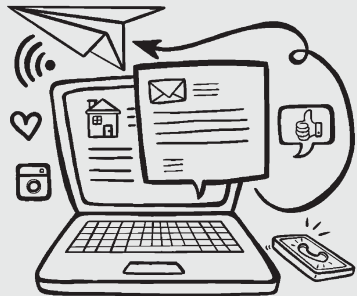


THE LITTLE SILVER BOOK
TECHNOLOGY
RULES
— *to* —
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R NATIONAL
ASSOCIATION OF
REALTORS®

Every year, billions of dollars are invested into real estate technology (PropTech). And no matter if the economy is doing well or not, or if the real estate market is booming, investment into the PropTech space is not slowing down. Entrepreneurs and big tech companies are betting on technology and processes that will enhance the real estate experience and provide value to REALTORS®. As the Emerging Technology Team at the NATIONAL ASSOCIATION OF REALTORS®, we focus on researching and building relationships with technology leaders and investors. For example, what does the Metaverse or Blockchain or Artificial Intelligence mean to the future of real estate? Who are the companies involved? What future technology should NAR's membership better understand? And how can the power of 1.6 million members help drive innovation that benefits the industry and all of you? Be comfortable in knowing that there is a team of people at NAR looking into the future of technology and strategy with your lens over it all. But what about technology for *today*? The Little Silver Book will walk you through key do's and don'ts when using technology, tips and tricks to include technology in your daily routine, and other ways technology can be used to succeed in real estate. Enjoy, and cheers to the future of real estate and technology!

DAN WEISMAN

Dan is a Director of Emerging Technology with the NATIONAL ASSOCIATION OF REALTORS® with years of knowledge and experience in the real estate development and construction tech space. In his role, he researches technology, strategizes on what this tech may mean in the future, and builds relationships with tech leaders to better understand and drive innovation in the real estate space.

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Technology rules matter in real estate. Maintaining current trends can mean the difference between a flourishing real estate business and a struggling one. Learning how to develop a sound strategy on how to implement technology into your routine is a great way for real estate agents to set the tone for a productive day and help achieve client goals. Whether finding new ways to brand yourself or testing social media platforms, it's essential to create a routine and incorporate technology to distinguish yourself from others. Your business is about being consistent and putting your client's needs at the forefront. Being efficient with technology can help you do that and is another way for you to change and improve how you do business. Understand from other members of the NATIONAL ASSOCIATION OF REALTORS® what simple, yet powerful tips they've used to make technology a central part of their business.

The guide is broken down into nine sections:

- #1 THING YOU WISH YOU KNEW
- HOW TECHNOLOGY HAS CHANGED OR HELPED YOU
 - KEY DO'S AND DON'TS
 - CURRENT TECHNOLOGY
- HOW HAS TECHNOLOGY CHANGED HOW YOU RUN YOUR BUSINESS
 - BEST ADVICE YOU HAVE EVER RECEIVED
 - UNIQUE TIPS OR TRICKS
 - ESSENTIAL TOOLS AND RESOURCES
 - CHALLENGES IN USING TECHNOLOGY

#1 THING YOU WISH YOU KNEW

The Little Silver Book: Technology Rules to Live By for REALTORS® is a must-have for all REALTORS®. It includes key do's and don'ts, along with tips and tricks that can be used by REALTORS® to achieve a successful future in real estate. It also takes a tongue-in-cheek approach to show these tips "in practice," with fun images designed just for this guide.

All instructions, principles, philosophies, and tips have been supplied by your fellow members of NAR. Utilize these tips to help guide your interactions with other members, clients, the public, and business professionals. This booklet also provides you with a number of resources to help you incorporate technology successfully. It is up to you to determine which of these tips work best for your business. Please keep in mind that these tips are not all-inclusive and may need to be supplemented by local custom or practice. This booklet should not be considered the advice of fellow real estate professionals — these are anecdotal and conversational in nature. These tips should not be used to replace the advice of a marketing expert or other professional. In addition, nothing in this booklet should be considered legal advice or be used in lieu of the advice of an attorney. We encourage you to ensure you are complying with applicable laws, such as the Telephone Consumer Protection Act (TCPA), as you are reaching out to clients. Check out www.NAR.realtor for more risk management information.

The term REALTOR® has one, and only one, meaning:

REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

TIP: Throughout this guide, you will see that the tips in a light gray box have corresponding images.

There is so much to learn as a new real estate agent that getting started can feel overwhelming. Below are the things that other NAR members like yourself wish they had known when they were getting started:

I wish I had known that the sphere of influence is where you should immediately spend most of your time at the beginning of your business.

VALENCIA M., ORLANDO, FL

I wish I knew how important it is to stay in front of people and be seen, and to get involved in groups so that people know what you do and think of you first when it comes to buying or selling.

JENNIFER D., HILLSBORO, IL

I wish I had known the value of creating my own brand, domain name, and so on to marketing my business.

PATRICIA S., SPRING, TX



Market to the people you know faithfully. This group is your best source of business. They include any buyer or seller that you deal with in your transactions.

JULIA C. WALPOLE, MA

I wish I had known to make sure to use a CRM daily to keep track of all my contacts. Let the CRM be your daily guide. You need to know how to maintain your own business.

LOUISE L., ROIKONKOMA, NY

I wish I knew how important it was to have a strong social media presence.

FELICA P., LUMBERTON, ND

Technology is a useful tool to keep your name and certain information in front of people. However, it does not replace personal contact in nurturing relationships of substance.

KIMBERLY V., HARRISBURG, PA

It may take many years to understand the business and feel comfortable doing it.

GARY M., SAN JOSE, CA

I learned that it could take more time than you think to brand yourself and establish repeat, referral business. Starting a business can also be financially lean.

JEFFREY B., HOLT, MI

I wish I knew the power of social media and staying in touch with clients.

ESTHER L., BATTLE CREEK, MI

That this is a relationship business; not a "selling" business.

MARSHA M., HUTCHINSON, KS

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Make wise decisions regarding which of the many tech companies
to incorporate into your budget.

JIM D., MINDEN, NV

Usage of the new technology helps to manage your relationship, but I
believe that Real Estate is still a person-to-person business.

MARIO A., ROCKVILLE, MD

HOW TECHNOLOGY HAS CHANGED OR HELPED YOU

When used properly, technology can help you change or run your business.
Check out these helpful tips for success from members just like you:

My marketing has increased by learning and using new technology and
social media. It is a great way to let my clients know I am still here to help
them or someone they know.

JOANN C., YORKTOWN HEIGHTS, NY

Technology has allowed me to maximize my time, analyze metrics, increase
productivity, and expand my knowledge.

VALENCIA M., ORLANDO, FL

Technology has advanced exponentially. The availability of electronic signing
platforms and enhanced virtual showing options along with social media
exposure has allowed for unprecedented growth and a wider client base.

HEATHER K., CINCINNATI, OH

Technology provides me with more efficient ways to brand myself, communicate, and be consistent across all my platforms

WAYNE H., OCALA, FL

Technology allows me to be more efficient and attract customers I want through video. It has helped me make a difference in the real estate industry.

DAVID S., BOCA RATON, FL

Technology has helped me when searching for homes to sell while I'm out driving with my clients. It has also helped when I write contracts.

LISA G., PHOENIX, AZ

Technology allows you time — the most precious commodity. You can leverage it to help you be more productive, to stay focused, to monitor your growth, and to be top of mind with current and future clients.

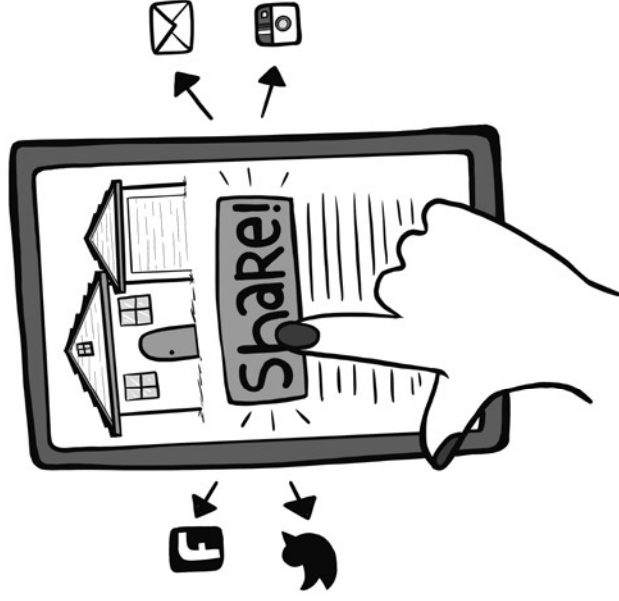
BRANDY G., AUSTIN, TX

Technology has made staying in touch with clients a lot easier as well as submitting and negotiating contracts in a more timely manner. It's allowed me to work from anywhere.

THERESA F., WEATHERFORD, TX

Technology has made communications with buyers and sellers much quicker. It also helps hold everyone involved in a transaction accountable.

SCARLET C., ROSWELL, NM



Technology has allowed me to share files and documents with multiple people with the click of a button. Whether staff, clients, or other industry professionals, it has sped up everything we do.

BOBBI S., GREENWOOD, DE

The Free Professional Website and .realtor™ web address allows me to have more presence online and show my brand, but most importantly, if I change brokerage, I'll still have an active website no matter what.

CAROLINE S., AVENTURA, FL

Technology speeds up the process of providing information and documentation to clients.

MARY N., HUDSONVILLE, MI

Technology has allowed me to do more business while I'm home or away. All I need is Wi-Fi.

GINA M., SAN DIMAS, CA

KEY DO'S AND DON'TS

Knowing what you should do and what you should not do in any given situation can mean the difference between success and failure.

Here are some key do's and don'ts for using technology:

Don't rely on one media source for your marketing.

KURT R., NEW ALBANY, PA

Do be professional — always. Remember, there is still a segment of people who don't do emails or online paperwork. Be prepared to work with them on paper and in one-on-one interactions to get things written up.

JENNIFER D., HILLSBORO, IL

Do participate in an email drip campaign. Use social media to release articles or interesting information weekly.

BECKY M., JORDAN, MN



Do maintain professionalism since your digital footprint lasts a long time. Don't get sloppy or forget the power of a phone call or in-person communication. This is a relationship industry that can't thrive by using virtual or electronic technology alone.

HEATHER K., CINCINNATI, OH

Although technology plays a big part in what we do, don't forget that we are dealing with people. Remember to reach out personally.

LOUISE L., ROINONKOMA, NY

Don't use anything you do not believe in or find appealing. Just because somebody is great at using video doesn't mean it will work for you. Do stay consistent in your marketing or social media presence. If you start something, make sure it's a consistent routine.

MATTHEW P., MURFREESBORO, TN

Do some learning before implementation, be consistent in your branding, and be selective of what technology you use.

WAYNE H., OCALA, FL

Don't ever submit your first draft of any form. Do remember to always verbally communicate with clients as needed.

MARITZA M., BRONX, NY

Do have original content. Don't look like the real estate spam account.

JUSTIN L., HILLSBORO, OR

Don't share everything on social media. Keep posts professional.

LORI R., RALEIGH, NC

Do answer emails and calls as soon as possible or by the end of the day. Don't become a slave to social media and technology. Make sure you take at least one day off a week or you will burn out.

PETER F., PRESCOTT, AZ



Do think twice before adding thoughts or comments in writing. Do check spelling and punctuation before pushing send.

JOHN M., OCEAN CITY, NJ

Don't break any NAR Ethics Rules or any part of the Equal Housing Opportunity Act or Disabilities Act.

DOREEN L., WELLINGTON, FL

Don't be afraid to try new technology. It could save you time and lost hours of prospecting. Sooner or later you will have to learn it so why not start today?

ISAAC M., DULUTH, GA

You don't have to be on Facebook, Twitter, or Snapchat and all the social media sites to be successful. Sometimes a good old face-to-face interaction or a phone call gets better clients for life.

PETER F., PRESCOTT, AZ

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CURRENT TECHNOLOGY

The latest technology is essential for REALTORS® to do their job. Here are current technologies to use for business success:

Social media has been a huge influence in obtaining prospects and marketing properties to help my business succeed.

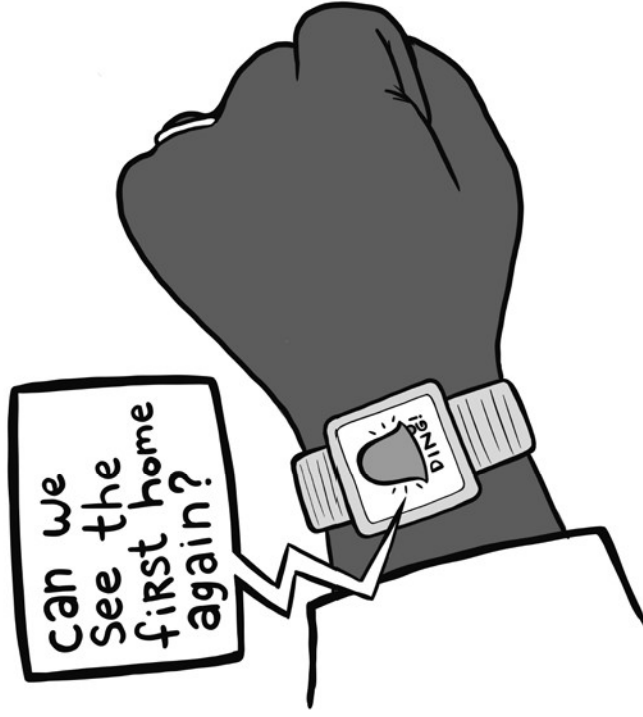
JENNIFER D., HILLSBORO, IL

I'm a big fan of digital signatures. It makes the process flow much easier for my business.

LIZETTE P., WHITTIER, CA

What helps me succeed is the power of a robust MLS system to perform in-depth analyses of the vast amounts of available data.

ARLEN C., BRANDON, MS



My phone is my best source for email and text. I also wear a smartwatch, which lets me know when I need to respond to calls or messages.

ELEANOR M., CHATTANOOGA, TN

The current technology that has helped me succeed is Google Sheets, where I can share information with a dispersed team.

DANIEL S., PITTSBURGH, PA

The current technology that has helped me succeed is the all-in-one platform offered by my brokerage. It is a game changer!

JIM B., NORTH EAST, PA

What has helped my business succeed? Dropbox or a cloud-based tech, which has allowed me to access documents anywhere at any time.

JOY C., LAFAYETTE, LA

Email is the current technology that has helped me succeed in business. The ability to have a paper trail in a transaction is important.

JULIA C., WALPOLE, MA

Technology has not only helped to make my business easier to maintain but it has also increased the time I have at my disposal.

MILLIE K., JACKSONVILLE, FL

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HOW HAS TECHNOLOGY CHANGED HOW YOU RUN YOUR BUSINESS

Running a business is not easy. Having the best technology is an important part of growth and success. Take a look at how technology helps your peers run their businesses:

Technology makes me more aware, efficient, proactive, and productive.

VALENCIA M., ORLANDO, FL

Technology has streamlined our processes in the office and has allowed us to easily pivot for different client needs.

HEATHER K., CINCINNATI, OH

With technology, I have eliminated a lot of old methods for “farming.” It’s much easier and less time-consuming for me to use technology and get in front a large audiences instead of door-to-door methods.

MATTHEW P., MURFREESBORO, TN



Because of technology, I can do so much from my phone. I don't take paper to showings anymore. It's all electronic.

LORI R., RALEIGH, NC

Technology helps me save time and money by giving me more opportunities to spend time with my clients.

MIKE W., MANSFIELD, TX

Technology lets me view a house with just one click and locate the types of homes I want for my clients.

HIEU L., SAN ANTONIO, TX

Technology can be a time saver. There are many programs to automatically stay in touch with clients, but I still will place a phone call to chat in person.

ANN P., AUBURN, ME

Technology makes it possible for me to do business from almost anywhere. It also helps me stay connected to a broad audience.

RANDI M., BURNSVILLE, MN

Technology gives me immediate access to new listings, access to additional docs, and historic info, plus access to public location information.

DIANA M., SALEM, NH

Because of technology, I no longer need to camp out at the office. As long as I have Wi-Fi access, I can conduct my business anywhere.

THERESA F., WEATHERFORD, TX

Buyers now have more access to information with technology. I try to stay on top of the Daily Hot Sheets and send updates via text to my clients before they see them via their other apps.

ESTHER L., BATTLE CREEK, MI

Using technology helps you reach more people by using the right tools versus relying on only what you can do physically.

JEFF M., RALEIGH, NC

BEST ADVICE YOU HAVE EVER RECEIVED

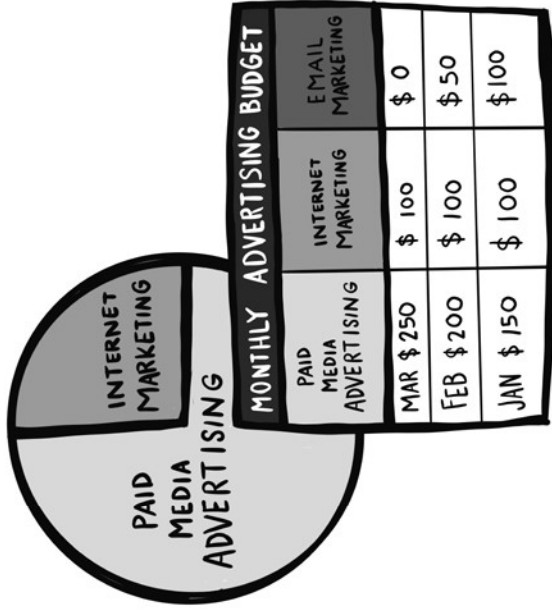
Whether you are a seasoned professional or new to the field, developing successful practices can help you reach your goals more quickly. We asked members like you to share the best advice they have ever received regarding technology, and here are some of the most useful insights:

The best advice I received regarding technology is to use it, but remember we are dealing with people and emotions.

ELEANOR M., CHATTANOOGA, TN

Make sure you remain updated on current technology changes and improvements to help bring relevant information to your local, regional, and national network. Push yourself to get out of your comfort zone and learn something new.

HEATHER K., CINCINNATI, OH



The best advice I got was to set an affordable budget and experiment with internet marketing strategies to see what works. There are mentor groups for agents to join to discuss business strategies.

GRAYSON H., RALEIGH, NC

Don't do something because you saw someone else make it work for them. Be honest with how you want to run your business and then make changes. Don't change things just because somebody else made it successful.

MATTHEW P., MURFREESBORO, TN

Use technology but do not forget that this is a people business, and that means building relationships.

WAYNE H., OCALA, FL

Find one or two apps that you can get familiar with, and don't try to use too many until you've mastered the first few.

LISA G., PHOENIX, AZ

Be careful sharing information through technology. Always get permission from the buyers or sellers to advertise using photos and specific information. Do not assume that anything is ok.

SHARON S., MADISONVILLE, LA

The best advice I received was to make sure your internet provider has great coverage. As a REALTOR®, you will be traveling to many areas and you don't want to get lost or stuck without having access to call for help.

ALMEDINA S., HARTFORD, CT

If you're weak in technology, work with someone who is strong. Whatever your strength is, share it with them for good collaboration.

CHARLENE Z., AMHERST, NY

Technology is useful to run your business, but good communication with clients and other agents will grow your business!

BRAD N., SIOUX FALLS, SD

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UNIQUE TIPS OR TRICKS

What sets you apart from the competition? Having tools that work for you can make a real difference in the success of your business. Discover the tricks of the trade your fellow NAR members have used to find success:

Adding apps to your phone to use when you are out in the field is such a huge help! There are so many resources out there to use right at your fingertips! It saves you time and gives you the information you need immediately to get back to clients with answers.

JENNIFER D., HILLSBORO, IL

Download podcasts and stay current on what options are out there. Make sure to become well versed in technology that you choose to use.

HEATHER K., CINCINNATI, OH

If you have trouble with time management, set a timer in order to keep up with when a task should be completed. Also, sync your calendar on all your devices to help alleviate missing appointments.

FELICIA P., LUMBERTON, NC



Create a social media grid to strategically plan your posts on various platforms.

PATRICIA S., SPRING, TX

Stay active in your social media postings and conversations. Your materials and postings have to be relevant, consistent, and frequent (i.e., multiple times a week).

GRAYSON H., RALEIGH, NC

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ESSENTIAL TOOLS AND RESOURCES

Make a cheat sheet for emails that are sent out and for scripts.
Practice. Practice. Practice.

MARK B., MESA, AZ

Plan your posts ahead of time. This will save you a lot of time
throughout each day.

LYNDEY E., CHATTANOOGA, TN

Take field notes on an iPad or digital tablet that will translate to a
computer without having to retype the notes.

OSCAR D., FAYETTEVILLE, NC

Respond to all communications as soon as you can. Also, make contact
with your sphere via email, social media, telephone, or text every day.

PEGGY B., DUMFRIES, VA

Develop habits around the best use of technology. There are
definitely better times during the day/week when certain technology
is better than others.

CHAD T., EVANS, GA

Keep an electronic calendar and schedule for your personal time.
Be committed to keeping this time work free.

NANCY G., HENDERSONVILLE, TN

Even the most experienced agent needs to pay attention to the latest
technology. Here are some tips to help you weave technology tools and
resources into a business practice:

Reading articles and suggestions from the Board of REALTORS®
and the NAR has always been my go-to.

JENNIFER D., HILLSBORO, IL

I take advantage of webinars to strengthen my understanding of
the technology that is offered.

ALLELI F., MACON, GA

The tools provided by my state association's weekly podcasts, NAR's
tech updates, and networking with local, state, and national leaders
in the industry help me successfully navigate technology trends.

HEATHER K., CINCINNATI, OH

My company offers so much training and support in all the new technology trends.

DEBRA B., NEBRASKA CITY, NE

There is plenty of free information available online. I found a style that I liked and then researched top producers and performers that use the style I wanted to imitate. After that, I dedicated time to learning from them and using the education available to get better.

MATTHEW P., MURFREESBORO, TN

I utilize various Facebook groups and LinkedIn to stay on the cutting edge of technology trends.

JIM B., NORTH EAST, PA

I take LIVE training plus additional training from our corporate office and/or the technology providers.

BOBBIE S., GREENWOOD, DE

YouTube has been a huge resource for seeing what technologies are out there and how they function.

BRIAN C., GARDEN CITY, KS

I have a great broker and team. We always share changes, and they keep us updated on new changes. There is so much out there that you have to pick and choose what's most important for your business.

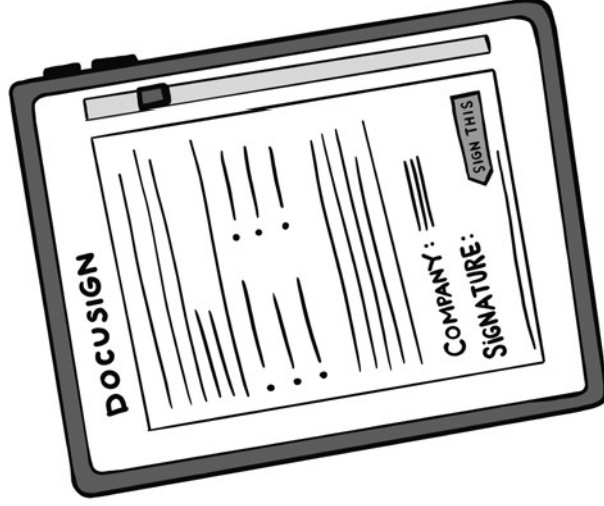
KELLY M., LITTLETON, CO

When using technology, be sure to secure your systems with available security tools, especially multi-factor authorization, and keep system updates current.

B. ANTHONY W., MACDONOUGH, GA

DocuSign is the most immediate resource that benefits both agents and consumers. It's easy to sign, cuts out traveling, and offers flexibility to timing.

YUKO K., MANHASSET, NY



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CHALLENGES IN USING TECHNOLOGY

Some agents have had challenges using technology. Look at the tips agents provided to describe how they overcame challenges and obstacles:

TikTok is my biggest challenge right now. It has so many features, but you can pick up a big following very quickly. The amount of tools with this particular technology is overwhelming and using it — and getting to learn how to use it effectively — looks to me to have a very long learning curve.

VALENCIA M., ORLANDO, FL

My challenge is staying on top of the best social media strategies.

KURT R., NEW ALBANY, PA

The challenge I've had is learning to utilize all the capabilities in the technology I currently have available.

ARLENE C., BRANDON, MS



My biggest challenge is getting comfortable behind the camera for videos. I often opt for videos with more voice-over and showcasing the property or location rather than being “on camera.” Lots of REALTORS® are great in front of the camera, but that’s not my comfort zone. Since video is a necessity in today’s market, I need to push myself to not pass on video just because it is outside my comfort zone.

HEATHER K., CINCINNATI, OH

RESOURCES

I'm challenged with making myself explore new offerings and with thinking that I'm not doing "enough."

GRAYSON H., RALEIGH, NC

My challenge is the fear of the unknown. However, when I sit down and calmly play with new technology, I often find that the technology is very intuitive and easy to learn.

ISSAC M., DULUTH, GA

My challenge is TIME — the time it takes to learn, especially when there are no tutorials.

CARLOS D., ORLANDO, FL

My challenges are understanding what generation uses what platform, how to use it effectively, and how to keep costs down.

MADINE R., DALLAS, TX

It's a challenge making choices among the numerous new tech devices and platforms coming on the market daily that claim to be the best. Bottom line, if you actually use one and it works for you, then that is the best.

MILLIE K., JACKSONVILLE, FL

The biggest challenge is the ever-changing algorithms that they all use.

STEFANI H., DAPHNE, AL

There are a number of resources and tools from the NATIONAL ASSOCIATION OF REALTORS® that REALTORS® can use in their real estate business to help them create and maintain successful habits. Below is a list of those resources, but new tools are added frequently to the NAR.realtor website, so visit often for the latest information:

NAR Website

NAR's website for members provides information about NAR, member benefits, real estate topics, latest industry news, and events.

www.nar.realtor

.realtor™ and .realestate web addresses and websites

Stand out from the competition and tell your clients exactly who you are and what you do with websites ending in .realtor™ or .realestate.

www.get.realtor

REALTOR® Store

Gain a competitive edge and find a number of business-boosting products.

www.store.realtor

MVP Value Plus (MVP) Program

Earn a free business-boosting reward and discounts for taking simple actions.

www.mvp.realtor

Right Tools, Right Now

Get savings on select tools, products, and resources most beneficial for you and your business for free or at a discounted price.

www.nar.realtor/right-tools-right-now

REALTOR BENEFITS® Program

Your official NAR member benefits resource brings you savings and special offers for REALTORS® from more than 30 carefully selected industry-leading partners, including DocuSign, Back At You Media (social media marketing), DELL, FedEx, Lenovo™, Sprint®, Intuit® (QuickBooks® Self-Employed and TurboTax®) and more.

www.nar.realtor/Realtor-Benefits

REALTOR® Magazine, subscribe to the Business Tips Newsletter

The official magazine of the NATIONAL ASSOCIATION OF REALTORS® and the business tool for real estate professionals.

www.nar.realtor/realtor-magazine

Center for REALTOR® Development Podcast

NAR's Center for REALTOR® Development podcast focuses on education in the real estate industry and is hosted by Monica Neubauer, an award-winning industry leader, speaker, and instructor, based in Nashville, TN.

www.nar.realtor/center-for-realtor-development-podcast

NAR Library & Archives

NAR's Library & Archives offers a variety of research services and thousands of print and digital resources for use by NAR members and state and local association staff.

www.nar.realtor/library-archives

REALTORS® Commitment to Excellence

Be an advocate for the future of our industry. Be committed to excellence.

www.nar.realtor/realtors-commitment-to-excellence

Center for Financial Wellness

Helping REALTORS® navigate financial freedom with powerful tools and convenient access.

www.nar.realtor/center-for-realtor-financial-wellness

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ANGELA WALKER
Product Manager
NATIONAL ASSOCIATION OF REALTORS®

“Little Book” Series Direction
BOB GOLDBERG
Chief Executive Officer
NATIONAL ASSOCIATION OF REALTORS®

The Little Silver Book: Technology Rules to Live By for REALTORS® is the eighth in the “Little Book” series, joining The Little Yellow Book: Successful Habits to Live By for REALTORS®, The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®, The Little Blue Book: Rules to Live By for REALTORS®, The Little Red Book: Safety Rules to Live By for REALTORS®, The Little Green Book: Green Rules to Live By for REALTORS®, The Little Purple Book: International Rules to Live By for REALTORS®, and The Little Black Book: Relationship Rules to Live By For REALTORS®. These products focus on instructions, philosophies and rules members of NAR utilize to be successful, grow and stay safe in their real estate careers.

Special thanks to Chris McElroy for product ideation and continued support of the “Little Book” Series.

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- Best Advice You Have Ever Received
- Unique Tips or Tricks
- Essential Tools and Resources
- Challenges in Using Technology

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