



Arcadia
Association of Realtors®



CALIFORNIA
ASSOCIATION
OF REALTORS®



NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

Director Committee Report

Director name: Roy Blume

Committee name and position on Committee : Business Technology Forum - Member

Committee meeting date and time: 5/01/14 3:00 - 5:00 pm.

Please list the top 3 items discussed at your meeting and the eventual outcome, if applicable:

- Item discussed: RPR - What's New
Outcome achieved: More users, great supplemental tool for listing appt. free
- Item discussed: Facebook Group Membership Drive - How to get more fb members to join group
Outcome achieved: Given the Facebook group page and asked to share tech articles that we can share and use.
- Item discussed: Paperless Pro
Outcome achieved: C.A.R. Certification classes to make your business paperless

Please summarize your meeting in one paragraph:

This forum is to help agents become aware of apps that will enable them to become more tech savvy. One of the topics
was the Free tool for all C.A.R. members, RPR - Realtors Property Resource. This tool is gaining popularity. There is a lot of information
that can supplement your CMA. Demographic and marketing information. RPR is for both residential and commercial. It is on the CRMLS link. There is a paperless pro
certification offered. 3 courses at \$49 each. You will learn how to run a paperless business and to use apps on your
tablet or smart-phone so you can be competitive. Most millennial are using this technology so we need to keep up.
C.A.R Business Technology Forum Facebook Page. It is open to all and there is so much tech information that is
real estate related. If you find an appropriate article please share it but remember to give proper credit to author of article.
Invite your real estate friends to join and follow. Just type in name in search bar and look for name in drop down menu.