

Realty Tech Talk Series

Looking for a Free Virtual Assistant? IFTTT is Worth a Look!

This article has been provided by [Rajeev Sajja](#)

If This Then That ([IFTTT](#)) is an amazing, free service that has become the go-to app for automating tasks between various services you use regularly. You can create automatic actions to be performed over pretty much anything you could want or think of. Want to save all those houses in a Google doc automatically, receive an email every time someone is looking for a house or posts a for sale by owner (FSBO) on Craigslist? You may even want to be notified when there is a new real estate article written on the New York Times or get a text message if the forecast calls for rain. You can start to get the idea of how IFTTT can automate your real estate tasks and also become a lead generation tool for your business.

IFTTT calls each of the automated tasks a "recipe." To get started, you can go to [IFTTT.com](#), set-up a free account and download their iOS or Android App. There are a wide variety of real estate and non-real estate recipes available for you to choose from. You can browse all the real estate recipes [here](#) - and turn on the ones you need and you are done!