

TOP PRODUCER COACHING & TRAINING

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Subject: TOP PRODUCER 8i newsletter for May 2010

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We're on the road again. Traveling up through the mid-Atlantic & Northeast, followed by a swing through New York, Ohio, North Carolina, Georgia, and northern Florida. Details are still being worked out, so while dates are specified, exact locations are still in limbo. There is a minimum requirement of six students per class at commercial facilities (otherwise, the session will be canceled). So, I recommend you register early (but not often). If you know of other REALTORS interested in TOP PRODUCER 8i, let them know about these training sessions. These are our once-a-year local training opportunities. If we're traveling near you, I encourage you to attend. With a satisfaction guarantee, its hard to get better training.

Dwight

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 Check www.DwightKitchens.com for the latest details.

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1. Using Market Snapshot and Craigslist together

TOP PRODUCER Systems, Inc. has developed a Craigslist Ad Creator which should generate exceptional leads back into your practice. The Craigslist Ad Creator does most of the work for you. No computer coding required. Just emphasize your city in the advertisement name and the domain should point to your Market Snapshot link (examples: www.homesinPolkCity.com, www.PolkCityRealEstate.com, etc.). The program generates code which you past into your Craigslist page.

The Craigslist Ad Creator has been tested and appears to work well. If you are using Market Snapshot, I encourage you to use this tool locally.

You can access it here: <http://www.topproducer.com/craigslist/>

2. Tracking your packages

Lot's of us have parcels and registered envelopes going around the nation. Keeping track of them is often troublesome. One solution is to use <http://boxoh.com/> . One place to easily track USPS / UPS / FedEx / Airborne all in one place.

3. PDF text extractor

Yes, many of us have a full copy of Adobe's Acrobat and use it to extract text from .pdf formatted files. But, this may be an expensive solution to an inexpensive problem. If you merely need to extract text without all the formatting intact, there may be a shareware solution which you will find handy. Check out <http://www.a-pdf.com/text/index.htm> .

To extract text from a PDF file, the PDF file must meet the following conditions:

- The file is formatted to contain text and not just images.
- The file contains no security restrictions which disable text selecting.

If you document meets these criteria, getting the text our should be simple .

4. Lifetime GPS map updates

Many of us have Global Positioning Systems (GPS) within our automobiles. But, they are only as good as their maps. While not every vendor makes updates maps available, Garmin does - for a fee. If you are interested, for about \$85 on the Internet (\$119.95 list), you can get an unlock code permitting you to update maps approximately four times per year. This helps to keep your GPS current with recent changes to both maps and points of interest (restaurants, gas

stations, malls, etc.). If you rely upon correct street addresses, this may be quite useful. Perform a web search on something like "Garmin lifetime map updates". If you use another brand of GPS, check out their web-site to see what they might offer. Keeping you GPS current helps to insure that you always get to the right place.

5. HotSpot Shield

Not sure about you, but I often find myself traveling and using someone else's internet connection. Whether that be Panera Bread, McDonalds, or a hotel, there are plenty of available services. But, most, offer their services at "http", not "https" secure services. Therefore, if you want to add a little extra protection to your connection, I suggest you consider trying out the HotSpot Shield VPN (virtual private network) connection. A VPN is often used by major corporations as a way to tunnel the computer's connection into their service.

Some of the benefits are:

- Secure your web session, data, online shopping, and personal information online with HTTPS encryption.
- Protect yourself from identity theft online.
- Hide your IP address for your privacy online.
- Access all content privately without censorship; bypass firewalls.
- Protect yourself from snoopers at Wi-Fi hotspots, hotels, airports, corporate offices.

You are effectively putting a third-party between yourself and the internet site to which you are connecting. You may or may not be able to notice a slight slowdown of your connection. But, added security may be worth the delay. Check out the free download from <http://www.hotspotshield.com/>.

6. Using a projector in your office

Prior to Windows 7, I often found it difficult to get either a Windows XP or Windows Vista computer to connect to a projector (either broker supplied or my own). That hassle is now gone with Windows 7.

After attaching the video-out (VGA) port of your laptop to the projector's cable, press the Windows Logo key + P. You'll see a pop-up box with four choices. The first is Computer Only, which is not what you want. You also probably don't want to Extend the Desktop. That leaves two choices. You can select to Duplicate the laptop display to the projector, so that you see the same screen on both (my preference) or you can select Projector Only, so that your desktop is displayed only on the projector screen.

This solution is quick, easy and elegant - far better than having to search for the correct key combination (which varied depending on the hardware) with XP and Vista.

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