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Texas Real Estate Teachers Association Newsletter

## ***From the President.....***

Dear TRETA Members:

The year 2017 really came and went quickly and now Spring 2018 is quickly approaching with our Annual Conference just around the corner the week of April 5<sup>th</sup> – 7<sup>th</sup> . This year we are holding it at the Worthington Renaissance just across the street from Sundance Square in Fort Worth. There are many wonderful restaurants and plenty of wonderful shops, as well as Bass Concert Hall and other entertainment nearby. In fact, there is so much to do and see you may want to come early or stay after.



I hope you are planning to be at the conference. Our theme this year is “Together, Teachers Excel” and there is no better time for us to come together and learn from and share with each other. After all that is what truly makes each of us better teachers. And we each have a great deal to share; I hope you will come, learn, participate and share with your fellow TRETA members.

Registration is available on the website or you can print a registration form and mail it in. Take a look at **TRETA.org** and see the agenda for information about our fabulous speakers and topics.

Well, when I wrote the last letter I was telling you that our new website was going to be up in December. I should have known better; as a real estate broker for 37 years I have never seen new software or websites go up as planned. However, it will soon be up for us and we are certainly expecting that it will be active before conference. Our own Rachel Cahill, Webmaster for TRETA will be giving us a Tour of the site and some insight on how to use it to your benefit on April 7<sup>th</sup> of the conference.

I hope that 2017 finished successfully for each of you and I certainly wish the best ever year in 2018. One of the best ways to make it a success is to join your TRETA friends at Conference.

See you there!

Jeannette Black  
President, TRETA 2017-2018

# POINTING OUR STUDENTS TOWARD THEIR NORTH STAR

By Dr. Johnnie Rosenauer

Like many of my colleagues who will read this article, my long career in real estate education has routinely involved working with students who have an unrealistic perception of what being in real estate is all about. The scenario will vary a bit, but it usually involves words like: "I just love to look at property and thought it would be a great way to make a lot of money" or something similar.

Personal observations along with a bit of research confirms, that certain big ticket commission sales industries are more of a revolving door than a steady progression upwards career path. Insurance, stocks, automobiles, along with real estate, have a short "shelf life" for many of those entering the fields. In the old days of trail drives from south Texas to the rail roads in the north, the wagon wheel would be pointed towards the North Star every evening. If the weather was cloudy, blocking the stars, many trail bosses would not move because they did not want to wander off course.

It seems to me we can help our students by asking them to investigate their own career North Star. We all have a greater interest in and aptitude for different things. Looking at the real estate industry in terms of "niches" where a person can find a better fit for themselves is not the main duty of a classroom teacher. However we can make it clear that the "world" of real estate is not blandly generic. There are so many aspects that bear investigation besides becoming a "general real estate agent". And that research responsibility is up to them.

It is beyond my limited abilities to have a conversation or two with someone and determine where they would best fit in career wise. And I have surely misjudged some folks over the years. My approach has boiled down to offering up some options within the different specializations, pointing out a few websites and if I know someone, offering up a contact point or two in that field. It is on the student to follow up or not. In terms of a term we often use in our field, this type of "steering" is a good thing in my way of looking at our roles in the lives of our students.

Very best wishes to all of you and yours in 2018. My thanks to Mr. Bill Price for letting me write yet another piece for TRETAL TALK.

# **“Tune-In” to Facebook Live**

written by Tina M. Wilcher, MBA, CREI

Are you considering using video marketing to reach your target clients? If so, Facebook Live is a good choice. Marketing experts claim that in 2018, people will spend more time viewing online video content than ever before. Platforms like YouTube, Netflix, Hulu, and of course Facebook are forecasting online-video to be the fastest-growing form of digital advertising. Each of these companies are developing unique and innovative video technology in order to attract more viewers and dominate in the digital marketing space.

Facebook Live is a live-streaming video feature that allows users to broadcast live video content directly from their personal or business page using a smartphone or tablet. Friends and followers are able to “tune in” to the broadcast in real-time or view it later. Facebook Lives are an incredible way to connect with users, create awareness of your brand, increase followers, and generate leads.

Boost your digital marketing by taking advantage of the many opportunities in store with Facebook Lives.

A few key points to remember when using Facebook Live are:

- Live videos are in fact live! There is no time delays or filters.
- Be sure to have a strong Wi-Fi connection. Viewers tend to leave when disruptions occur.
- Be aware of who and what is being included in your Lives. Your image is at stake!
- Invest in a cellphone mic to minimize background noise.
- Choose a catchy title and description to entice viewers to “tune in” to your Live.
- Make several pre-announcements to your friends/followers about your upcoming broadcast.
- Lives have a maximum recording time of 30 minutes.
- Be engaging. Solicit viewer opinions, respond to questions, and be objective.
- Record Lives from your Facebook Business Page in order to track the analytics of the broadcast
- Be Relevant, Be Consistent! Provide your audience with frequent Live content that matches their interest.
- Do not be deterred by minimal viewers. You are likely to gain more views after the broadcast has ended and is posted.

Have fun and be creative. Who knows, your Live just might go viral!

# CREI Advanced WS - Houston, TX October 13-14, 2017



**Participants were:**

Cher Miculka  
Grace Jenkins  
Holly Hightower  
J. Keith Baker  
John Craig  
Rachel Cahill  
Susan Trotter  
Frank Pittman  
Don Chaney  
Jim Smith  
Toni Ryan

## Jeffers Receives TAR Distinguished Service Award



Mary Ann is a Coldwell Banker D'Ann Harper, REALTORS® Sales Agent at the North East office. She has served as the 2015 Chairman of the San Antonio Board of REALTORS® and currently serves as the Region 13 Regional Vice President for TAR and in addition, Mary Ann serves on the Executive Board at TAR. She is a Texas Real Estate Political Action Committee (TREPAC) Trustee at TAR and currently serves on the Professional Standard Committee at TAR and NAR. Mary Ann also serves on the Board of Directors at NAR.

“What a great honor that Mary Ann chose us as her brokerage. Thank you for being one of the most respected leaders in our industry! Richly deserved and congratulations!”, says Leesa Harper Rispoli, President of Coldwell Banker D'Ann Harper, REALTORS®.

Mary Ann has spent the last 47 years in the real estate industry keeping up with issues dealing with private property rights by being involved in both TAR and NAR. Protecting private property right and quality service to her clients is a priority. She is a full-time real estate agent and has her Brokers License. Additionally, Mary Ann is certified by the Texas Real Estate Commission to teach core real estate courses as well as the GRI Courses and Military Relocation Certification course.

Mary Ann's mission statement:

*To be an advocate for and provide accurate information to my clients and customers so informed decisions can be made. To develop a relationship for life by providing “Quality Service” each time and always do what is right while having a balanced life. I love what I do and enjoy each day in hopes to make each day a better day for someone else.*

Among her peers, Mary Ann is widely respected. It is, therefore, no surprise that when she was bestowed with this honor it was met with an applaud of congratulations.

*This information was taken from the NEWSFLASH October 15, 2017.*

# 18 Apps and Tools for Social Media Marketers

Here is a great article that gives lots of neat tools to help you with Social Media. This is just an excerpt and the full article online gives you MUCH more detail. Enjoy!

EXCERPT OF ARTICLE. Full article can be found here: (Click to view)  
<https://www.socialmediaexaminer.com/18-apps-tools-social-media-marketers>

Wondering how to improve the visual and written content you produce? Looking for a list of tools to help?

In this article, you'll discover 18 helpful apps from the Social Media Marketing Podcast's Discovery of the Week.

**#1: Character Count Online** CharacterCountOnline.com helps you edit text to fit a social media platform's character limit.

**#2: Fontjoy** Fontjoy is a website that helps you discover complementary fonts for your design projects

**#3: Adobe Scan** Adobe Scan is a powerhouse capture app for creating PDFs. The app uses your phone's camera to scan images and text into a PDF.

**#4: Sticky AI** With Sticky AI, you can convert selfies into stickers or GIFs.

**#5: Percentage Calculator** PercentageCalculator.net is a timesaver for social media marketers who calculate percentage increases and decreases for their reports.

**#6: DisplayPurposes** A key pain point for many Instagram users is the inability to add carriage returns to create blank spaces above the list of multiple hashtags used in image descriptions of comments

**#7: Plotagraph** Plotagraph is a cool app that animates images with magical effects.

**#8: Hemingway Editor** Hemingway Editor helps you improve your writing.

**#9: Anchor Video** Anchor is a free tool for recording and sharing audio, and the app's Anchor Video feature can generate animated audio transcripts.

**#10: AFS** AFS, which stands for Advanced Facebook Search, is a cool Chrome plugin that suggests search options you can't even imagine are available, such as a page where someone is tagged or videos a person likes.

**#11: Trello Desktop App** Trello, one of our favorite apps, has added a desktop version for Mac and Windows.

**#12: AnyImage** AnyImage is a cool, browser-based tool for posting images to Twitter, Facebook, LinkedIn, or Google+.

**#13: MyTimeZone** MyTimeZone is a browser plugin that helps you convert a time from one time zone to another.

**#14: Landscape by Sprout Social** Landscape by Sprout Social streamlines the work of sizing and cropping images for social media.

**#15: Magisto** Magisto is a cool video editing tool that uses artificial intelligence to sync video to music and apply an editing style.

**#16: SwiftKey** SwiftKey is a cool mobile keyboard that learns how you type, your phrases, and so forth.

**#17: SwipeFile** SwipeFile.io is a great resource when you need inspiration for your social media marketing.

**#18: What the Font** WhatTheFont is a cool mobile app for iOS and Android that helps you identify fonts quickly and easily.

**ABOUT THE AUTHOR, Michael Stelzner**

Michael Stelzner is the founder and CEO of Social Media Examiner, and host of the Social Media Marketing **podcast**. He also authored the books *Launch* and *Writing White Papers*.

Other posts by **Michael Stelzner** »



## A Snapshot of Instagram Marketing

The photo sharing social network is a growing lead-generation tool for some real estate pros. Find out how they're using the platform to connect with clients.

FEBRUARY 2016 | BY [MAGGIE SIEGER](#)

In the past eight months, Jackie Johnson with Keller Williams in Tampa, Fla., has netted more than \$25,000 in what she calls “Instagram commissions” — deals from clients she's connected with through her Instagram account.

Johnson knew she had found what she calls a “gold mine” when prospective clients began reaching out to her. They'd comment on her photos, inquire about her listings, and outright ask if she'd help them buy a house — all through the app. The 25-year-old agent, who [started using Instagram](#) for fun in early 2015, unknowingly tapped into what prospects want: a window into her life and personality.

Johnson posts pictures and videos of herself eating lunch at local hotspots, attending social events, and traveling. When she posts about listings, she's more likely to post photos of kitchens or interior details rather than a shot of the whole room. In one photo, instead of the entire bathroom, Johnson shows off the glass block shower. In another, she focuses on the huge dining room window, catching just half the chandelier. The trick, she says, is to post beautiful, interesting photos that catch users' eyes. She writes catchy, engaging captions that encourage her followers to respond and uses

She writes catchy, engaging captions that encourage her followers to respond and uses hashtags to get the attention of potential new followers.

Johnson kicks into high gear when she receives a response, replying within 10 minutes to every comment. Her goal: “To get them off Instagram as quickly as possible. I send them a reply and suggest we talk via e-mail,” she says. She usually has an appointment set up within seven days of initial contact.



## Tips For Using Instagram

1. **Explore [Instagram for Business](#).** This help page for business owners using Instagram offers tips on getting started, best practices, and a comprehensive FAQ section, as well as step-by-step instructions for promoting events such as contests to boost engagement.
2. **Be authentic.** Don't create a "persona." Allow users to see who you really are. Instagram is all about personally connecting with other people, Johnson says.
3. **Don't be deceiving.** Be careful when using Instagram's photo editor or filters to clean up your listing photos. Adjusting color or fuzziness is fine, but do not post misleading images.
4. **Post high-quality images and videos.** Users engage more with beautiful photos that draw them into a story, Davidson says. The "story" can be a lifestyle or neighborhood you're promoting.
5. **Engage with others.** Comment on and like other people's posts. Follow other people, even competitors. Users like people who are engaged and contributing on the service, Patel says.
6. **Use hashtags wisely.** Instagram allows up to 30 hashtags per post, but too many can be distracting. Choose hashtags that have meaning and relevancy in your market. Consider terms your buyers and sellers would use in a search. Create a hashtag for your business or brand. Also, check out Instagram's section devoted to [hashtag help](#).

Johnson says one of the great things about Instagram leads are that people reaching out to her generally are ready to buy because they've skipped the "getting to know you" stage. "They've been following me, reading my comments, and looking at the photos of my life. I don't have to sell myself," says Johnson. She recently connected with a couple on Instagram who chose her as their agent "because they felt like they knew me."

And Johnson isn't alone. Users cite Instagram's appeal to millennials and its non-pushy, organic feel. Plus, it's easy. "You've got a great camera in your pocket everywhere you go. People want to see pretty pictures," says Coy Davidson, senior vice president at Colliers International in Houston.

Davidson [posts photos](#) celebrating his love of craft beer, spending time with his family, and enjoying events he attends. He makes a point to photograph beautiful buildings when he travels and looks for photos that will tell a story. "I mostly put



business stuff up just to remind people about what I do,” Davidson says, who will occasionally post photos of buildings and interiors.

One of the most surprising aspects of Instagram for real estate professionals — but one that can trip up new Instagrammers — is that users cultivate an “among friends” vibe. “It feels less spammy than Facebook,” Johnson says.

What that means, however, is that Instagram users do not want to be directly solicited. “You have to be very careful,” Johnson says. “I’d never say, ‘Hey, you wanna buy a house? Go see my website.’”

Ian Charlebois, broker-owner of RE/MAX Citywide in Ontario, Canada, had the same realization as Johnson: “People want to connect with you, not a company,” he says. “They want to know who you are.”



Providing insight into one’s personal life is crucial to being successful on Instagram. “I’m selling a lifestyle,” Johnson says. “That means I show [photos of me doing things in the community](#). I’m showing people what their lifestyle could be.”

Another useful feature is Instagram’s ability to provide virtually instant feedback, Charlebois says. He’s used Instagram responses to tailor listing photos: “You might get 10 likes for one thing and 20 for something else. What that means is your

end consumers are directly engaging with you and telling you, ‘We like this more than that.’”

It took some trial and error for [Charlebois and his team](#) to find what worked best to garner that engagement. He’s typically showcasing kitchens, home gadgets, and uncommon features of his listings.



The [Instagram account of Pangea Realty Group](#) in Tampa is a mix of motivational photos and videos, training, and brand promotion. But Pangea President Anand Patel recently discovered another use: recruitment.

Patel says he noticed a particular professional's quirky, descriptive captions on Instagram and started following her. The more he saw, the more he wanted her to work for him. Patel says energy and authenticity in social and business posts came through her account, prompted him to reach out over Instagram for a face-to-face meeting. Following that, he asked her to join his

team.

Another benefit of using Instagram is that it's easy to share content across various social media profiles. Charlebois pushes his content directly from Instagram to Facebook and other social media platforms without having to leave the app. "It's an inclusive approach that's completely free. It's very powerful," he says.

But regular photos posted to Instagram will now compete with more paid advertising. In late 2015, Instagram began allowing any business, large or small, to purchase ads on the site. Because Instagram has access to parent company Facebook's user data, the ads can be highly targeted.

And businesses are responding. On Jan. 27, Facebook COO Sheryl Sandberg said 98 out of Facebook's top 100 advertisers also advertised on Instagram in the fourth quarter of 2015. Neither Sandberg nor Facebook CEO Mark Zuckerberg would discuss Instagram sales figures, but both said they were pleased with the app's growth. Sandberg did illustrate one advertiser's success: Shutterfly launched an advertising campaign on Instagram that targeted women, and the company got back 6.5 times what it spent.

Patel says his company budgeted for Instagram ads this year. "We're playing around with it right now, exploring how to get an actual campaign up," Patel says. "Because it's relatively new, there's an opportunity right now to really stand out."



*Broker-to-Broker is an information network that provides insights and tools with business value through timely articles, videos, Q&As, and sales meeting tips for brokerage owners and managers. Get more [Broker-to-Broker content here](#).*



*Maggie Sieger*

*Maggie Sieger is an award-winning journalist whose work has been featured by news organizations including TIME Magazine, Reuters, Entertainment Weekly, and the Chicago Tribune. See more of her work at [testing-beacon.herokuapp.com/maggie-sieger](https://testing-beacon.herokuapp.com/maggie-sieger) or follow her on Twitter [@MaggieSieger](#).*

## Blended Learning for Real Estate Education

Sometimes referred to as "hybrid learning," blended learning combines the traditional classroom with online instruction. Blended learning programs provide the hands-on expertise of an in-person tutor with the convenience of an online environment.

Both students and instructors have their own particular styles of learning and teaching. It is important to take learning styles into account when designing training programs for adults. Effective blended learning is a "best of both worlds" solution that can allow an instructor cater to all learning styles, through a variety of learning modalities and training techniques. Digital resources are updated more readily than textbooks, providing students and instructors with up to date information, as well as a wide variety of resource material. Webinars, videos, interactive games and Q&A with instructors are all important aspects of an online educational program.

In the blended classroom, the instructor clarifies difficult concepts, answers student questions, and individualizes instruction as needed. Students have the ability to track their progress online and self-pacing reduces stress, increases satisfaction, and aids information retention. When students attend the face-to-face class, they are prepared with questions and gain understanding of the more difficult content and concepts.

Many online learning systems have well-developed management information systems, automated learner progress reports, and/or online learner progress portfolios. When these are available, it is simple for a teacher to know which student has completed which assignment, taken which learning assessment, and how each student has done. With this information readily available, an instructor can develop an individual plan that addresses areas that need to be strengthened.

In real estate today, agents and brokers are increasingly expected to have a strong technology skillset. One aspect often overlooked in real estate classroom programs is the importance of being comfortable with technology – including online websites and apps. Competency and proficiency with online learning can be a great benefit of a blended learning model for real estate education students. How to click on a link, to scroll down a page, to save written work, to navigate a website, and to use tab browsing are only a few of the skills needed for online learning. Blended learning provides a safe and non-judgmental environment, especially for older adults, in which to learn some of the basic technology skills needed for a real estate career.

Once you have made the decision to integrate online instruction into your instruction, look for online courses that meet students' needs in both learning style and pacing. It is crucial to student success to provide immediate feedback that enables students to easily see their progress. A program's online assets need to be reliable, easy to use, and up-to-date to have meaningful impact. Whether perceived or real, the technical

issues that students encounter can be a significant barrier, so it is important to pick an online course with strong technical support.

The growth of digital media and the Internet has led to an explosion of resources and opportunities for real estate instructors. A shift is occurring in real estate education using mobile apps, video podcasts, social media tools, e-learning courses, and learning management systems, all of which help instructors to create and organize course work, provide real-time feedback, and communicate more efficiently.

If done correctly, blended learning can be used to engage students in a variety of online and offline learning activities that bring greater diversity to the learning context. Blended learning has all of the benefits of a classroom program with the flexibility of online learning.

**Renee Macdonald, Sales & Affiliate Manager** – Renee built her 25 year career in a variety of roles in the real estate industry, where not only did she sell residential and commercial real estate, but she also was a residential leasing agent, seasonal guest service concierge, and listing guru. At Van Education Center (VanEd), Renee continues to wear many hats, answering daily questions from brokers via phone and email while also managing the VanEd affiliate and blended classroom programs for associations and brokerages throughout the country. You can reach Renee at 303-327-8055 or [renee@VanEd.com](mailto:renee@VanEd.com).

# Five Ways Waze Delivers for Real Estate Agents

## The tool I use to travel from place to place for FREE

Waze, the GPS navigation app that was developed in Israel beginning in 2006, is considered by many the best navigation tool that exists for Android and iPhone users. Even though it was acquired by Google in 2013, it remains distinct from Google Maps. The main difference is that its information is generated by a large network of users in real-time. *Waze* keeps you out of traffic jams While conventional mapping apps alert you to traffic slowdowns, there is often very little nuance provided to help the driver decide whether it's worth taking a detour.

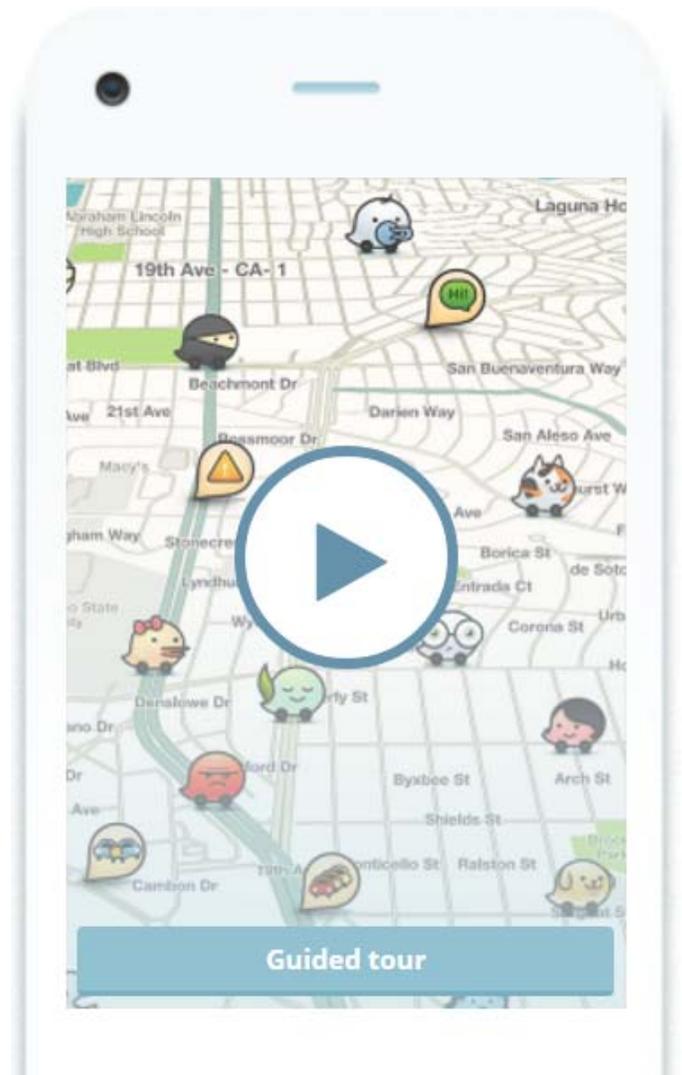
### Waze keeps you out of traffic jams

While conventional mapping apps alert you to traffic slowdowns, there is often very little nuance provided to help the driver decide whether it's worth taking a detour. What's great about *Waze* is that the information is being provided in real-time by actual drivers who will let you know whether the traffic is simply bad or unbearable. Just knowing where the police is, road blocks, and broke down vehicles make driving a little stressful. *Waze* will let you know the speed limit on a particular road and how fast you are traveling.

Indeed, even though many tech experts argue that there are some ways in which Google Maps remains superior; most reviews conclude that *Waze* is better at finding unconventional routes around traffic jams.

### Cheap gas

The difference in price between different gas stations in an area is usually not great enough to deviate dramatically from your route, but if there is an opportunity to save a couple bucks by going to the next gas station up the road, *Waze* will let you know. You can easily search for the cheapest gas on your route.



## **Estimated Time of Arrival Functionality**

Waze also offers you an easy way to alert friends of your estimated time of arrival. If you're connected on the app with your friends, you simply tap on ETA icon and send them an update. Not only are you avoiding the trouble (and risk!) of texting them en route, but the fact that the ETA comes from Waze assures them that the estimate is accurate — and not just your own wishful thinking!

## **Food revolution is on the horizon**

Waze just recently struck up a deal with Dunkin' Donuts that will allow users to order coffee and donuts ahead of time through the app. It's not hard to imagine taking advantage of this tool if you are on the go between home showings!

One thing to remember, if you are traveling long distance, please hookup your car charger to your mobile device, because Waze will run your mobile device battery down. Happy Wazing....

*This article was taken from eCommission dated June 2, 2017*

Get the best route, every day,  
with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join other drivers in your area who share real-time traffic and road info, saving everyone time and gas money on their daily commute.

WAZE. OUTSMARTING TRAFFIC, TOGETHER.

Go to Google Play or the App Store to down the app





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"Our Active Membership is Our Greatest Asset."

We're on the Web!  
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**TRETA Officers for 2017 - 2018**

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**Final Thoughts**

We welcome our members input! Please email any suggestions you may have about TRETA to the officer responsible for that function.

We also want your contributions to TRETA Talk. Whether you are a new instructor or a long-time educator your view, knowledge, and voice is essential to our organization. Please send any articles, ideas, or thoughts that you would like to appear in TRETA Talk, as well as a short bio, to [tretatalk@treta.org](mailto:tretatalk@treta.org).

Exhibitors for the annual TRETA Conference are encouraged to sign up early. We look forward to seeing you there!

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