

Hi CBD Brokers:

Below is Part 4 of 5 recapping our marketing/technology class. Part 4 focuses on some of the resources we have put together to help you be more efficient within our platform, plus some of the hardware and software we are using and/or recommend that you check out.

### **CB Danforth Technology Update**

**CBD Wheel of Resources:** The Wheel of Resources has been fully updated including the new login for Lone Wolf, its training guides, the All Things CBD document and it has links to everything you need to run your real estate business. Here is the link...save it as a favorite! <http://wheel.cbdanforth.com/>

**CBD Phone App:** We developed our phone app to help you run your business off your phone. It has logins to our websites, automatic dials to the office and weekend manager along with an auto email to our BrokerQuestion email account. Everything you need when you are away from your PC. It is free and it's available through the Apple and Droid app's stores. Just search "CB Danforth" and then download.

**All Things CBD:** The ALL Things CBD is a PDF document that we are constantly updating with the most current information on CBD Tools and Systems. This is a great resource...so use it. You find the link to the All Things CBD document on the Wheel of Resources and the CBD Phone App. Here is a link: <http://www.cbdanforth.com/docs/All Things CBD.pdf>

**Surface Pro 3:** Surface Pro 3 is the tablet that can replace your laptop and tablet. Most of the CBD Management Team uses the Surface and really like it:

<https://www.youtube.com/watch?v=WAxHOYHdTuA>

**Microsoft Office 365:** It's the MS Office you know, plus tools to help you work better, so you can get more done—anytime, anywhere. Whether you're working online or off, from your computer, tablet, or phone, Office 365 has you covered and you never have to buy MS software again when it becomes outdated. The entire CBD Staff is now using Office 365:

<https://products.office.com/en-us/business/office#a>

**Microsoft OneNote:** Get the **OneNote** app for free on your tablet, phone, and computer, so you can capture your ideas and to-do lists in one place:

<https://www.youtube.com/watch?v=s7p1GqZ9S4>

**Microsoft Office Lens:** Office Lens is a handy capture app that turns your smartphone into a pocket scanner. It crops, straightens, enhances, and makes pictures of whiteboards and documents. Pictures of documents are automatically saved to OneDrive and editable on any device. Download Office Lens for iPhone from the App store today:

<https://www.youtube.com/watch?v=jzZ3WVhgi5w>

**Videolicious:** Make and upload videos in seconds because CB has fully integrated the Coldwell Banker On Location Upload Tool with the Videolicious app! This integration gives you the ability to instantly upload the videos you create to our YouTube channel and YOUR listing detail and profile pages on our suite. Click here for more info: <http://cbdanforth.com/docs/CB-VideoliciousFlyer.pdf>

**TLC (Transaction Light Coordination):** TLC for CBD Brokers is available and for the first time ever, CBD is going to offer a la Carte services for a variety of tasks. This new program is being offered due to repeated requests from our brokers for a service to help with their routine tasks. Our goal will be to keep the fees reasonable and there will be no pressure to use any of the services. Below is a list of services available now:

1. Listings file setup and uploads: \$25  
[http://www.cbdanforth.com/docs/TLC\\_Listing\\_Form.pdf](http://www.cbdanforth.com/docs/TLC_Listing_Form.pdf)
2. PSA file setup and uploads :  
\$100 [http://www.cbdanforth.com/docs/TLC\\_Sales\\_Form.pdf](http://www.cbdanforth.com/docs/TLC_Sales_Form.pdf)
3. Export your contacts from your computer (ie, Outlook, G-Mail) \$25-?(Depending on the scope of work) email: [TomRolph@CBDanforth.com](mailto:TomRolph@CBDanforth.com)
4. Import your contacts from any Excel or CSV file into Lone Wolf CRM: \$25 email: [TomRolph@CBDanforth.com](mailto:TomRolph@CBDanforth.com)
5. Send Quarterly Newsletter to your contacts: \$25-?(Depending on the Scope of work) email: [TomRolph@CBDanforth.com](mailto:TomRolph@CBDanforth.com)

If you missed Parts 1-3 emails...here they are:

[Part 1 Marketing Recap](#) (CloudCMA)

[Part 2 Marketing Recap](#) (CB National)

[Part 3 Marketing Recap](#) (CBD Marketing ideas)

Thanks and have a great day,

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