

Wholesaling Lease Options – FREE Bonus

“The Best Internet Tools I Use In My Real Estate Business That You Might Never Have Heard Of!”

I am a huge fan of using technology that WORKS and that makes my life EASIER. There are tons of tools out there that claim to make your life easier, but maybe they take too much time to learn, or maybe they cost too much money to really use effectively.

Here are some resources that are really just plain cool – shall I say, **very cool** – and best of all, **USEFUL!** I use them all almost everyday to do some pretty incredible things, **like saving me time and making me more money**. Who would be interested in doing that? Best of all, most of these tools are free – or at least very inexpensive. They are all worth checking out!

Please note – there are no “affiliate” links with these tools. I don’t get paid some commission if you buy anything in this list. So relax... This is all stuff I use & enjoy!! And I think you will too.

☐ **EyeJot** - <http://www.eyejot.com/>

This is a tool that I use all the time to communicate with my students and sellers. After talking to a seller on the phone, I ask them if I can send them an email with more information on me and my company. I then send a simple 30 second video (to their email) of me talking to them directly. It’s personal and it’s effective. I love it. My sellers love it! This is a very simple and easy to use tool.

☐ **TimeDriver** - <http://www.timedriver.com/>

Check this out... When I have a seller or student who wants to talk to me, I am not always available when they need to talk to me. Welcome TimeDriver! This is a very cool tool that allows people to view your calendar and schedule a time to talk with you when it is convenient for them. And here’s the really cool thing, the program syncs with Google Calendar or Outlook! So when they pick a time, it automatically shows up on your calendar. But it only allows them to schedule times that you have pre-determined that you are available.

So let’s say you are sending out videos to sellers on eyejot. But you only want to talk to sellers between 1 PM and 6 PM. You can include a link in the eyejot video for them to schedule a time to chat with you (remember, “at their convenience”!). They click on a link, and it takes them to your calendar page. You’ve already told TimeDriver when you are available for taking calls, and how long you want each appointment to be (I usually do 15 minutes). Your page will then show the other party your available times. When they click on a time, it will then ask them for a phone number and any specific issues they want to talk about.

Let's say you have a tele-marketer (VA – virtual assistant) that is calling Sellers back for you as a result of your marketing. If the Seller is interested in getting more information, you can have your VA go to your TimeDriver account and schedule a time for you to talk the Seller that is convenient for them. It then will show up on your calendar, along with any notes that the VA light leave you about the Seller.

Very cool tool! Wouldn't you agree? Maybe I didn't do it justice in my description, but check it out! I recommend it to anyone – no matter what type of business you are in.

□ **SearchTempest** - <http://www.searchtempest.com/>

SearchTempest truly is "The Easy Way To Search Craigslist". I use it all the time to find motivated sellers on Craigslist. I also use it to search the entire country (yes, every Craigslist in the USA) to search for specialty items.

You can use it to search for positive and negative keywords. Let's say you are looking for homes that are in a suburbs you like, like "Kirkwood" and "Webster", but not have the words "realty, apartment, apartments, townhome, management, llc". Here is the exact search term you would use...

"krikwood, webster -realty -apartment -apartments townhome -management -llc"

You can also select which markets you want it to search. And here's the really cool thing – you can have it search multiple cities all at once. Check this video out...

(<http://screencast.com/t/MTVkYWWh>)

□ **Vumber** - <http://www.vumber.com/>

There are a lot of tools out there that give you "Virtual" numbers, but I like this tool the best for various reasons. It's cheap and really easy to use – and it lets you have multiple numbers.

Let's say you are doing some virtual wholesaling and marketing in another city (which I do a lot of). You probably want to have a local number in all your marketing materials. So when someone calls your "vumber", it automatically forwards the call to any other phone number you want, or it sends the call directly to voice mail. And then when you want to call someone in another market, but you don't want them to see a long distance number on their caller id, you call your "vumber" first and then you call their number. They will see your local "vumber" on their caller id.

I know some of you are saying, "But yeah... you can do that for free with Google Voice!" Yes, you can. But you can only have one Google Voice phone number. Vumber.com lets you have as many numbers as you want – for only an extra \$5 a month. Very useful if you investing in several different states & you are having a Virtual Assistant doing your marketing for you.

□ **Google Voice** - <http://voice.google.com/>

Speaking of “Virtual Numbers”, if you haven’t heard of Google Voice – where have you been hiding!!! Google Voice is one of the best tools to ever be invented since email. Google Voice basically gives you a new phone for free. The main thing I use it for??

Text Messages

Yes, that’s right. I do a lot of text messaging in my marketing. And Google Voice lets you send text messages anywhere in the country for FREE!

Google Voice can also transcribe your voice mails. Although it doesn’t do that great of a job, it’s a great start. I actually have another tool coming up that does a much better job transcribing voice mails.

By the way, in some markets, Google Voice is not open to everyone. It’s still in the “Beta” stage. This may have changed since I wrote this, but as of right now, it’s not available for free to everyone. You have to have an “invitation” to get it. But what if you don’t have an “invitation”? No problem. You can buy one for \$6-\$7 on eBay.

□ **JingProject** - <http://JingProject.com/>

If you have watched any of the videos in these free bonus reports, you have seen Jing in action. This tool, probably more than any other, has had the *HUGEST* (yes I said “*hugest*”) impact on my business. For example, I use Jing to create video tutorials for my students, or send an annotated picture of my screen to my VA on what I want them to fix on my website. See example here (<http://screencast.com/t/YWMwMmIyMDIt>).

Here’s the cool thing – once you create the image or the short video you want to share, all you need to do is click a button and Jing will upload the image or video to Screencast. It will then give you a link that you can email to someone for them to view. View this example video I just created here (<http://screencast.com/t/YWMyOTIkMD>)

Did I mention it’s FREE???!!!

□ **MindMeister** - <http://www.mindmeister.com/>

This is one of the best mindmapping tools on the internet. If you don’t know what a “mindmap” is, here is a good definition...

“A **mind map** is a diagram used to represent words, ideas, tasks, or other items linked to and arranged around a central key word or idea. Mind maps are used to generate, visualize, structure, and classify ideas, and as an aid to studying and organizing information, solving problems, making decisions, and writing.” ([link here](#))

And the best part about MindMeister? It’s FREE!

It would be easier to show you why I like MindMeister in a video. So, check it out here...

<http://screencast.com/t/OTcwYjVl>

(After you see the video, can you see why I love Jing so much?!)

□ **Google Docs** - <http://docs.google.com>

I use Google Docs ALL THE TIME! Let me say that again. **I USE IT ALL THE TIME.** And if you aren't using it yet, you might be seriously missing out.

If you are like me, you use multiple computers and work from many different places. It's nice to have one place to store all your important files.

For instance, I will give my VA instructions on Marketing for Sellers. I will first create a Google Doc for everything I want her to do. I will have all my step-by-step instructions, links, usernames and passwords, etc that she needs to do her job. I will then create a Jing video of me walking through exactly what I want her to do and paste the link for that video on the Google Doc. Then, I "share" the Google Doc with her. I put her email in the "share" settings and she gets notified that she has a document to view inside Google Docs.

The really cool thing? If my VA quits or if I fire her, I can remove her access to the Google Doc, and send it to my next VA. And I have already done all the recording & training! I don't have to retrain my new assistant.

You can give people "edit" or "view" rights to each of your files too. I had my VA create a spreadsheet for all the sellers she contacts. She can update that spreadsheet anytime and I get to see the updates in real time. You don't have to worry anymore if you are viewing the latest file. You don't have to worry about making changes to the documents and making sure your assistants are working off the most recent copies.

And how much does it cost?! NOTHING. IT'S FREE!

□ **Send2Fax** - <http://send2fax.com/>

Real quick – why I like Send2Fax – it allows me to SEND faxes from my email. So let's say I want to send a fax to someone at 314-652-9653. All I need to do is create a new email and send it to 13146529653@fax.send2fax.com. I then write a subject to the email, write a message in the body of the email, and attach a PDF file that I want to send. Send2Fax will create a cover sheet for you of the email you wrote and then attach the file you sent in your email to your fax!

Very cool indeed. Also, you will get a local fax number. When you get a fax, it will send it to your email inbox. There are a lot of tools that will allow you to send faxes over the internet, but I don't know any that will let you send them through your email. It makes everything just a little bit easier.

□ **DocuSign** - <http://www.docusign.com/>

I use DocuSign all the time. It's simply a tool that allows people to sign documents electronically. You can email people a PDF with little "Sign Here" tabs where they are to sign. Docusign will verify their identity and allow them to sign the documents right there on their computer screens.

DocuSign will also allow you to upload documents to a website. For example, (and this is why I love DocuSign) the way I wholesale deals virtually is I have a link that Sellers can view on my website. All I need to do to get the house under contract is to have the seller go to an easy to find page on my website. DocuSign asks them a few questions to verify their identity, and then has them select a digital signature to sign all your documents.

□ **PhoneTag** - <http://www.phonetag.com/>

There are lots of programs / on-line tools out that will transcribe your voice mails to text. But I haven't found one that does it better than what PhoneTag does.

When I was working a full-time job, I simply could not answer the phone whenever sellers or buyers would call me. I was literally getting 5-10 calls a day from motivated sellers and buyers. My voice mail system was always filling up, and it was such a hassle to write down 5,000 names and phone numbers at work or while I was driving. The only time I could call people back was on my drive home from work, in the evenings after the kids were in bed, or on the weekends! I needed something that would save me time and work.

That's when I found a lifesaver – PhoneTag. I would automatically send all my voicemails (from Sprint at the time) to PhoneTag. PhoneTag would then transcribe the voice mail to English (and do a very good job at it 95% of the time), and then email it to me. All I would do then was print the email / voicemail and put it in my "Leads to Call" folder. I could then make notes on those papers and put the papers in my follow up system.

What a great tool to use. I would highly recommend checking them out – especially if you are still working a full-time job and need some help managing all your phone calls! They have a free trial. You don't need to download any software, and you can get voice mails transcribed in minutes.

□ **Mikogo** - <http://www.mikogo.com/>

Mikogo is a GREAT FREE tool. I use it a lot when I am talking with students and I want them to view my screen. I can also use it to view their screen. You do have to download a small little application. But it is the easiest screen sharing tool I have ever seen. *(And a special thanks to JP Moses from www.REITips.com for sharing this with me!)*

In summary, you can use Mikogo to have on-line meetings, web conferencing, product demos, online presentations, remote support, webinars, etc!

How do you use it? You call your participant, start a session from the icon on the lower right of your computer screen, your participant goes to <http://join.mikogo.com> and they type in the Session ID that you give to them. Just like that – in 30 seconds – they are viewing your screen. You can also record the sessions!

□ **MailChimp** - <http://www.MailChimp.com>

MailChimp is an email tool like ConstantContact or aWeber – but it's much cooler and free for the first 500 subscribers to your list. MailChimp allows you to collect people's email addresses through on-line forms and send out mass emails to your list. You can also put your subscribers in an auto responder sequence for newsletters.

Let's say you're building a buyer's list and you want to blast a new property out to your list. It's easy to do and MailChimp will walk you through every step.

Well that's it for now! I hope you enjoy these resources!