

Is Technology Getting The Best Of You?

by Kim Hughes

It is an amazing world we are living in today. Ten years ago, technology had very little do with a real estate agent's business -- today, technology is the core of a successful agent's business. Every day there seems to be something new available!

As a real estate professional, it is vital to keep up with the new programs and techniques being used in order to increase your business, market your listings and help buyers to find you.

With all of today's technology available in your market, many agents are not sure how to go about using these new products and software.

Real Estate Virtual Assistants are available to rescue you from the information-overload. Real Estate Virtual Assistants are on top of today's latest tools and technologies and will absorb the knowledge for you and help you to run your business efficiently.

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Consider this. If you could have the perfect assistant what would he or she offer:

- Trained on most real estate programs or software
- Available when you need them
- No vacations, lunch, down time
- Has a vested interest in your business
- Doesn't require office space or equipment

Okay, so this all sounds pretty good, right? Now consider this, by working with a real estate virtual assistant you are gaining an assistant who is:

- Dedicated to your needs
- Knowledgeable in the real estate programs you need in your business
- Experienced in today's real estate technology
- Eager to assist you in achieving your goals
- Has a vested interest in your business
i.e., if you do well, they do well!)

The real estate virtual assistant will also offer creative ideas to market your business. When you work with a real estate virtual assistant, you can quickly see that they can offer out-of-the-box solutions because they are networked with hundreds of VAs across the country.

A Real Estate Virtual Assistant that belongs to an organization such as IREAA, or the

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Real Estate Assistants Association, has a unique platform where they can share ideas, dilemmas or questions and receive a multitude of suggestions, advice and examples. Just like the way agent's network in their business. By sharing ideas, marketing techniques, and also knowing how to use the programs to make them work for you, it's a perfect solution that can only enhance your business!

Your real estate virtual assistant can handle just about all the administrative and marketing aspects of your business:

- Listing Coordination
- Lead Management
- Transaction Management
- Internet and Direct Marketing
- Web site Design and Maintenance
- Daily Office Procedures

Visit **IREAA.com** today for more information.

Interested in learning more? IREAA will be at NAR EXPO booth 3951.

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