



Maximize the iPad to Optimize Your Real Estate Business

By Patty McNease



"A master salesperson never tells someone anything they can show them."

That's a philosophy that Garry Wise of [The Goodlife Team](#) recently delivered in [Homes.com's](#) Secrets of Top Selling Agents webinar, "[iPad For Real Estate: Your Office, Anywhere.](#)" which explored the virtues of using an iPad for [real estate](#) needs and offered iPad tips for real estate pros.

According to Wise, on average, paperless agents save five hours of time per transaction, and while it's easy to be overwhelmed by all the innovation and change taking place, becoming an expert in using the iPad is of utmost importance.

People used to say mobile was the future of real estate sales—that future is now. In fact, consumers' increasing reliance on mobile devices as their primary resource to access the Internet is expected to overtake desktop usage by 2014. Further, according to Wise, 70 percent of homebuyers searching for properties on their mobile device take action within an hour.

Wise and The Goodlife Team stress the value of conducting a completely paperless real estate transaction from beginning to end on an iPad. It's about quality not quantity, too. With hundreds of apps out there, he believes that by committing just one hour a day to train yourself and master the iPad apps that are truly essential to real estate, you'll be more efficient in generating more business.

One of the most important apps that will help agents get more organized, according to Wise, is [Evernote](#), a collaborative organization tool that captures notes, documents and various file types from email, social channels, and just about any Internet portal. An agent should include notes from their initial conversation with a prospective client and continue to store items all the way through a sale.

Another app-tastic tool that allows agents to consolidate their documents, data and notes is iBook, an online housing storage facility. This is where all MLS sheets, full CMAs and pricing strategy conversations should be kept.

For pricing strategy, Wise recommends a couple of apps, including [Numbers](#), a spreadsheet app that provides sellers with a net calculator that can help them see all the important figures involved in the house sale.

Then there's the important pairing of apps, [Zipform](#) and [DocuSign](#) to create, review and sign forms. The former is a great place to have the contract ready to go and allows an agent to review the agreement one last time. The latter lets an electronic signature sign through the entire document, initialing and signing a contract with the stroke of a button.

A final app Wise praises is [Cartavi](#), an iPad management tool for [real estate](#) professionals where you can collaborate with everyone involved in a transaction. Not only can legal documents can be stored here, but everyone involved can be invited to sign documents when needed.

Homes.com also offers a number of tips and [apps](#) to help pros work more efficiently, including presentations by Curaytor.com co-founders and Secrets of Top Selling Agents webinar hosts, Jimmy Mackin and Chris Smith (by the way – Katie Lance will be hosting October's webinar, "I Suck @ Twitter, Please Help Me!" Register [here!](#)). Jimmy and Chris provide their recommendations for maximizing the iPad to optimize [real estate](#) business in "[Master the iPad in 15 Minutes](#)" and "[iPad Apps and Strategies for Real Estate Agents.](#)" respectively. Additionally, Homes.com apps like the [Mortgage Calculator](#) and [Real Estate Search](#) are both valuable real estate tools for your iPad that will save you time.

Other apps that can be helpful on the iPad include everything from managing photos to transcribing client meetings to dictating emails. Here are some of the more popular ones:

Photoshop Express: Enhance property photos simply and quickly to help you market the home in the best light.

Dragon Dictation Voice: Dictate your emails, memos or texts to save you from typing on the keyboard and replay the audio recordings or save them on Evernote for future reference.

Dropbox: Drop multimedia of any kind into your own personal storage space and access it from your iPad at your convenience.

Transitioning your business process to an iPad or tablet and becoming paperless benefits our environment, saves time and money, and helps [real estate](#) professionals work more conveniently and efficiently. As your partner in real estate, Homes.com is your resource for marketing and growing your business in the digital age. Visit us for more [learning resources](#) learning and share your paperless experience with us on [Facebook](#).

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