# **CRAIG GRANT**



# The Real Estate Tech Guru

Advanced Real Estate Technology Instruction at a Pre-K Level

Run Your Real Estate Business on Google & the Cloud Note Packet

Intro to Google	e
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How they got started, their business structure & how can so many free services = \$400B+	

### What is Cloud?

Any time you do something on a computer device, but it doesn't happen on that device but through the Internet (website, app, software, etc.). It's using the Power of the Internet to Compute.

## **Advantages of Cloud**

- 1. Save files to a remote server through a secured Internet connection
- 2. Able to access and work on files, calendars, etc. from any location
- 3. Can share & collaborate on files, calendars, etc. with others Reduce Costs, Increase Efficiency, Better Syncing of files, devices, etc.

### Is it Safe?

Yes, as long as you use the right vendors & use them in safe ways...YOU the user are still the weakness

# **Cloud Solutions**

# Cloud Solutions SugarSync SugarSync SugarSync SugarSync Excellent option for business due to security holes & lack of user admin controls Excellent option for business due to security encryption & admin controls Soogle Drive Best option for business as long as you set privacy settings on each file/folder because you get......

Google Drive/Docs <a href="https://www.google.com/drive/">www.google.com/drive/</a>				
(everything other solutions have + more space				
& Office Integration)				

Google Apps for Business <a href="www.google.com/apps/business">www.google.com/apps/business</a>

Use many Google Tools with Your Company Domain (not @gmail.com)

- Mail
- Contacts
- Blog
- RSS Reader

- Calendar
- Website
- IP Phone
- News/Home Page



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Stand Alone CRM Systems







Or get a CRM Solution that is provided by the same company that does your website so that <a href="https://example.com/theyrun\_the">they run the front end as well</a>









# Forms & Document Management

Online software that allows all parties involved in a transaction to easily fill out and complete forms via the Internet, e-mail and/or e-faxing, plus online storage of all related files.







# Transaction (Task) Management

Software that keeps you organized of every task, document, follow up, communication, deliverable involved with each contact and client to assure everything is done right and customers ervice is maximized.

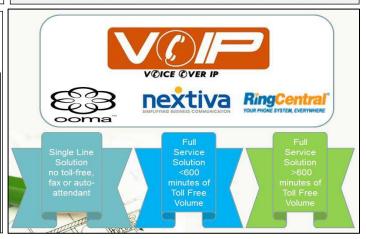












Paperless Office If YOU Use

- 1. VOIP/Internet Phones
- 2. E-Fax
- Google Voice

Now when you check your E-Mail....You are checking:

- E-Mail
- Voicemails (either audio or text) and
- Faxes

### **Cloud Solutions**



### **Cloud Solutions**










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# Other Great Google & Cloud Tools for Business Power of Smart Phone & Cloud Apps Google Chrome (Web Browser) www.google.com/chrome Google Maps & Earth <a href="www.google.com/maps">www.google.com/maps</a> YouTube www.youtube.com & Google Plus (Social Media Network) www.google.com/plus Picasa www.google.com/picasa Google Sites <u>www.google.com/sites</u> & Blogger <u>w</u>ww.blogger.com Google Alerts www.google.com/alerts Translate www.google.com/translate Sketch Up <a href="https://www.google.com/sketchup">www.google.com/sketchup</a> Google Wallet www.google.com/wallet







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Other Notes	
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