

TOP PRODUCER COACHING & TRAINING

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Certified Professional 2009 **Top Producer 8i** Certified Trainer **Top Producer**

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TOP PRODUCER® e-mail newsletter for October 2010 from Dwight Kitchens

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You've been waiting patiently for the iPhone Mobility Application, and it is now here. While you have been able to access MLS data on the iPhone for awhile, actually using TOP PRODUCER 8i on the iPhone has alluded us for quite some time. No longer. [See details in paragraph 1 below.](#)

We've just returned to Florida from eighteen weeks on the road. For those of you we saw in training, we hope that you are working diligently on your database to more fully integrate it into your practice. As most of you realize, while TOP PRODUCER Systems, Inc. gives you wonderful examples, they are not yet customized to your particular locale. We encourage you to take the time to customize your materials and make them your own.

Whether we offer training near you generally depends upon two criteria. First, are there sufficient users within your area to justify offering a training session. Second, do we have a place to train. Your help in finding training locations is important if you desire to see us come to your location. While we are always looking for REALTORS who have yet to obtain the training they desire on TOP PRODUCER 8i, we have a great deal of difficulty convincing Associations/Boards that they should offer this type of training. Many are under the impression that offering the free QuickStart Session fulfills all user needs. During September, brokerages in both Charlotte, NC, and Destin, FL, chose to offer their training space for training. If you want TOP PRODUCER hands-on training in your area, consider asking your broker if your training space might be made available for group training. If so, we are one step closer to getting something on the training calendar which will fit your desires.

Dwight

Check www.DwightKitchens.com for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

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1. iPhone support is here

TOP PRODUCER Mobility for iPhone has been released. If you were impressed by REALTOR.com on the iPhone, you will be amazed by the capabilities of Mobility for the iPhone.

The new software permits you to perform the following:

- Contacts – search, edit, + call, text, email + send Market Snapshot
- Leads – search, edit + call, text, email + send Market Snapshot
- Activities – display, edition and limited alerts (due to the lack of push notes)
- Memos – display, edition
- Listings – display of agent’s listings + display in map
- Closings - display of agent’s closings + display in map

If you use an iPhone, you owe it to yourself to [subscribe immediately to this application](#). An introductory promotion makes it well worth your taking action now.

to your iPhone (Pushed) or read it from your mail server (Pulled). Instructions for this should be found either on the Apple iPhone web-site or through a search of the web (example: iPhone Mail Support).

Since the TOP PRODUCER 8i e-mail manager uses an external text editor, an e-mail capability is not built into the iPhone Mobility application. So, use Apple's iPhone Mail instead. If you want to respond to an e-mail through your iPhone Mail program, and you desire that it be linked to your client within TOP PRODUCER 8i, just remember to send your e-mail address a copy (either your public or "????@topproducer.com" address). It will arrive automatically linked to your own record. Relink off your record and onto your client's record when on your desktop/laptop. You now have a copy of your response, generated on your iPhone, stored within TOP PRODUCER 8i.

2. REALTOR.com on iPhone

If you have been using Things to Talk About in your Contact Record, you are familiar with searching www.REALTOR.com to find data from within TOP PRODUCER 8i. Hopefully, you have been using TOP CONNECTOR for more than merely creating CMAs and Buyer Presentations. You know it can be used to pull your MLS data back into your listings, to make 'false listings' as a way to build farm areas, and to pull other REALTOR's listings into Open House flyers where you want to show more than your own listings.

Each of the above pulls data in a manner which provides us with more tools. You now have an application available for your Apple iPhone which permits you to search the www.REALTOR.com database for properties and display them on your portable device. If you have not taken advantage of this capability, download the application today for your iPhone. Every REALTOR with an iPhone should have and use this application.



Home **Results (42)** Refine

Area in Redwood City, California
up to \$550,000 | Single Family Homes | Con...

San Carlos
101
82
84
84
Palomar Park
Centennial
Redwood City
Emerald Hills
Emerald Lake Hills
Farm Hills
Menlo Country Club
Show More Listings

List Map Satellite

Home **Results (62)** Refine

Near 2384 Donner Pl | up to \$550,000 | Single Family...

Avg Price	Avg Sq Ft	Price/Sq Ft
\$412,033	1,130	\$364

Gomez Park
Mission City Memorial Park
Pruneridge Farms Golf Course
Forest/Pruneridge
Winchester Shopping Center
Winchester Mystery House
Saratoga Ave
Pruneridge Ave
Forest Ave
Serrans Creek Blvd
Mapmark Ave
Serra Fwy
280
288
419k
420k
475k
498k
530k
451k
325k
460k
215k
284k
299k
500k

Show More Listings

List Map Satellite

Get more details at [REALTOR.com data from the iPhone](#) .

3. Exporting listings to a web-site

In some cases, you can send new listing data directly to your web-site. Examples which are easy to do include sending to TOP PRODUCER web-sites, and into Keller Williams web-sites. But, in many other cases where you have contracted to have our web-site developed by a third party, there may not be a direct link. It may be possible to PUSH your data to your web-site developer in a format which they can read and insert into your web-site listing pages. While there is no master list of which third party web-site developers have this capability, it would be worth your effort to ask your developer if they support this capability.

So that you can see how this might work, I'll show you a few screens which relate to this capability.

In choosing Preferences / Listings / Configure Websites / Add Websites, you get the below screen.

PREFERENCES

General | Calendar | Contacts | **Listings** | Marketing | Email | Sellphone

Listings Preferences

Listings Setup | Listing Service Reports | Closing Service Reports | Customer Web Page Setup | **Configure Websites**

WEBSITE NAME | **UPLOAD**

Add the websites you would like to have your listings uploaded to. E

ADD WEBSITE

Website Name *

Upload Method

FTP URL *

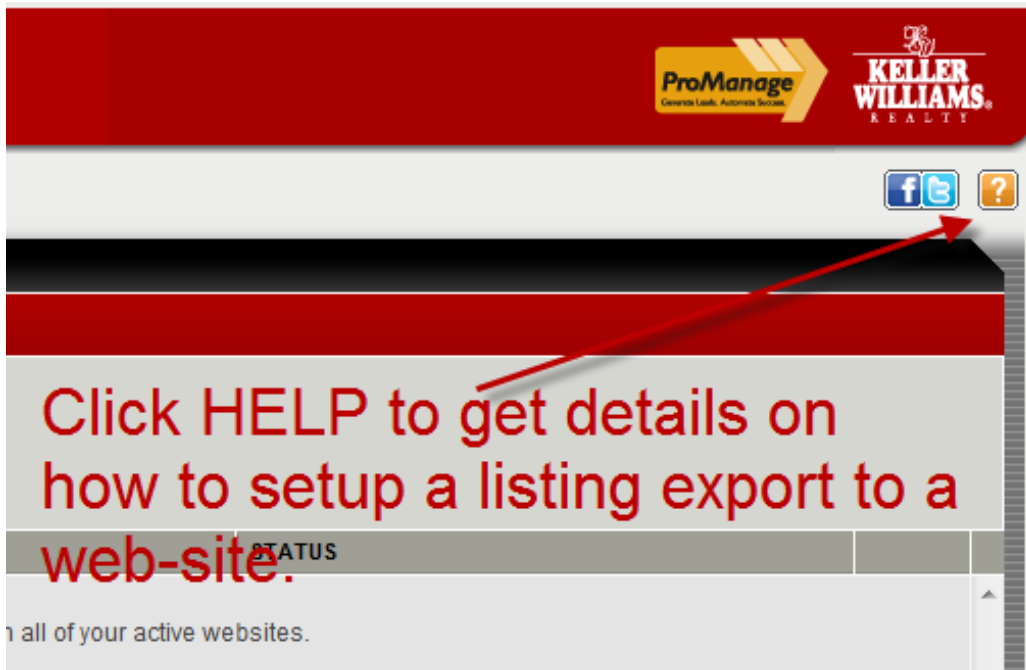
Username

Password

Status Active Inactive

Add Website **Cancel**

Instructions for completing the five option fields are found by clicking the HELP icon (Question Mark) while on the above screen.



The help section under Listing Preferences / Website Listing Uploads gives five screen of instructions which may help in setting up this capability to export your listing in a format which can be read by your web-site provider.



Again, this may not work for every web-site developer, but it is worth investigating. If you could PUSH (Export) your data from within TOP PRODUCER 8i into your web-site without having to retype data, I would think that this would make your life much easier. Check it out.

4. TOP PRODUCER 8i letter margins

Recently I was again asked if there was a universal way to change the margins for letters within TOP PRODUCER 8i. The short answer is "NO", but there two relatively simple solutions.

One, you can fix your current libraries, or two, you can make a master template which you use as the basis for all new letters you design.

First, to fix your current libraries, you may use one of the two following solutions;

- a. Assuming that you are printing your letters on preprinted (linotype) letterhead stationery, the easiest way to perform this feat is as follows;
Go to the Letter Library in question, click the check box next to NAME. This automatically checks all the letters in the library. Now, click MASS OPEN TEMPLATES at the bottom of the screen. This will take you to your first template. Change (lengthen) the top margin as desired. click SAVE, and once saved, click NEXT at the bottom of your letter. Do the same for each letter in your library. Once you have come back to the first letter, you are now done. Close out of this library, and continue on to the next. With the MASS OPEN TEMPLATES it is relatively quick to fix the margins on your letter templates to match your stationery.
- b. Alternatively, if you are printing your own letterhead, you can shorten the top margin, and insert a graphic of the letterhead you desire to print. Then, your text message of the letter will flow below the graphic. You are shortening the top margin so that there is not a standard 1.0" blank space above your letterhead graphic.

Second, you can design a MASTER TEMPLATE which will be the basis for all letters you use from within TOP PRODUCER 8i. Once this template is designed, whether made for preprinted (linotype) stationery, or for blank paper with you printing your own letterhead, your margins will be exactly what you desire. Now, when you decide to make a new letter in a particular library, go to this MASTER TEMPLATE and copy it into the appropriate letter library with an appropriate name. Open this newly copied template and type the letter's message as desired. Save and you are finished. Your letter uses the margins and graphics (if included) from the MASTER TEMPLATE. You no longer need to worry about 'fixing the margins' for each newly designed letter as your MASTER TEMPLATE will not forget your desired settings when you copy it into the appropriate library.

Personally, if I were designing my own campaigns, rather than use those provided by TOP PRODUCER 8i, I would make a MASTER TEMPLATE and use it exclusively for the design of each and every letter within my libraries. This, to me, is a far easier solution. Alternatively, if I were using prewritten libraries and their associated plans, I would copy the entire plan and it's associated libraries, then use the first option to fix the copied plan and library. This permits me to both change the margins and the message text at the same time, moving through the entire library with the SAVE, NEXT option until I have formatted, and approved/rewritten the message of everything being used in the library.

5. Using Checkboxes to select multiple files in Windows 7

If you're like me, I often select multiple files within Windows by holding down the CTRL key and making my selection. Sometimes, though, I lose everything I have checked in the middle of a group selection. Time to start over. For many, in fact, it is not intuitive to hold down the CTRL key while you click the files. Furthermore, not everyone is keyboard-centric. Many people prefer to use the mouse.

One of the great features in Windows 7 is that you can use check boxes to select items. This feature is not turned on by default. Fortunately, it only takes a few simple clicks to turn it on.

1. Open Windows Explorer.
2. Click organize, and then select 'Folder and Search Options.'
3. Click the View Tab.
4. In Advanced Settings, scroll down and then select 'Use check box to select items' options.
5. Click OK.

6. Time to retire your computer?

If you have found that you desire a new computer and intend to retire your old one, it's time to consider how to safely get rid of your personal data. If you want your older machine to still be useable, the you don't want to entirely overwrite your hard disk drive. Doing so would destroy the operating system. You want to overwrite your personal data while keeping the operating system intact.

If your computer has a restore disk / restore partition / utility, you might want to consider using this software to format your hard disk drive and put down your original operating system. Then, just to insure that all your old personal data has actually been removed, consider running either the shareware [Eraser](#) program or [Hard Disk Scrubber](#) to overwrite your hard drive's free space. Now, update your operating system through the Windows update process. This may take a few iterations as some updates require previous updates to be installed before subsequent updates can be added. Then, if you are giving any of your old programs away with the machine, install them and include the installation disks with the donation of the computer.

A number of commercial programs are designed to do leave the operating system intact (your latest updates are included) while getting rid of personal data. One is entitled WipeDrive 5.0 SystemSaver by www.whitecanyon.com . While it costs \$40 and will fix up to five hard disk drives, it gives you the option of selecting to keep the operating system and certain programs intact while overwriting the balance of the drive with digital ones and zeros.

Laplink sells Safe Erase, designed to either delete entire hard disks or selected files/folders. The cost is \$29 for one machine. <http://www.laplink.com/safeerase>

The shareware options may take a little more effort on your part to insure that your personal data is completely safe. But, again, they are free. In either case you have the satisfaction of knowing that someone else will be able to use your older computer, while keeping your own data safe. I pass down my older machines to my community where they are put to good use.

**WipeDrive 5.0
SystemSaver**

7. Suspect Download?

Are you ever suspicious of a file you want to download from the web? If so, you certainly hope that your antivirus program will catch any possible problems. But, no antivirus programs are 100% accurate. Therefore, it might be useful to check your download against more than one antivirus program. A rather easy solution is to use a program which checks your download against approximately forty different antivirus applications, to include major players such as PC Tools and Symantec. You can access the programs at: <http://www.virustotal.com/metodos.html>. One is an interface which loads on your computer, while another permits you to manually send the file to scan@virustotal.com for analysis.

8. CNET Tech Tracker

I've found that keeping your computer programs up-to-date is generally frustrating. One tool which I've used for awhile is [Secunia PSI](#). It works quite well, but, it may not be aware of all your programs, and miss being able to verify if you have the latest update. You might want to add [CNET's Tech Tracker](#) to your arsenal of utilities. This performs similar functions, yet covers some programs which might not be caught by Secunia PSI. The databases used by the two programs have some overlap, but they also have numerous differences. Using these tools makes it much easier to keep your software up-to-date.

9. Epson Artisan 810 Update

Earlier I mentioned my new Epson Artisan 810 inkjet printer which I used for printing directly onto DVDs. This has worked quite well. This printer also permits duplex printing, something which certainly saves paper. I've also been using a Piano Book Continuous Ink System (CIS) which permits me to purchase bulk ink rather than continuously replacing cartridges. I suspect that my ink costs will be about 10% or less than purchasing individual cartridges. This model printer has recently been upgraded to the Artisan 835, causing discounting of the remaining Artisan 810 models. Office Depot recently had them at \$169 with a \$50 discount if you have an older printer to trade in. I purchased my Piano Book CIS for \$129 a few months ago, and recently found one on Amazon.com for about \$59, with refill ink for about \$20.

When I first installed the printer, it was in my home. It was connected directly to my network through one of my computers. Now that I've been in the motorhome for eighteen weeks, I changed the connection to a WiFi setup. This permits printing from any of the three machines in the motorhome. This is a great feature if you want to use this type printer in your office and desire to have any computer you own hooked up. So long as you install the software print and network drivers, no cables are required to get your jobs across the room.

10. Training

Training assistance with TOP PRODUCER's family of products between now and the Spring will be provided using GoToMeeting software. A computer and telephone connection will

permit us to provide either one-on-one or team training remotely. This means that neither of us needs to travel great distances, and we can offer shorter, more compact training sessions geared to your specific needs. If you are interested in learning how to improve your use to TOP PRODUCER 8i this winter, give me a call.

Agent.signature

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