

# **TOP 10 Technology Mistakes that 99% of Agents Make™ (3 Hours)**

## **Course Description**

The purpose of this course is to examine technology that the public demands, and the technology mistakes that agents make which alienate consumers. When it comes to consumers, good-intentioned, hard working REALTORS® consistently make the same mistakes again and again. This course presents the steps an agent must take to meet and exceed the unique technological expectations and needs of today's "need it now" consumers. It helps REALTORS® improve the quality of their work and the lives of their consumers.

## **Learning Objectives**

Upon completion of this course, participants will be able to list and describe the differences between:

- technology an agent wants versus technology the public demands
- what the public demands from a Web site
- why 99% of Web sites are completely useless to the public
- web sites that meet the unique needs of the public
- top 10 technology mistakes

## **Timed Outline: Top 10 Technology Mistakes that 99% of Agents Make™**

<b>Time</b>	<b>Topic</b>
15 Minutes	Welcome and Opening Remarks
15 Minutes	Why Most Web Sites Irritate Today's Consumer
15 Minutes	5 Simple Things Consumers Demand from a Web Site
15 Minutes	Changes that Consumers Wish You Would Make to Your Web Site
15 Minutes	The Technology Demands of Generation X Buyers and Sellers
15 Minutes	What Must Be on a Web Site to Meet and Exceed Consumers' Expectations and Needs
15 Minutes	Viral Marketing
15 Minutes	How to Avoid Making the Top 10 Technology Mistakes
15 Minutes	Drive Consumers Wild with These Simple Fixes
15 Minutes	Technology to Meet the "Now" Needs of Today's Buyers and Sellers
15 Minutes	Why Most Agents Purchase Equipment "Wrong"
15 Minutes	What to Do When You Purchase Your Next Computer
<b>Total Time</b>	<b>180 Minutes (3 Hours)</b>

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