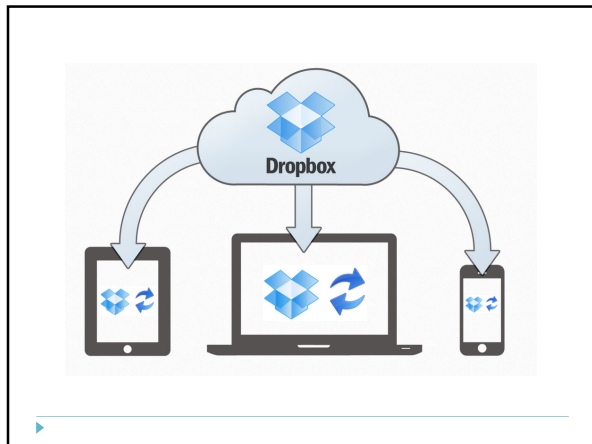
Favorite Cloud-Based Apps



Cloud App

Laptop





Favorite Cloud-Based Apps

A favorite app to organize everything I do, all on the cloud.
 Instantly accessible from all Internet connected mobile devices
 Create notebooks to organize anything you can imagine
 Create text, audio or video notes, or clip web pages right from the Internet
 Share your information through social media, web, email or text messaging

- Syncs to desktop and all mobile devices
- [Share to the Internet with built-in links](#)
- Voice recognition to capture notes and information
- Email information directly to Evernote
- [Record the location of where any note is created using Atlas](#)
- [The Evernote Web Clipper for your computer browser brings content from the Web.](#)
- Capture photos, Post-It Notes or scan documents with the Evernote cameras

Evernote

It starts by creating a system

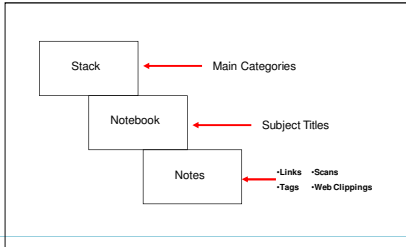
- 1. Stacks-** Make a Stack to build Categories of notebooks, i.e.:
 - Real Estate
 - Personal
 - General
- 2. Notebooks-** A collection of organized notes
 - Buyers and Sellers
 - Banking
 - Travel
- 3. Notes-** Individual items of information filed inside notebooks
 - Memos
 - Photos
 - Web Pages
 - Scans
 - To-Do Lists
 - Receipts

Evernote



It starts by creating a system

Knowing how to organize your notes within your notebooks, making notes easily searchable, tagging notes for organization and making notes easy to share are the keys to creating a system that will serve you well in Evernote.

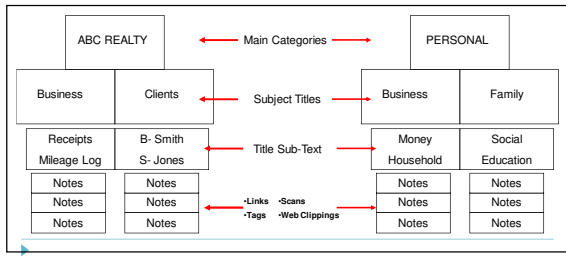


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Favorite Cloud-Based Apps



Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.
 Build your brand presence and use it to educate, inform and advertise
 A great way to integrate personal style with professional marketing

- Designed for mobile devices
- Social media community opens opportunities for global reach
- Download photos and 15 second videos, with comments and links
- Create and promote yourself as a viable and resourceful brand
- Establish networks with colleagues, industry experts, investors and customers worldwide
- Use image analytics to identify images that resonate with your fans and followers.
- ▶Use the power of #hashtags to build exposure and global visibility

With so many to choose, which is best?

Most of these cloud apps have similar features which can make use of any of them confusing.
The decision of which app to use for certain functions will largely depend upon their features' strength and compatibility with the other apps.



Dropbox

Google Drive

Evernote

- Storage/Backup
- PC Sync
- Photo Sync
- Share Large Files

- Storage/Backup
- PC Sync
- Email Share
- Create/Edit
- Collaboration

- Memos
- GTD
- Email Share
- Organizer
- Marketing Tool



Favorite Drive Features



- Sync a backup to multiple computers
- Share from PC files or Cloud files
- Drop email attachments directly into Drive
- Create or edit documents, spreadsheets, presentations, drawings or forms
- Selective Synchronization (set for each computer)
- Real-time collaboration on documents with others via Internet
- Show previous editions of documents (revision history)
- Integrates with all Google Apps and Google Search



How To Make Your

Mobile Technology Investment

Become A Dividend



Choose the right smartphone for your specific needs

•Begin with a focus on the three things your device will perform for you most:

- Phone Calls?
- Email?
- Web Searching?
- Multimedia?
- Documents?
- GPS Navigation?
- Fun and Games?



Nokia Lumia 920



Choose the right smartphone for your specific needs



What makes it a smartphone? An Operating System (OS)

- | | |
|---|---|
|  Apple iPhone OS |  Windows Phone 8 |
|  BlackBerry OS |  Android |



**Regardless of choice,
three rules to make
the best use of your
mobile devices**



**Rule 1:
Commit to the
technology**



Make your smartphone's productivity features as common to you as your phone features.

- Put all of your calendar events into your phone. Keep it current, use it daily.
- Create a CRM, or Client Relationship Management System
- Save notes and memos in the phone instead of on paper
- Prepare a "show listings anywhere" photo presentation



**Rule 2:
Take full advantage of
the features**



Learning to use the advanced features will increase productivity and increase sales

- Take the time to setup the options for each application.
- Bookmark your MLS site and other favorite websites in the browser.
- Practice taking photos and video capture with the camera
- Add third-party software applications as needed
- Create shortcuts to make navigation easier and faster



**Rule 3:
Customize your
device- make it
uniquely yours**



Personalizing your smartphone will improve and speed navigation, increase satisfaction

- Set speed dials and application shortcuts
- Customize the screen and each application for optimal navigation
- Get yourself hands-free with a headset and Bluetooth car kit
- Customize your device for a unique look, sound and response
- Add accessories to extend battery life, or add functionality

**Bonus
Rule:
Get Creative!**



Imagine ways you can deliver first rate services and impress your clients

- Use the camera and videocam to record and send updated photos and video
- Share the most up-to-the minute listing information with your Twitter followers
- Always remember special dates (birthdays, anniversaries) for past clients
- Use MMS to host a "remote showing" when a live presentation isn't possible
- Have your showing addresses pre-programmed into the GPS or Mobile Maps

Well...it FINALLY happened



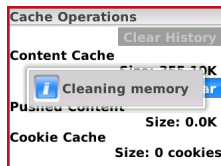
How To Avoid Being One Of These People

Regular maintenance can keep you and your phone running smoothly

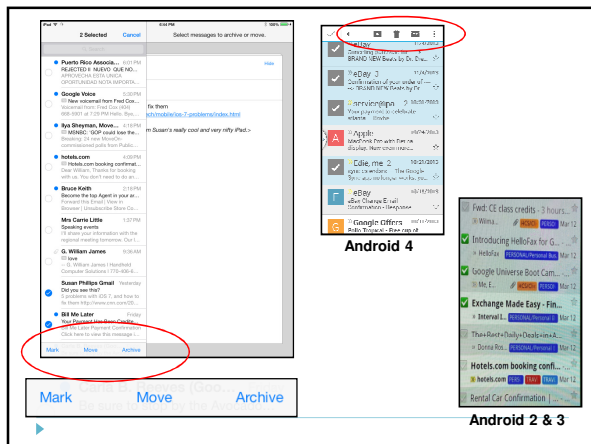


- Treat your smartphone in many ways as you do your computer
- Managing the memory of your smartphone is key
- Simple steps will avoid frustration, and perhaps embarrassment

Regular Maintenance Tips



- Clean out your email and text messages (Archive or Delete)
- See the smartphone as a convenience for email, and save email on computer instead



Android

Apple iPhone

Regular Maintenance Tips

- Clean out your email and text messages (Archive or Delete)
See the smartphone as a convenience for email, and save email on computer instead
- Move all media (photos, video, music) to the memory card if necessary
Organize media files for quick access, especially listing photos

Regular Maintenance Tips

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See the smartphone as a convenience for email, and save email on computer instead
- Move all media (photos, video, music) to the memory card if necessary
Organize media files for quick access, especially listing photos
- Delete temporary internet files, cookies, clear browser history
Can typically be found in the Web browser settings menu

Clear Internet Explorer on Windows Phone
Open Internet Explorer. Tap Settings > delete history.

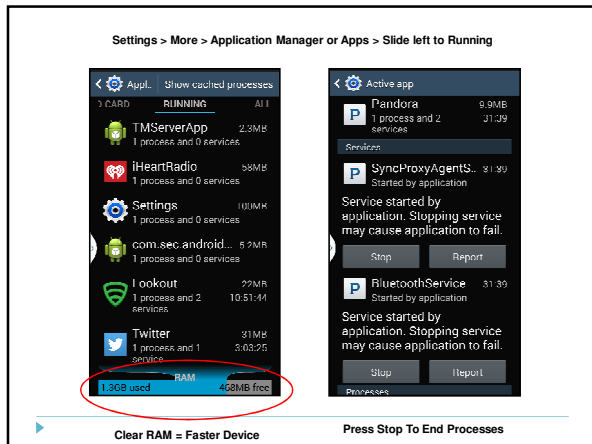
Android 4 Chrome Android 2 & 3 Firefox

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- Delete temporary Internet files, cookies, clear browser history
Can typically be found in the Web browser settings menu
- Reset your device once per day
Removing the battery is best, if possible. This also refreshes your wireless network connection

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Organize media files for quick access, especially listing photos
- Delete temporary Internet files, cookies, clear browser history
Can typically be found in the Web browser settings menu
- Reset your device once per day
- Stop running apps in the background to recover processor speed





Handouts and Downloads

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Contact Me

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G. William James
Master Of The PDA

Handheld Computer
Solutions

Thank You!
