



SIOR 2013 Spring World Conference

# SIOR Digital Media & Communications Committee Tech Transfer Session

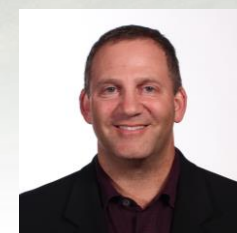
Thursday, May 1<sup>st</sup>

3:45 to 5:15pm



# Today's Topics & Presenters

- **Google Drive, Dropbox, and Scan Snap – [Matthew Arnovitz, CCIM, SIOR, CRM](#)**
- **Trello – [Mike Warner, CCIM, SIOR](#)**
- **Keynote – [Fred Placke, CCIM, SIOR](#)**
- **RSS Readers, Hot Spots, and ListGrabber – [James Klein, SIOR](#)**
- **Prezi – [John M. Adams III, CCIM, SIOR](#)**
- **Tech Topics to Track for CRE – [Geoffrey Kasselmann, SIOR, LEED AP](#)**
- **Audience Q&A**



# Google Drive

- I like: Google Drive
- Why I like it: Allows me to scan files, folders & documents online with OCR. Makes the documents searchable!
- How it works: Scan or copy folders to Google Drive. Cloud based w/access from all computers & mobile devices. OCR feature makes searching for data fast & easy.
- Personal Case Study: In the process of transferring all work files to Google Drive. Hope to be paperless by year end. Real goal is to have complete file access from anywhere with secure backup.
- What it costs: 5 GB free, 25GB \$2.49/month, 100GB \$4.99/month, 200GB \$9.99/month, 1TB \$49.99/month, 16TB \$799.99/month.
- Where to find it:  
[https://www.google.com/intl/en\\_US/drive/start/index.html](https://www.google.com/intl/en_US/drive/start/index.html)





# Dropbox

- I like: Dropbox
- Why I like it: Allows me to share & coordinate files with all my computers, mobile devices, clients & associates on the run.
- How it works: Cloud-based system where you can share folders and links to folders for all types of files.
- Personal Case Study: I place all property brochures, site plans & floor plans in Dropbox. Create a folder for each deal placing all documents in the folder. Everyone can have real time access to all files.
- What it costs: Free for 2 GB up to 18 GB with referral; \$9.95/month 100 GB can scale up to 500 GB with additional business enterprise options.
- Where to find it: [www.dropbox.com](http://www.dropbox.com)



# Fujitsu ScanSnap

- I like: Fujitsu ScanSnap 1500
- Why I like it: Great desktop scanner. Both color & black/white, multi page, duplex and auto sizing for irregular shapes like business cards.
- How it works: Load paper press a single button and everything is menu driven, plug and play!
- Personal Case Study: The best way to go paperless is to have a scanner on every desk!
- What it costs: \$425.00-450.00
- Where to find it: Amazon/online retailers are best





# Trello



- I like: Trello from Fog Creek Software, Inc.
- Why I like it: Awesome software, makes project mgmt & collaboration a breeze
- How it works: Install software; use on all of your mobile devices & laptop
- Personal Case Study: I use for personal & team task management
- What it costs: FREE
- Where to find it: <https://trello.com/>  
<http://www.youtube.com/watch?v=aaDf1RqeLfo>

Use to create boards to organize anything you're working on. Do it solo, or invite colleagues, friends & family to collaborate.

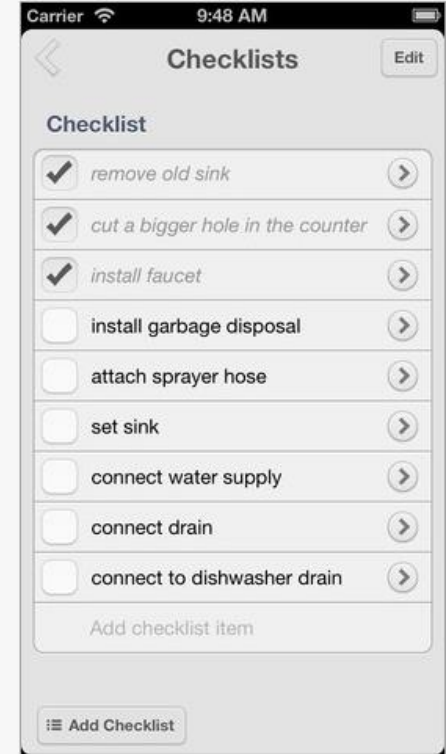
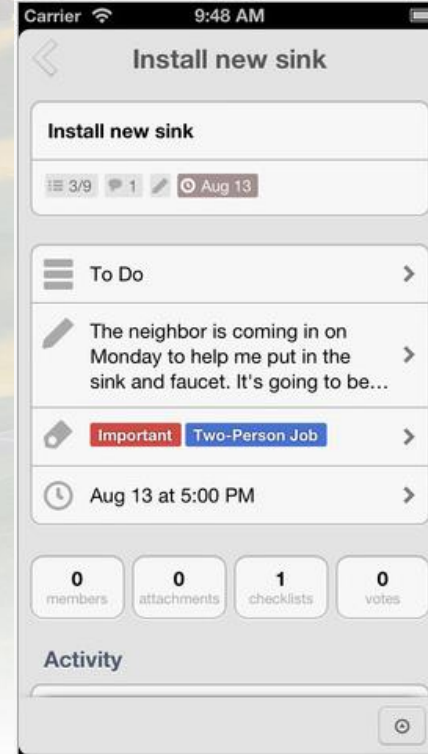
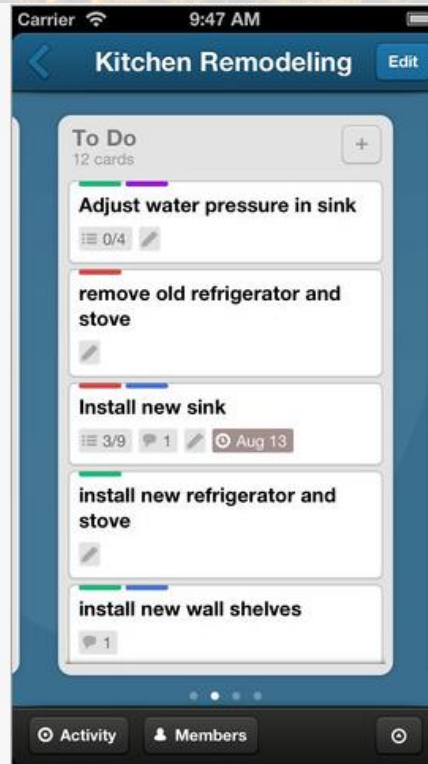
Write your ideas down on Trello cards & arrange them in lists on your boards. Add details to your cards such as:

- checklists to keep track of to-dos
- comments to update your co-workers
- photos and videos
- who's working on that card

With this app, you can make to-do lists waiting in line at the grocery store, assign tasks to your co-worker while you're on the plane, or upload a photo of that leather couch you saw at the store that's just perfect for office foyer.



# Trello



# Keynote

- I like: Keynote for iPad
- Why I like it: Allows me to prepare a interactive market tour book for iPad
- How it works: Download Keynote from the app store & create a template
- Personal Case Study: Cresa utilizes this technology for market tour books to give their clients a new tool
- What it costs: \$19.99
- Where to find it: app store





# Really Simple Syndication (RSS)

- Why I like it: Aggregates all my news, blogs, podcasts, articles in one place. Syncs to all my devices effortlessly.
- How it works: Press the RSS Button on the feed you like or enter the web site on your Reader APP.
- Personal Case Study: Saves time going to different sites; can Tweet to your own site; keeps you knowledgeable on every topic you want to track.
- What it costs: Free; one of the most useful & overlooked technologies in the digital world.





# RSS - Sample News Feed

All

5,682 unread articles // [keyboard shortcuts](#)



Calculated Risk	<b>Schedule for Week of April 28th</b> 11	This will be a very busy week for economic data. The key report week is the April employment	22min
FT.com - UK Homepage	<b>Obama finalises economic team</b>	Michael Froman to be the new United States trade representative and Penny Pritzker commerce	50min
The Big Picture	<b>S&amp;P 500 vs US 10 Year Yield to 1791</b> 32	S&P 500 composite vs US 10 yr yield to 1791 (Logarithmic Chart) Click to enlarge Source:	1d
The Big Picture	<b>Q1 Economic Growth Stays Soft</b> 6	Source: Economic Growth Stays Soft SUDEEP REDDY WSJ, April 26, 2013	1h
The Big Picture	<b>The Making of Pink Floyd's The Dark Side of the Moon</b> 25	The most phenomenal recording in rock & roll history is thoroughly	22h
FT.com - UK Homepage	<b>Italy agrees coalition government</b>	No post for Berlusconi, but three-party coalition government will include technocrats in key	2h
FT.com - UK Homepage	<b>Rating agencies settle subprime lawsuits</b>	The trial would have tested much of the same evidence that the US government is using	2h
Venture Capital News	<b>Facebook: Breyer won't stand for board re-election</b>	Facebook Inc. said Friday that Breyer, partner at Silicon Valley VC firm Accel	2h
Books news, reviews an...	<b>Michael Sandel: This much I know</b> 28	The 60-year-old political philosopher on the reading, growing up in a Jewish family and the	2h
Books news, reviews an...	<b>The Punk photographs of Sheila Rock - in pictures</b> 200+	A selection of images from Sheila Rock's Punk+, including shots of the	2h
Startup News	<b>Facebook: Breyer won't stand for board re-election</b>	Facebook Inc. said Friday that Breyer, partner at Silicon Valley VC firm Accel	3h
Books news, reviews an...	<b>Alcatraz Versus the Scrivener's Bones by Brandon Sanderson - review</b> 3	The concept is a great idea, but the story is too hard	3h
Books news, reviews an...	<b>Small Wars, Far Away Places by Michael Burleigh - review</b> 21	This survey of distant conflicts contains some small	4h
Calculated Risk	<b>Summary for Week ending April 26th</b> 20	There was some disappointing data released last week. First quarter real GDP only	5h
Books news, reviews an...	<b>The XX Factor by Alison Wolf - review</b> 15	This intriguing survey of 'how working women are creating a new society' suggests that	5h

# WiFi HotSpots

- Why I like it: WiFi everywhere; great when in the field; supports mobility; clients love WiFi when touring properties; excellent for backup WiFi.
- How It works: 4G; connects 8-10 devices
- Personal Case Study: I use different programs in the field like Salesforce or my own custom program; I'm always connected; when clients are in the car, they have no down time.
- What it costs: \$50 for the device; new plans like Clear.com are \$50 per month; month-to-month; all-you-can-eat; beware of 2-year contracts.
- Where to find it: Every major cell carrier; Clear.com has the MTM plan.





# ListGrabber

- **Why I like it:** Saves time by exporting lists from the internet (i.e. email lists, contact lists, property lists) & you can upload it to your contact management program; no need for manual data entry.
- **How it works:** It's a crawler program; all you do is highlight the information & press the Grab button; automatically imports the contact info to an excel spreadsheet or directly to your contact manager.
- **Personal Case Study:** I had a contractors yard in Long Beach. Went to all the contractor association web sites' membership section. Grabbed all the members email addresses. Created a targeted campaign list. Sold the property (although not to anyone on the list).
- **What it costs:** \$200... Endorsed by Mike Lipsey
- **Where to find it:** [www.egrabber.com](http://www.egrabber.com)





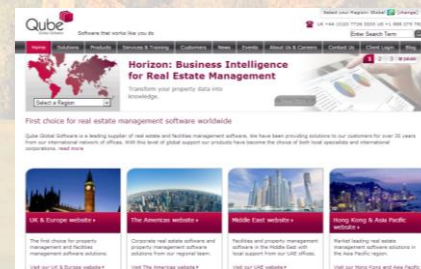
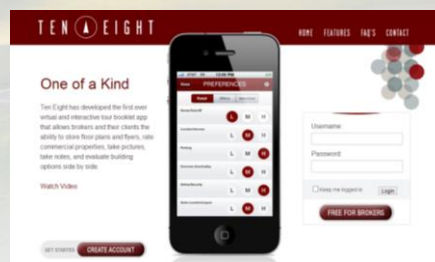
# Presenting with an iPad

PREZI



# Tech Topics to Track for CRE

- Qube
- 42 Floors
- CompStack
- TenEight
- View The Space
- Twitter
- 3D Imagery / Printing / Holograms





## Audience Q&A

- **Thanks!**
- **Please use the SIOR SWC 2013 conference app to 'Rate This Session'**