

**This MONTH's Question:**

**What are some of the technology resources (ie. Facebook, ActiveRain, Top Producer, ACT) that you use to stay in touch with clients and to look for prospects? How do you decide to use one resource over another? What is the value that you see in using your particular resource?**

Personally, I use Top Producer because it is all set up and I have been using it for many years to communicate with my clients. This data base has all the components needed to have all of the criteria needed for my network and clients - no matter if they are buyers, sellers, or future clients. It helps me to keep in touch with my data base on a regular basis in a variety of ways - and reminds me when to do so.

We use top producer for so much of our business and I know there are aspects of it that we aren't even aware of. We use it for our data base of all our contacts, we use the market snapshot, we use it for fliers and a drip campaign just to name a few. I am also getting my feet wet on facebook.

I like to use facebook to try and reach new clients as well as stay in touch with old friends. My hope, is that when they do have a question related to purchasing or selling a home....I will be their first thought. One of the ways I keep my business active is by posting helpful notes and updating my status regularly to reflect something related to Real Estate.

I belong to Facebook, Twitter and Linked-In but use them mostly for socializing at this point. I do have some past clients on Facebook and learned about new twins recently.