

# Optimize and Mobilize your Productivity on your SmartPhone

Presented by:



# Presenters



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SendHub



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Director of Industry  
Engagement and Social Media  
Inman

# Agenda

- Then and Now
- Old agent
- Modern agent
- What does on the go productivity look like?
- 13 ways you can improve on-the-go-productivity with your Smartphone
- How SendHub can support the modern agent
- Questions

# About SendHub

- (NAR)National Association of Realtors REach® Class of 2014
- Top 50 Real Estate Service Provider (Real Estate Executive Magazine)
- 2nd place at Realogy FWD event







# Not Just Another Device

"FOUR OUT OF FIVE SMARTPHONE  
USERS CHECK THEIR PHONES WITHIN  
THE FIRST 15 MINUTES OF WAKING  
UP. 80% OF THOSE SAY IT'S THE  
FIRST THING THEY DO IN THE  
MORNING"

Source: Always Connected  
How Smartphones And Social Keep  
Us Engaged  
An IDC Research Report



# Not Just Another Device

"79% OF SMARTPHONE USERS HAVE THEIR PHONE ON OR NEAR THEM FOR ALL BUT TWO HOURS OF THEIR WAKING DAY;  
63% KEEP IT WITH THEM FOR ALL BUT ONE HOUR. A FULL QUARTER OF RESPONDENTS COULDN'T RECALL A SINGLE TIME OF THE DAY WHEN THEIR PHONE WASN'T IN THE SAME ROOM AS THEM"

Source: Always Connected How Smartphones And Social Keep Us Engaged An IDC Research Report

A woman with long brown hair, wearing a light blue button-down shirt, is smiling and talking on a black mobile phone. She is sitting at a desk in a bright office. In the background, there is a large window with white frames, a potted plant with white flowers, and a desk lamp with a white shade. On the desk in the foreground, there are papers, a glass of water, and a laptop. The text "WHEN ASKED - 94% REALTORS COMMUNICATE WITH CLIENTS USING A MOBILE DEVICE" is overlaid on a green rectangular background in the center of the image.

WHEN ASKED - 94% REALTORS  
COMMUNICATE WITH CLIENTS  
USING A MOBILE DEVICE

Source: 2013 -2014 Realtor Technology Survey Report  
<http://www.realtor.org/reports/2013-14-realtor-technology-survey>



# From Fax to Apps



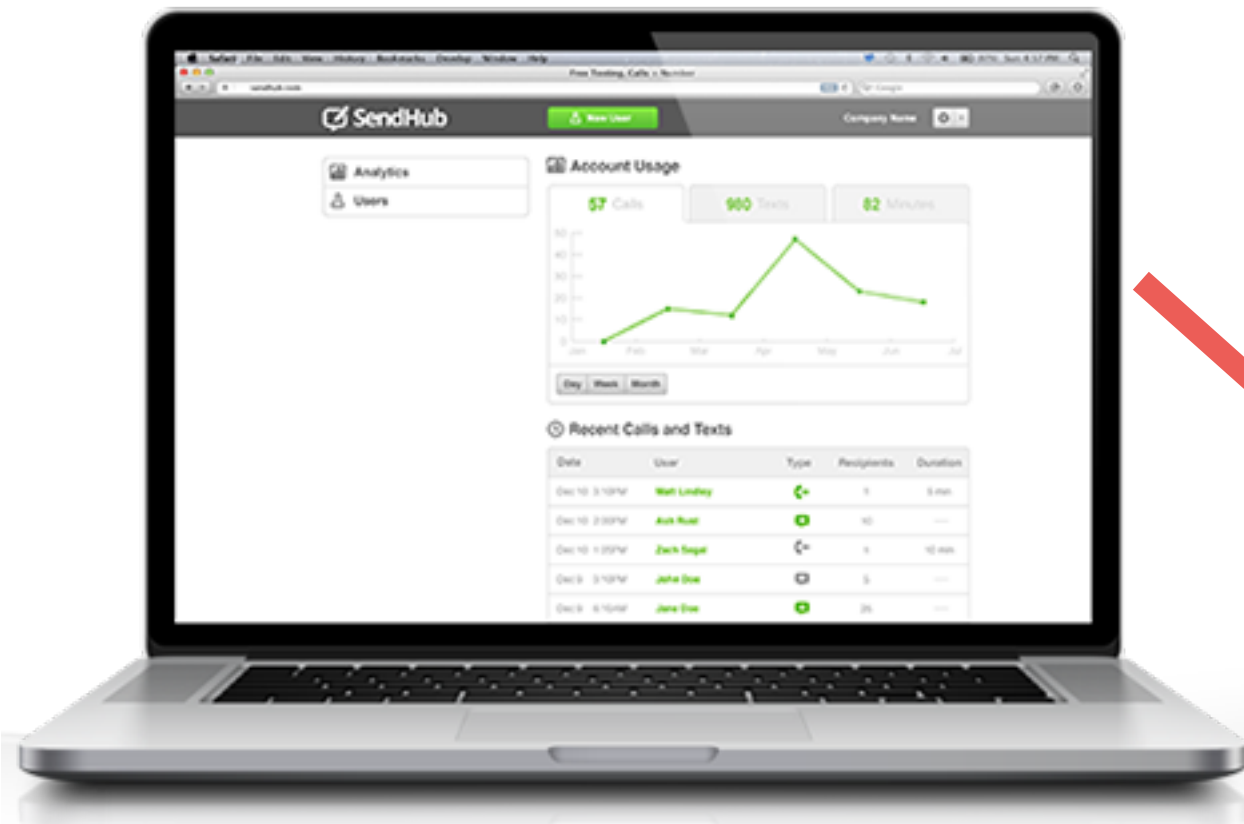
# Old Agent



New Agent

**“If only I could have everything with me  
at all times...”**







# Age of Modern Mobility

A black and white photograph of a man with a beard, wearing a white dress shirt and a dark tie, holding a mobile phone to his ear. He is looking slightly to the side with a serious expression. The background is a blurred city street with buildings. A solid green rectangular box is overlaid on the lower half of the image, containing white text.

A PHONE IN EVERY POCKET &  
ALWAYS CONNECTED

# Make the Most of your Smartphone

A man in a white shirt and glasses is seen from the back, talking on a black smartphone. He is standing on a high vantage point, looking out over a dense city skyline with many skyscrapers and a body of water. The sky is blue with some light clouds.

86% OF REALTORS® REPORTED  
DAILY USE OF SMARTPHONES  
WITH WIRELESS EMAIL AND  
INTERNET CAPABILITIES.

Source: 2013 -2014 Realtor Technology Survey Report  
<http://www.realtor.org/reports/2013-14-realtor-technology-survey>



# What does on-the-go Productivity Look Like?



# 13 Ways You Can improve on-the-go Productivity with Your Smartphone

# **#1. Stay Powered Up**

# Stay Powered Up

- **Have the right cables at all times**
- **Invest in a backup power source**
  - Mophie
  - Power Bricks
- **Check Your Settings**
  - brightness
  - wifi
  - bluetooth
  - background apps
  - notifications



## #2 Set Boundaries

# Set Boundaries

- **It starts with you - manage expectations**
  - Office hours
  - Escalation
- **Use Technology**
  - Call forwarding
  - Call routing
  - Voicemails
  - Device switching - desktop, smartphone  
computer



# #3. Too Many Choices

# Too Many Choices

**Look at your primary uses**

- ex. Mail, Social, Text

**Have a testing period**

- Try it out and see if it makes the cut



## #4. Free up Some Space

# Free up Some Space

## Check Usage Settings

- Videos
- Photos
- Audio
- Apps

## Phone Expander

iOS

Price: Free



# **#5. Upgrade your Speakers and Headsets**



# Upgrade your Speakers and Headsets



<http://bit.ly/sendhubaccessories>

Can't Miss Apps

# Measure on the Go

## RulerPhone

iOS

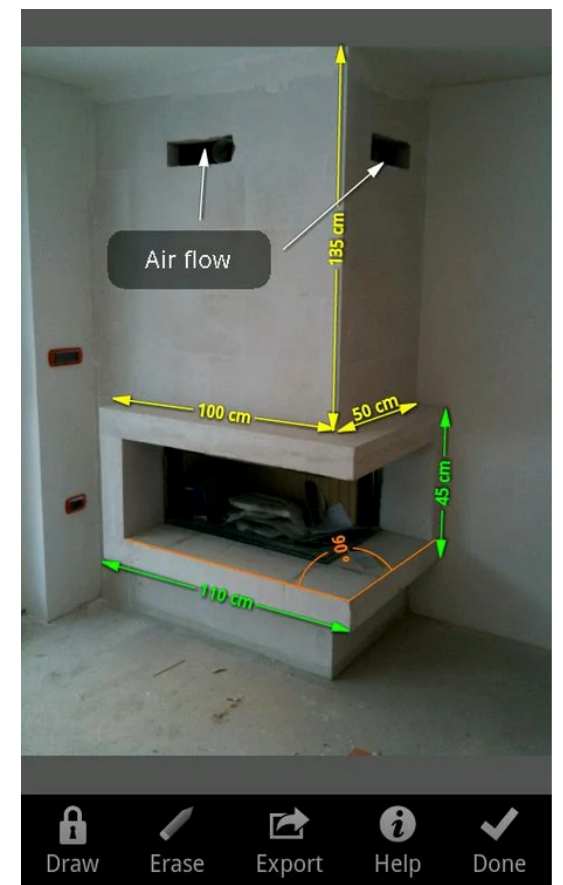
Price: 3.99



## My Measures & Dimensions

Android

Price: Free





# Scan it

## CamScanner

iOS/ Android

Price: Free/premium



## Scannable (Evernote)

Whether on the go or at the office, send paper on its way and move on.

iOS

Price: Free/  
Premium



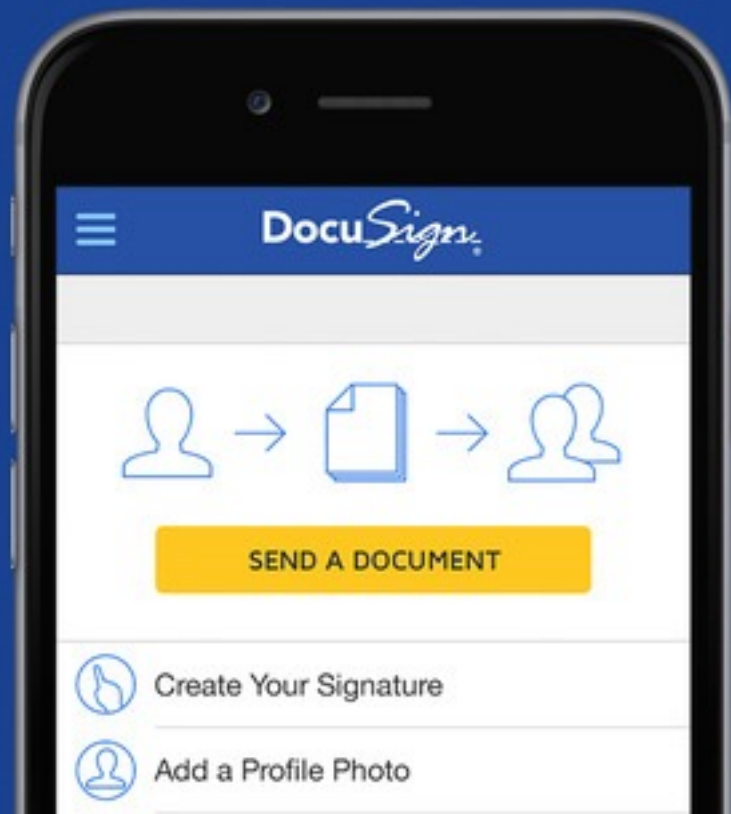
# Sign it

## DocuSign

iOS/ Android  
Price: Free



SIGN ANYTHING,  
ANYWHERE, ANYTIME



## EchoSign

iOS/ Android  
Price: Free



**W-9**  
Form 1040-SS (Rev. August 2013)  
Department of the Treasury  
Internal Revenue Service

**Request for Taxpayer Identification Number and Certification**

Give Form to the requester, Do not send to the IRS.

Name (as shown on your income tax return)

Business name (if different from name above)

Check appropriate box for federal tax classification:  
☐ Individual sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate  
☐ Limited liability company. Enter the tax classification (C-C corporation, S-S corporation, Partnership) ☐ Other (see instructions) ☐ Exempt payee code (F and)

Exemption from FATCA reporting code (F and)

Address (number, street, and apt. or suite no.)

Requester's name and address (optional)

City, state, and ZIP code

Use account number (optional)

**Part I Taxpayer Identification Number (TIN)**  
Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.  
Note: If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

**Part II Certification**  
Under penalties of perjury, I certify that:  
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and  
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest and dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and  
3. I am a U.S. citizen or other U.S. person (defined below), and  
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

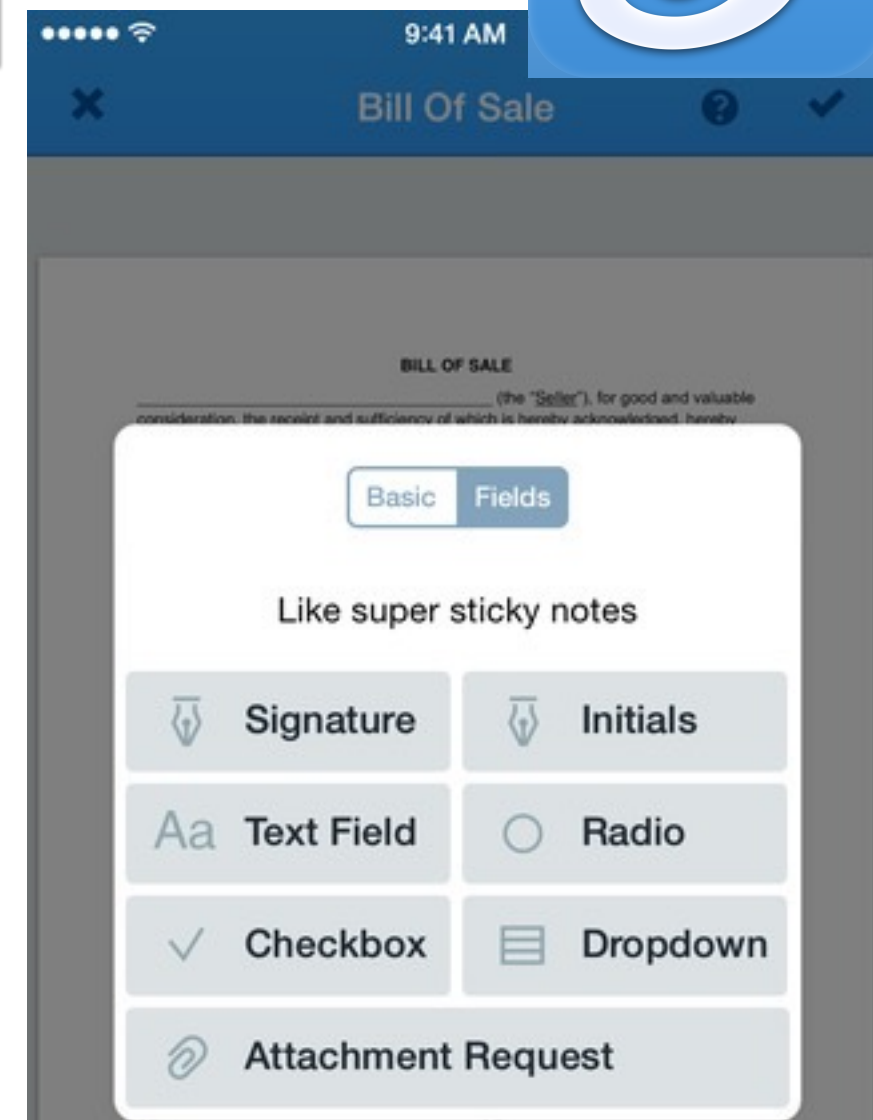
**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Signature of U.S. person  Date **Nov 8, 2014**

**General Instructions**  
Section references are to the Internal Revenue Code unless otherwise noted.  
**Future developments.** The IRS has created a page on IRS.gov for information about Form 1040-SS, at [www.irs.gov/irs1040ss](http://www.irs.gov/irs1040ss) for information about any future developments affecting Form 1040-SS (such as legislation enacted after its release) it will be posted on that page.  
**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:  
- A U.S. citizen or resident alien.  
- A U.S. corporation, partnership, estate, or trust.  
- A foreign person who is a U.S. resident for tax purposes.  
- A foreign person who is a U.S. resident for tax purposes and who is a U.S. citizen or resident alien.  
- A foreign person who is a U.S. resident for tax purposes and who is a U.S. citizen or resident alien.

## Signnow

iOS/ Android  
Price: Free



# Social

## Sprout Social

iOS/ Android/Web

Price: monthly/  
annual

## Buffer App

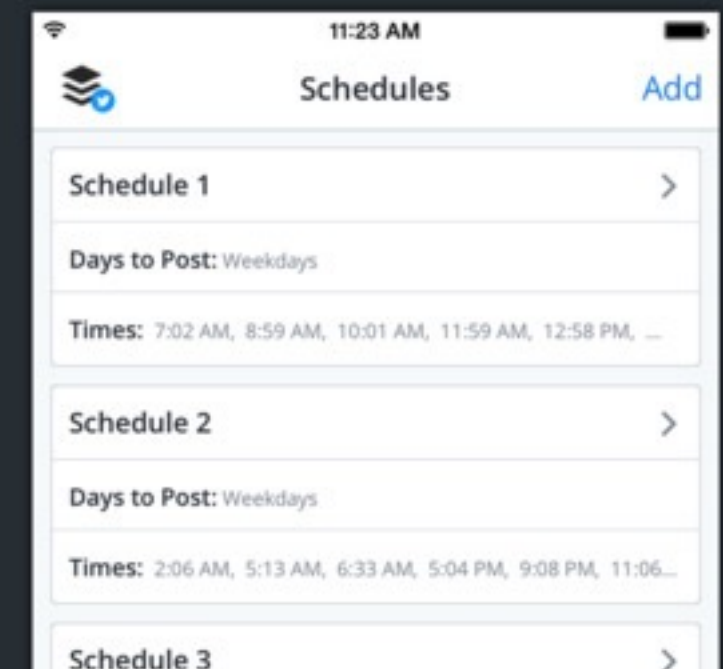
iOS/ Android/Web

Price: monthly/  
annual



Save time with a schedule

Let Buffer automatically schedule  
your posts and save you time.





# Store it, note it, search it



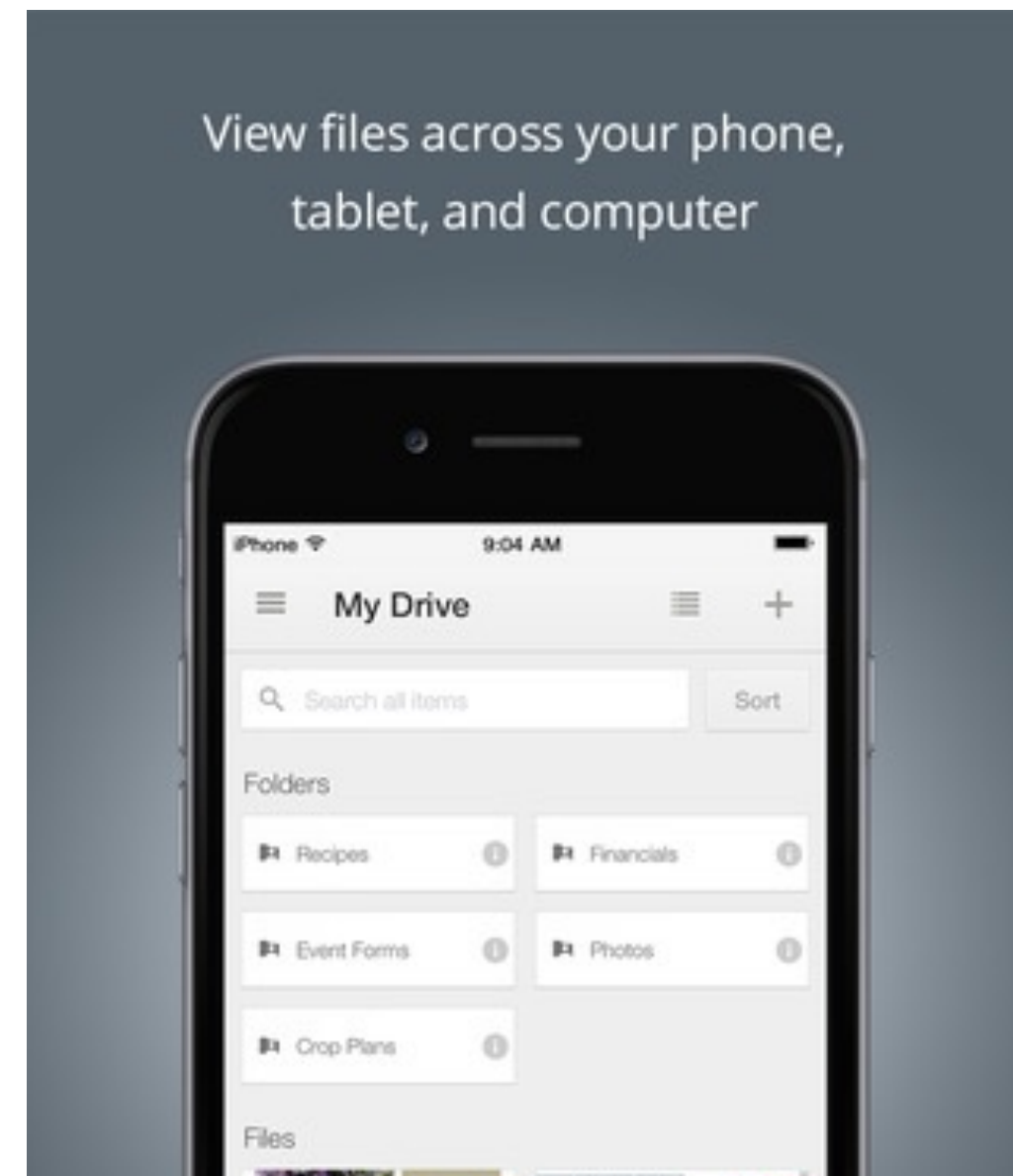
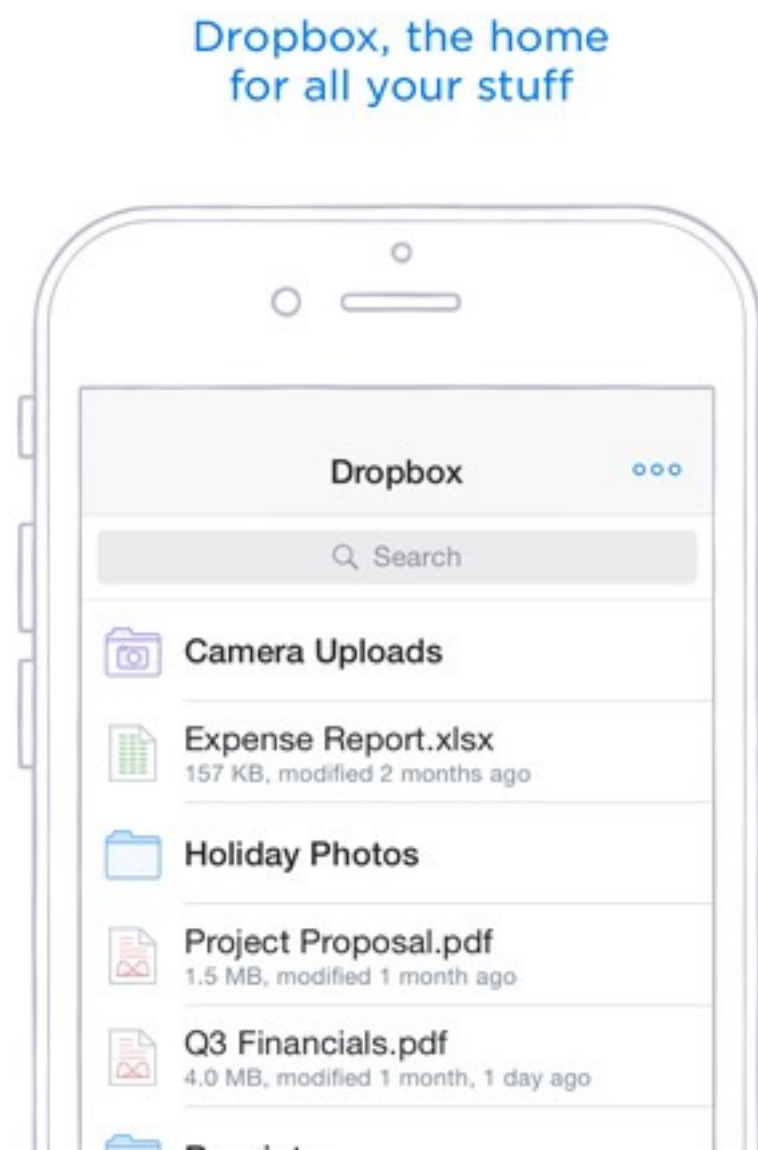
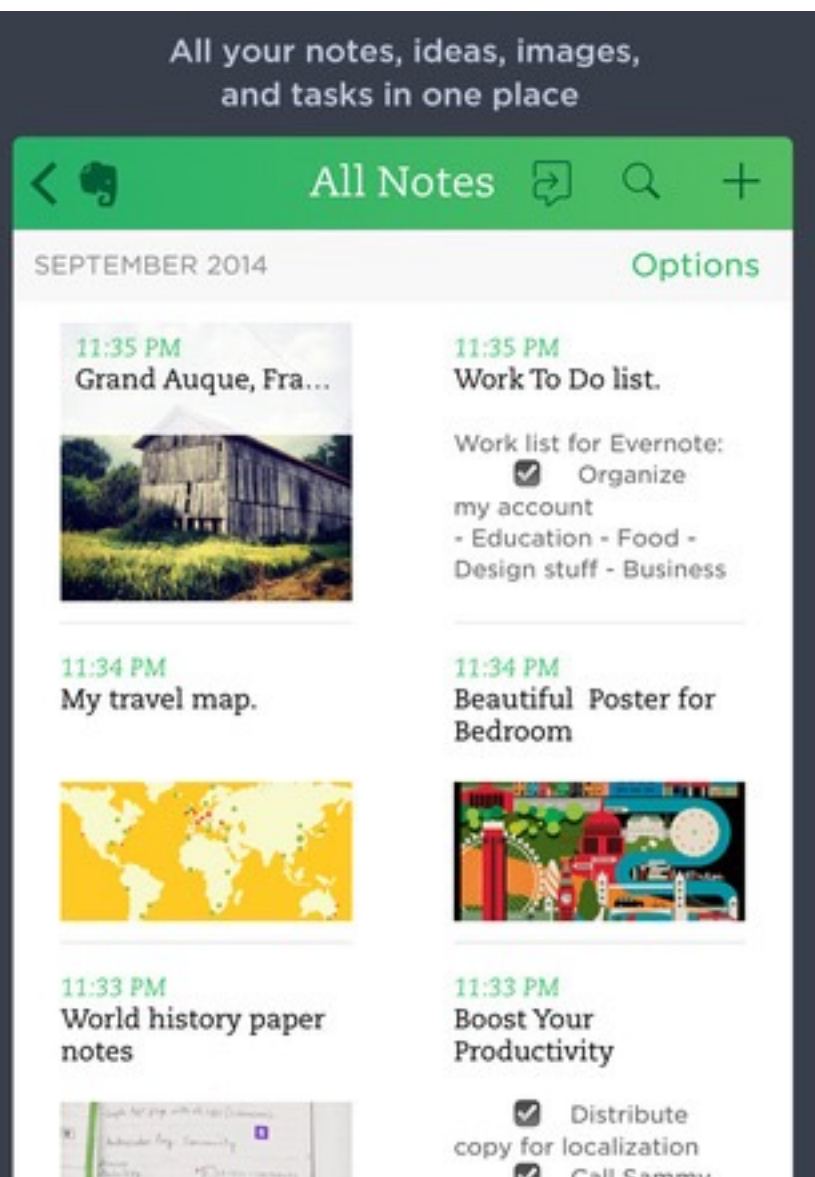
Evernote



Dropbox



Google Drive



# Add a Business Line

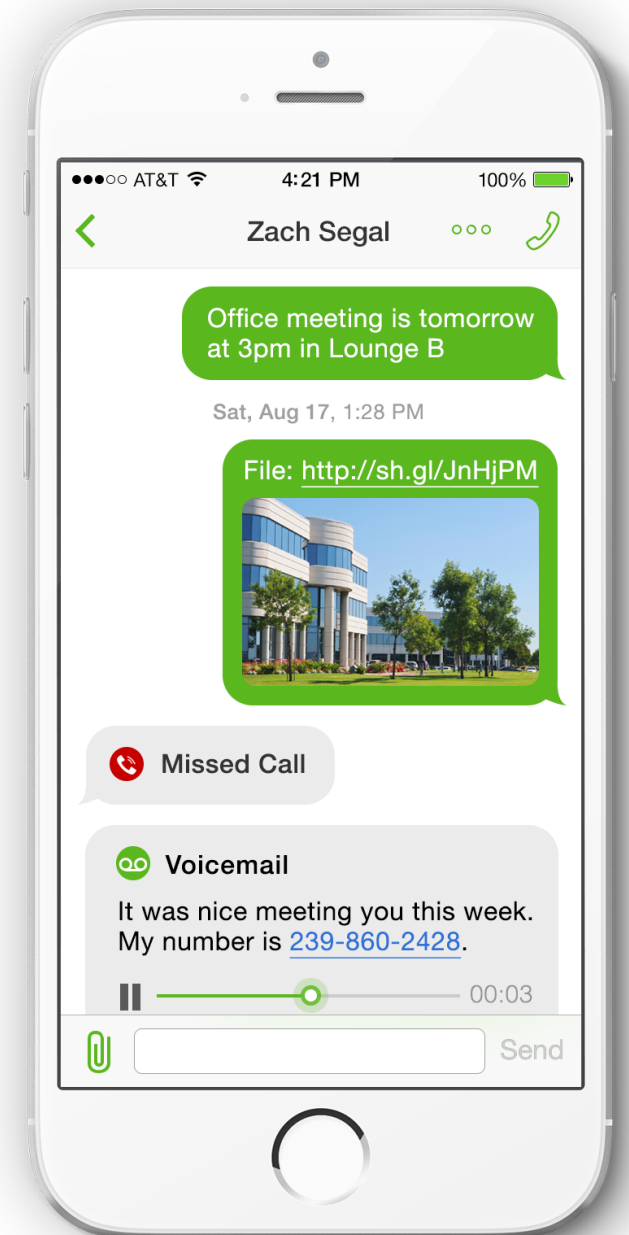
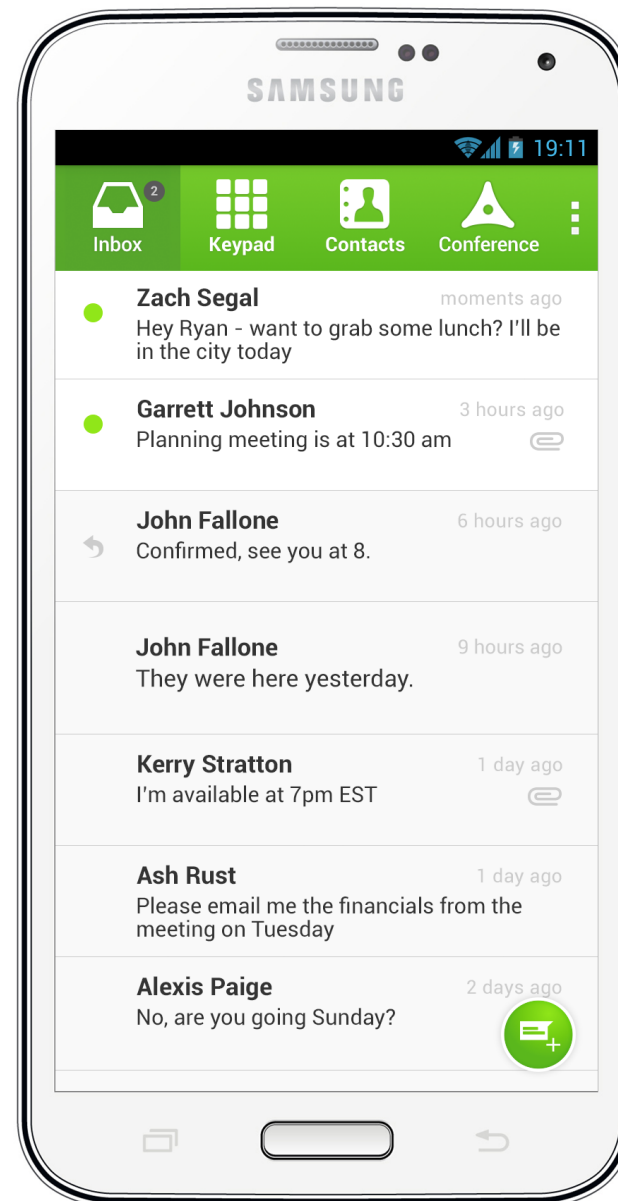
Keep personal and business communication separate and organized



**SendHub**

iOS/ Android

Price: monthly/  
annual

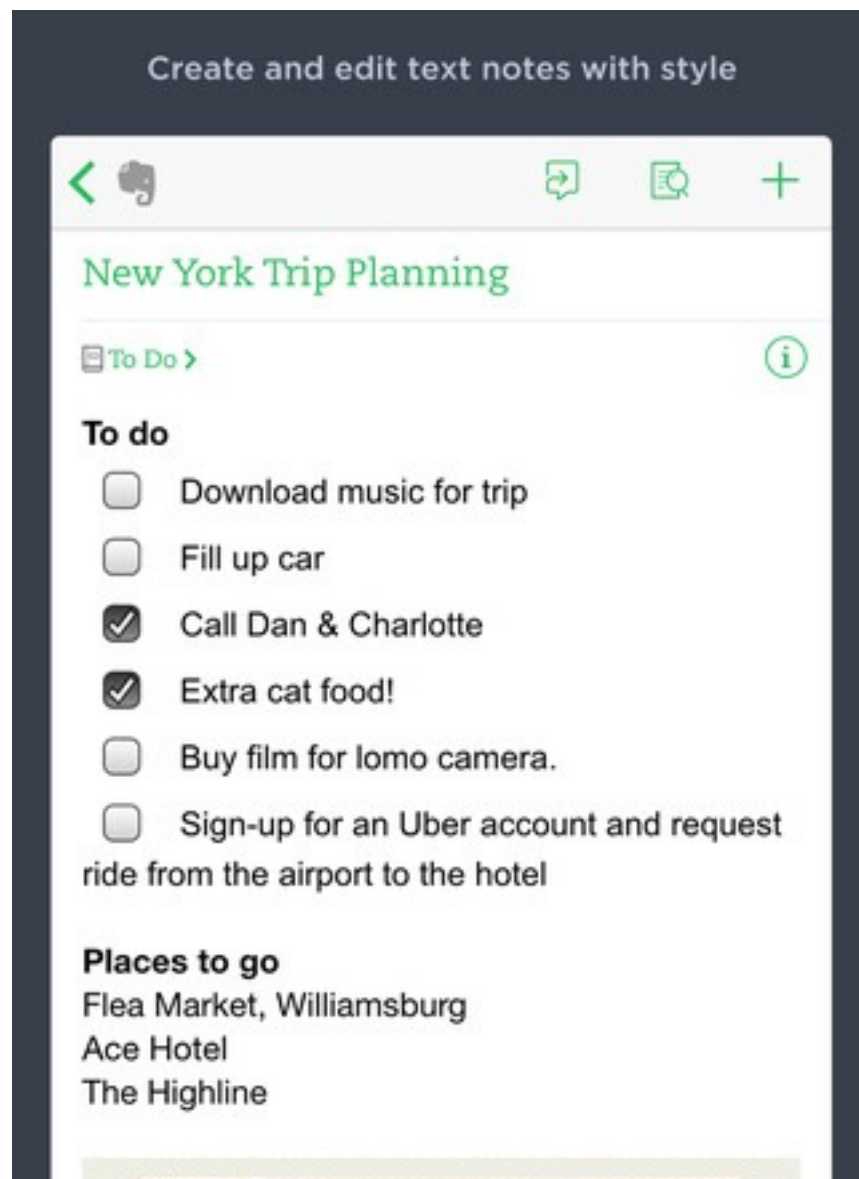


# To-Do

## Evernote

iOS/ Android

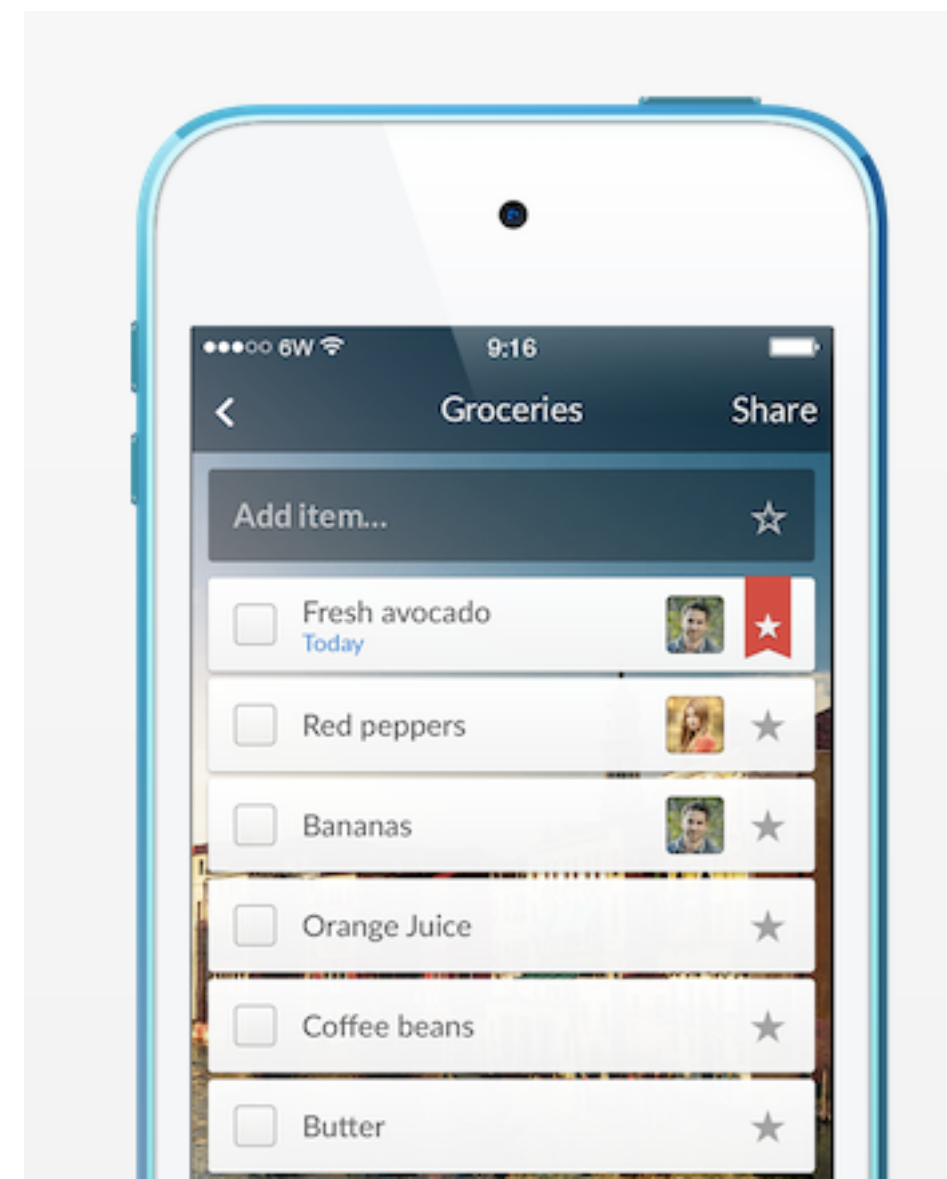
Price: Free/premium



## Wunderlist

iOS/ Android

Price: Free/premium





# Take Better Photos

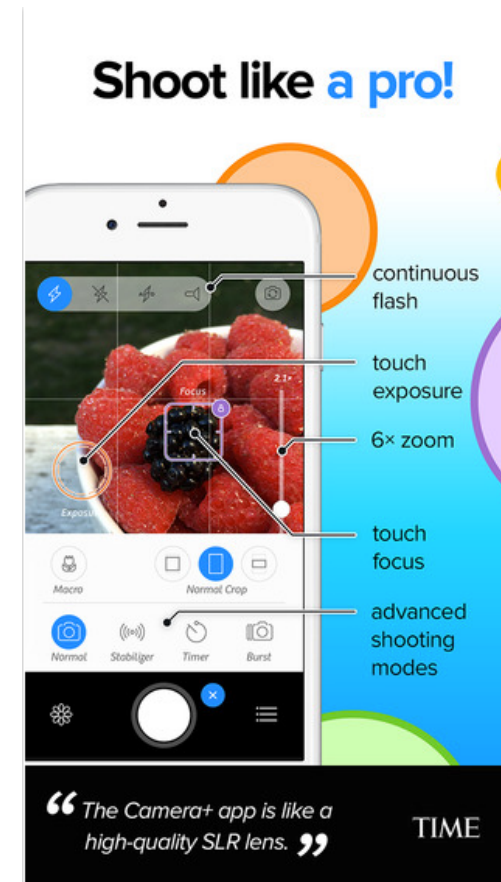


## Camera+

The ultimate photo app.  
Advanced editing and  
filters.

iOS only

price: 2.99



## Camera ZOOM FX

Best photo mode, grid, blur  
proof settings

Android

price: 2.99



# Take Better Photos



## Photojojo iPhone and Android Lens Series

price: \$20 and up





SendHub

# Why We Built SendHub

- **70%** of clients are unhappy with agent communication
- **56%** of consumers expect a response from their agent within 30 minutes
- **89%** of consumers said response time was very important when choosing their agent

Source: 2013 -2014 Realtor Technology Survey Report  
<http://www.realtor.org/reports/2013-14-realtor-technology-survey>

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# All-In-One Business Phone



# Simple to Use



Affordable



No Hardware



Easy Setup

# Learn More about SendHub

14 day free trial

- [sendhub.com/trial](https://sendhub.com/trial)

Real Estate Resources

- [get.sendhub.com/realestate](https://get.sendhub.com/realestate)

Questions?