



THE EFFECTIVE AGENT'S TOP RESOURCE LIST

ABOUT THE RESOURCES

These are proven business tools that I use myself. They work well and don't break the bank. Some may be affiliate links, in which case I would make a small amount if you purchased something, but it wouldn't cost you anything additional.

PRODUCTIVITY AND PROFESSIONAL SKILLS RESOURCES

1. Everlance Mileage Tracker

An easy-to-use app that automatically tracks your mileage. Categorize trips as personal or business by swiping right or left. Free for 30 up to trips, currently \$10/month for Premium.

2. Simple Accounting Software

An inexpensive Excel-based template that makes business accounting easy, available for a one-time fee. The Basic version is all that most agents need for real estate.

3. Teux Deux Daily Planner

An elegantly simple online daily planner. After a 30-day trial it's \$24 per year. I've used it for years.

4. Trello

Versatile online project tracking and organizing software. The free version offers many features.

5. Upwork

An online hiring forum for virtual assistants, web designers, graphic designers, real estate listing photo editing, and virtually anything else. If you're well-served please consider leaving an amazing tip.

6. Fiverr

Another online hiring website. Many good workers, but you may need to check reviews and work history more carefully on Fiverr than you would on Upwork. If you're well-served please consider leaving an amazing tip.

7. Audible Audiobooks

All the time you spend in your car (or cooking, doing laundry, etc.) can be spent listening to some of the best business teaching in the world. The free 30-day Audible trial includes a free audiobook, and membership comes with a free audiobook of any price each month.

8. Book: “Never Split The Difference” by Chris Voss

This book by Chris Voss is a must-read for anyone in business, especially real estate agents. Extremely practical advice that’s clear, insightful, and actionable. The Audible version is excellent (great narrator with exactly the right voice).

9. Book: “The 1-Page Marketing Plan” by Allan Dib

Of the zillions of books about successfully marketing a small business, this one is surprising in that it manages to share a lot of the most important concepts in one concise, actionable package. It hasn’t gotten the buzz that some of the other books have, but I found it value-packed.

10. BOOK: “Secrets of Power Negotiating” by Roger Dawson

If you’re going to read just one book on negotiation, in my opinion this would be it. (Followed closely by “Never Split the Difference”.) Even if you never use Dawson’s “gambits”, you need to be able to recognize them when they’re used on you.

11. CarbManager

If diet and nutrition are part of your real estate life, CarbManager is a very user-friendly way to track net carbs and virtually any other nutrition goal you might have for yourself.

12. Bulk Resize Photos

Need to resize a batch of photos for dimensions or download/upload size? Bulk Resize Photos is a free online tool that lets you change dimensions based on length, width, or longest edge, and you can modify KB size without losing noticeable photo quality. Big timesaver!

13. Canva

An online graphic design tool that lets you create professional quality flyers, postcards, social media images and more. Canva offers a free plan. and the paid plan has a mind-blowingly good background removal tool.

14. NameHero for Domain Names (and Possibly Website Hosting)

GoDaddy has a lot of name recognition, but if you look around you’ll see a lot of reviews stating that NameHero has better service and is consistently less expensive. GoDaddy is like a lot of providers in that it typically offers a low fee for the first year of domain name registration, then raises it significantly. Cloudflare is another inexpensive option for domain name registration and it’s easy to manage domains from their platform, however it doesn’t offer integrated hosting or email options.