Bahar Academy®

Canadian Private school

REAL ESTATE LESSON 1

Chapter 26: Technology & The Real Estate Licensees

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COURSE OUTLINE

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* DSLR Camera

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* Real Estate Licensees Websites

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* Blogs
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* SEO
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* Email Advertising
* Social Media

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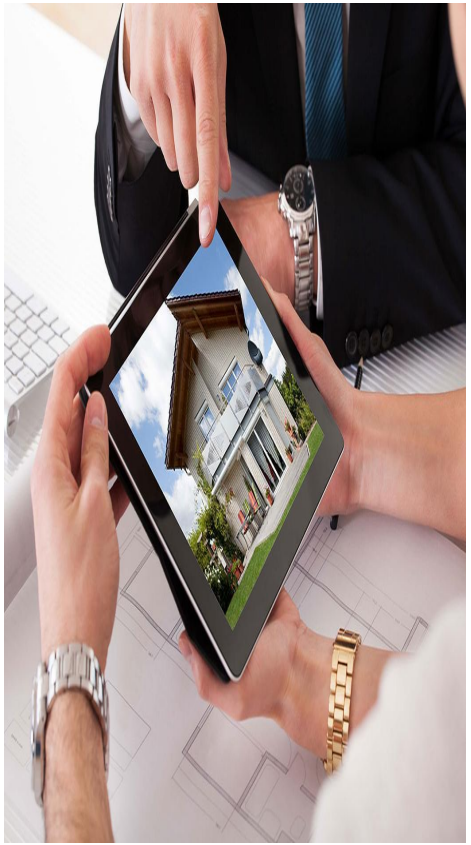
Technology and the Real Estate Licensees

Almost all generations begin their housing search online and use online platforms. More than 93% of all buyers search online and decide which house to visit and more than 52% of them found their home online. It shows the importance of technology and how the licensee can use technology to run a more efficient business. Licensees approach to technology should be more **proactive** rather than reactive which means: be aware of new technologies which have a positive result, returns, higher productivity and additional sales.



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The Licensee's Office

- Mobile Office Environment

Disadvantages: : feel disconnected from the brokerage and more distant or physically removed from the brokerage, lack of communication effectively, lack of the sense of community within brokerage, lack of essential in-person interaction, no face to face communications, no mentorship relationships, and the cost of adopting with new technological tools which are continually being introduced to the market.

Advantages: perform a higher potential of entrepreneurial due to mobility and flexibility, increase efficiency, less wasted time, and generate higher revenue.

- Hot Desking: when desks are assigned to workers as needed, rather than assigning a permanent desk to each worker.

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Licensees employ these programs on a regular basis to operate efficiently:

Accounting, forms and contracts, document management, contact management, lead conversion monitoring, advertising management, blogs and social media, own websites, showing scheduling, market statistics, internet monitoring tools.

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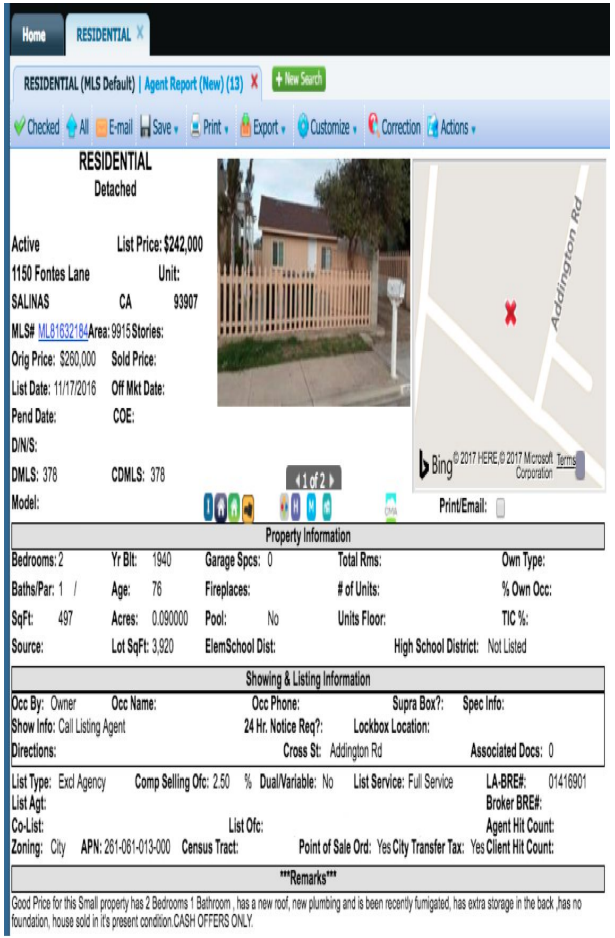
Software, Apps, and Technology Devices

MLS : Multiple Listing Service Software - It is a database of listings that provides a current inventory of real estate listings and a history of sales in a geographic area. When a property is listed for sale, the listing licensee has the option of entering property details into it. **CREA** (Canadian Real Estate Association) owns the MLS and The **Local Real Estate Boards** manage the listing information for properties listed in their geographical location. MLS functions: computing listing searches, producing automated hotsheets, generating Comparative Market Analysis presentations (CMA), and some other tools.



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Software: the applications (programs) that the computer runs to enable the user to accomplish tasks.

Forms Software: the forms that allow licensees to electronically generate the most common forms and contracts.

Cloud Collaboration and Task Management Software: a software which is used by teams to keep synchronized on tasks when running a remote or virtual business, including: tracking, planning and managing business tasks.

Development of a communication message: is a common approach to message design to use **AIDA**, which means that good messages should create Attention, Interest, and Desire, and lead to an Action.

PIM (**Personal Information Management**): is a software that function as a personal organizer and facilitate the recording, tracking, and management of certain types of information which includes: users' emails, contacts, and calendar.

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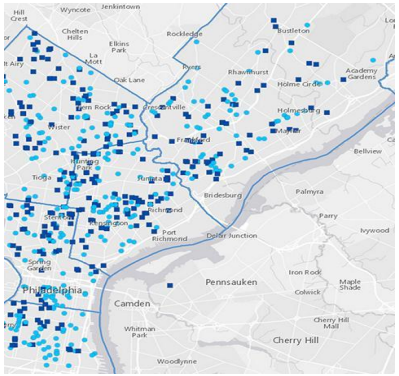
CRM (Customer Relationship Management): is a software to eliminate loss of clients and remind the agent to be in touch with all of their clients by controlling and organizing information and keeping track of your sales, by contacting, and sending group emails, …

GIS Mapping (Geographical Information System): a computer system that provides **several layers** of data and information beyond what a traditional map can offer. which locate the property in the map with size, dimensions, zoning bylaws, ownership details,... and can analyze and displays information geographically.



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Virtual Tour: video technology software which is used to do all the showing, appraisal, inspection, home valuation (inside and outside of the property), and etc.

DSLR Camera (digital single-lense reflex): is used to do the photography of the property with automatic setting.

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Drones: unmanned aerial vehicles fly over the property and capture video or pictures from property and their surroundings, cheaper than helicopters but it should be certified and registered by Transport Canada to fly a drone weighing over 25kg.

360 Camera: it is common an affordable camera to film 360 degree virtual reality tours of a property.

Compatibility: one of the biggest challenge of using multiple types of softwares, is that the software should be compatible across all platforms. Issues include: Across operating systems, with mobile devices, with other programs.

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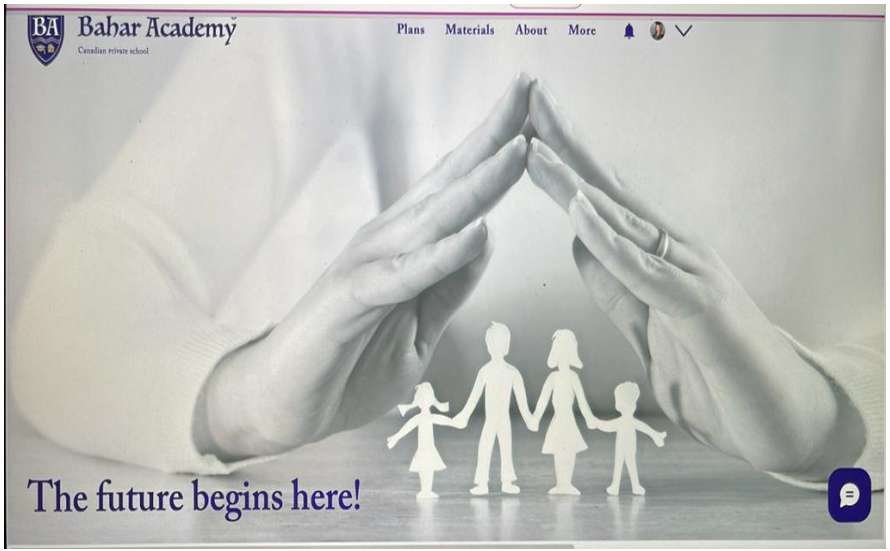
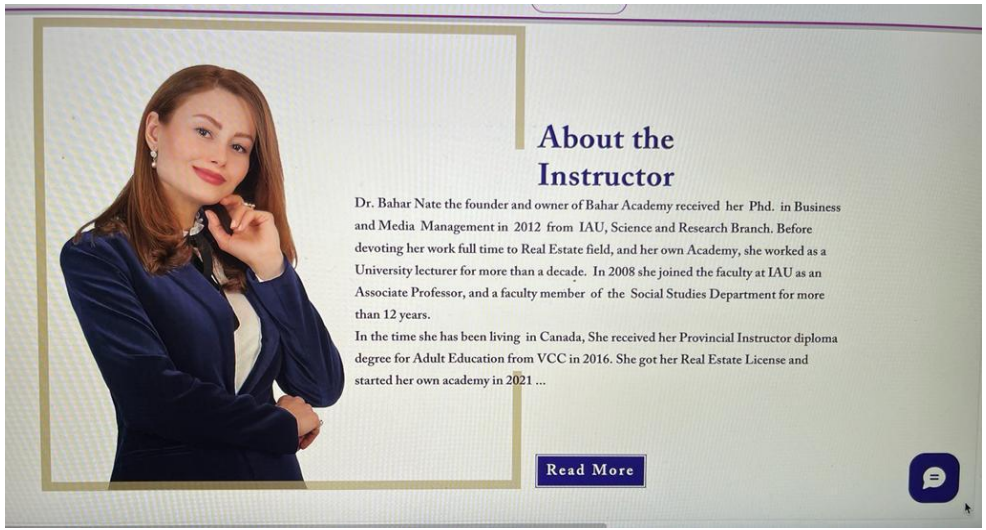
Real Estate Licensees Websites:

First step is to register an internet domain name which is the name used to guide internet traffic to a company's website. There is an annual fee to retain the right to use the website and the licensees should employ a professional to design their website and ensure that: it is compatible with mobile devices, build a powerful website to introduce licensee, and include: testimonials, local expertise, current information, sales and accomplishment, current listings, and buyer and seller guide to help the potential consumers.





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Blogs: it is an informational website that allows licensees to post opinions, news, links and other types of contents, and should be updated regularly.

Podcast: it is a platform that allows the licensees for sharing of audio content, recording and broadcasting their thoughts, interviews or insights into industry news.

SEO (Search Engine Optimization): the process that affects how easily a website can be found in the result of the search engines.

Web Analysis: the measurements, collection, analysis, and reporting of data pertaining to how visitors are using a website such as google analytics which is for free.

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Email Advertising and Email Marketing: effective way to advertise and communicate with a network or with one or more segments within a network all at once.

Social Media: virtual communities and networks that allow participants to communicate, interact, share, and exchange information and ideas. Social media sites such as: Facebook, LinkedIn, Twitter, Instagram,...

Social Media Metrics: To determine whether or not a social media strategy is achieving its goal and building awareness of sales or loyalty. Licensees should choose a relevant platform by tracking the new contact and recognize which platform works better.

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Technology Resources: use technology like the internet to serve the clients. Uses some websites that only licensees access to them and the public cannot (e.g. MLS- the public can only access to some contents).

Real Estate Newsletter: Licensees subscribe to this news alerts to receive the latest news in their profession or legal issues happening in the industry from the Real Estate Association.

Networking: it means build up network on online platforms

Data Protection and Backup: any form of backup or virtualized pools of storage (Cloud Storage) which are generally hosted by third parties should be

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Legal Consideration: according to BCFSA, the licensees need to backup all data files which consist of signatures or important documents including client information, transactions,... which gives the licensee a credibility to a statement or an allegation. The electronic way does not stand as evidence and licensees should keep a paper copy of all documents and records. If the data is contains written notation, signatures or initials it is advisable to retain hard copies at least **for 7 years**.

Digital-E-Signature (cryptography): Cryptography is a technology protecting information on the internet is accomplished by scrambling (encoding) it into an unreadable format. an encrypted code, which is impossible to forge and uniquely identifies the sender when attached to an electronically transmitted message. The purpose is to **Authenticate** or guarantee that the individual who is sending the message is really who they claim to be and to ensure the **integrity of the data**.

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Peripherals: a device connecting to the computer to provide input-output communication like: digital camera, printer, scanner.

Copyright: the concept that no one else can copy, distribute, display, or adapt a specific expression without the copyright owner's consent.

Malware: it is a **computer program** designed specifically to damage or disrupt a system.

Virus: it is a specific **types of malware** that self-replicating by inserting its code into other programs and planted illegally in a computer program. Often to damage or shut down a system or network.

". com": the domains use for commercial purpose.

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Firewall: an integrated collection of security measures designed to prevent **unauthorized electronic access** to a networked computer system.

BCFSA Advertising Rules: to ensure that consumers who access to a licensee's advertising in internet, social media, and print advertising are aware that they are dealing with a real estate licensee and know the name of the brokerage with which licensee is engaged. The name of the brokerage must be appeared in all print advertising and in social media on the main profile screen, and it is not needed to repeat in every post or tweet.

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PIPEDA: (Canadian Personal Information Protection and Electronic Documents Act): It is all about the **privacy of information**. Licensees must be aware of the level of privacy that clients expect and are entitled to and should ensure that confidential information is not displayed in a public medium without their permission and consent.

Privacy Principles

Be Accountable means:

Identify the purpose; obtain consent; limit use and collection; retain the information; disclosure, be accurate; use appropriate safeguards; be open; individual access; provide resource (access)

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CASL: (Canada Anti-Spam Legislation): it regulates the transmission of commercial electronic messages which are defined as electronic messages that regards a content, link, or contact information and should be sent with the recipient's express or **implied consent** and it should contain a **sender information**, and an **unsubscribe mechanism** free of cost.

Web Libraries: collect, categories and index large amounts of information

Email Etiquette: answering the emails promptly, avoiding grammatical errors, starting messages with salutation, ending with your name, concise message, avoiding all caps, avoiding using cliche taglines.

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