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## ***“You Don’t Know what You Don’t Know ... ... Rediscovering Forgotten Technology and Web Assets !”***

### **Topic Information:**

This brown bag session covers technology and web assets that much of the real estate community has forgotten about or is not aware that they are available.

### **Introduction:**

In today’s hectic world, we sometimes forget the basic things that are available to help us in our daily business endeavors. Some resources are part of our membership in professional organizations and some are simply free, others are there for us to use, but one needs to know where to find them !

### **Objectives:**

Although not nearly all inclusive. This discussion will mention some resources I believe to have significant business value to the Real Estate community. Keep in mind, that some of these resources are not the place, but the idea or conceptual value they hold!

### **Format:**

Mixture of Demonstration, Workshop and Attendee participation.  
Question and answer is encouraged.  
A printed handout will be available ... an electronic version will be made available to those who wish one.

Time required to complete: about 30 minutes



### **DISCUSSION:**

**We’re going to talk about these resources in 4 basic parts.**

- 1. Association resources and the basic disconnect I’ve discovered between the consumer and the Realtor®.**
- 2. Real Estate Industry resources not necessarily part of an association.**
- 3. Technology Industry Resources**
- 4. All Other Resources**