

AMS Basecamp Google Docs Outlook Quickbooks
LAMPS Mail Chimp MMSI
Constant Contact Dropbox Evernote
Service Slack Wunderlist RAMCO BombBomb

Work Smarter

Top Technology Tools
Used by REALTOR® AEs



Conducted by Martin & Downs
Association Consulting Solutions

REALTOR® AE Top Technology Tools Survey – July 2018

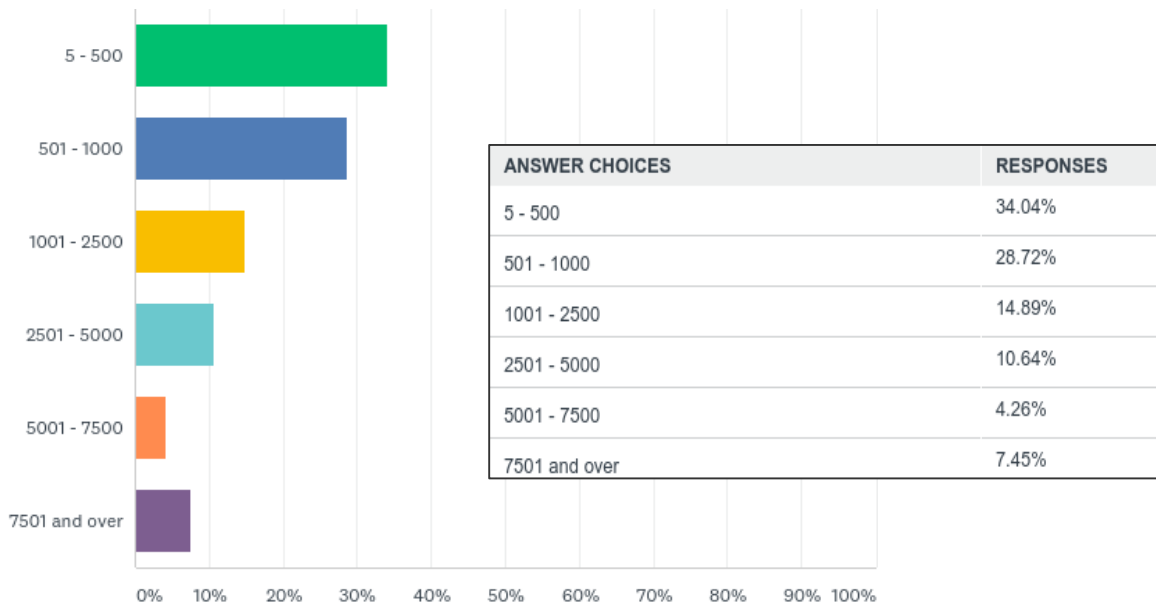
Survey sent to 600+ REALTOR AEs with a 15% response rate
5 question survey:

1. How many Members?
2. How many employees?
3. What is your #1 technology tool?
4. What is your #2 technology tool?
5. What is your #3 technology tool?

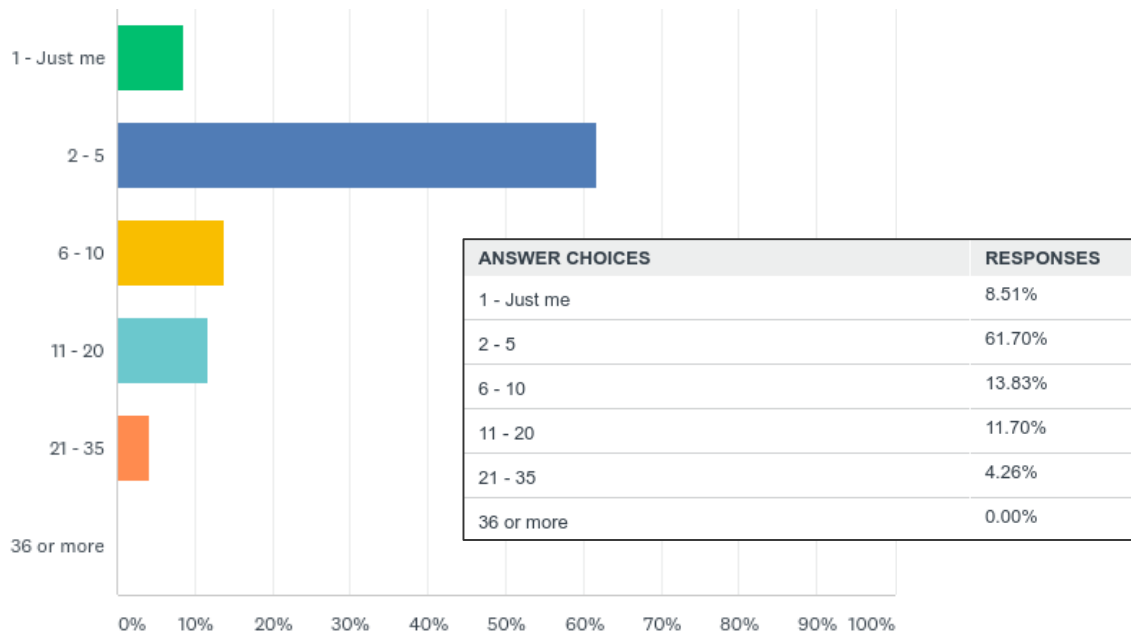
Note: Tools were broken in the following categories:

- Personal Organization
- Communications
- Operations & Management
- Programs and Other

Q1: How many members are in your association?

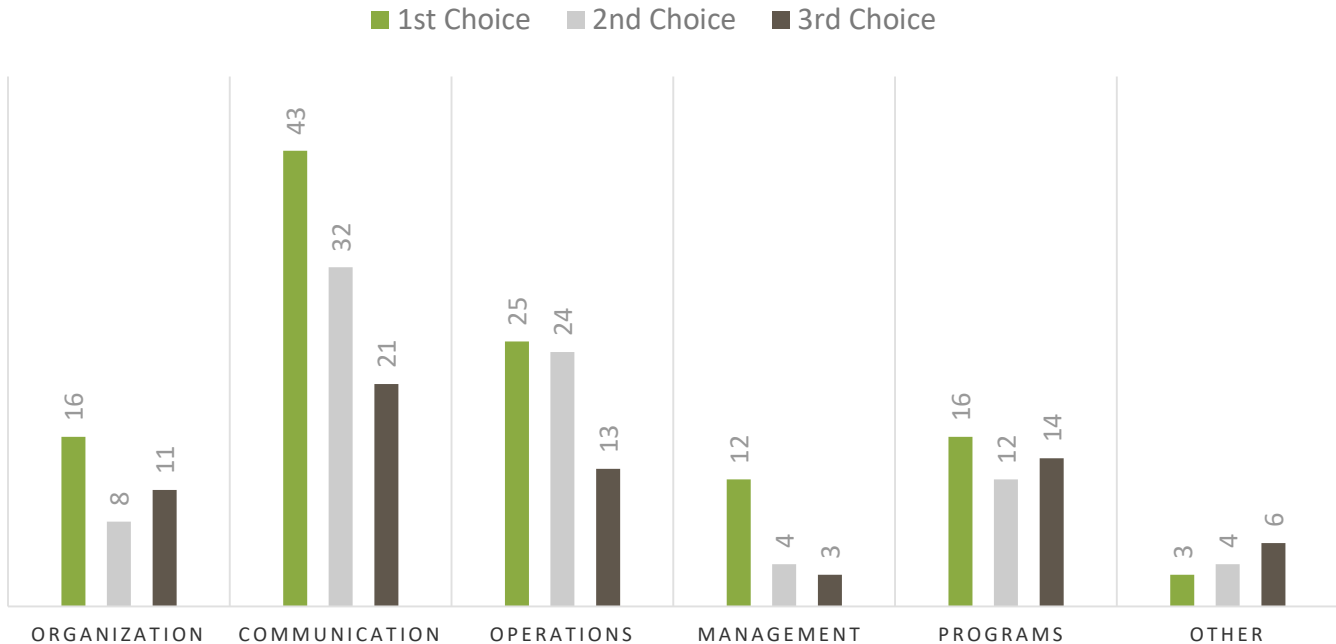


Q2: How many employees in your association?



Q3-5: What technology tools can't you live without?

INDISPENSABLE TECHNOLOGY TOOLS



Personal organization technology recommendations by # of users

1. **Evernote**
2. **Outlook calendar**
3. **Google Docs and forms**
4. **One Note**
5. **Dropbox**
6. **Microsoft 365**
7. **Natural Reader**
8. **Harvard Business Review**
9. **Various email programs**
10. **Various Travel Apps**

50+
indispensable
Apps – ranked by
your peers

Communications technology recommendations by # of users

- | | |
|-----------------------|-------------------------------|
| 1. MailChimp | 11. Call Fire Texting Service |
| 2. Slack | 12. Sly Broadcast |
| 3. Constant Contact | 13. Call One Now |
| 4. BombBomb | 14. MyEmma |
| 5. Wordpress | 15. Linked In |
| 6. Survey Money | 16. Evite |
| 7. Wix – for websites | 17. Text Magic |
| 8. HootSuite | 18. PresentationPro |
| 9. Facebook | 19. Unsplash |
| 10. Canva | 20. Fiverr |

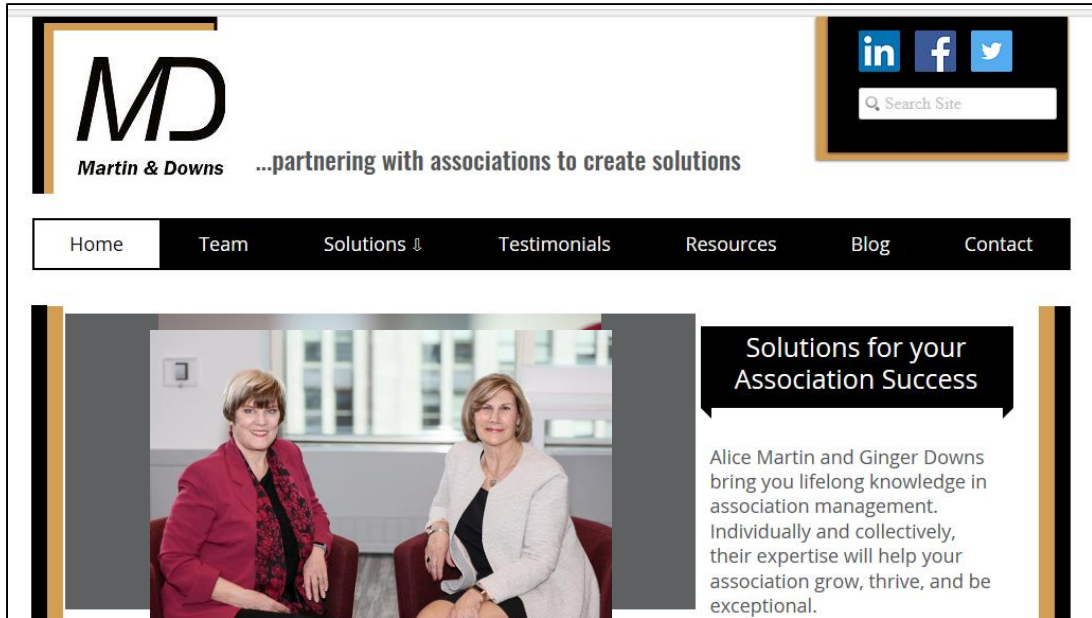
Operations & Management recommendations by # of users

- | | |
|---------------|-----------------------------|
| 1. Quickbook | 11.ZipForm |
| 2. SEI – AMS | 12.Xero – online accounting |
| 3. RAMCO | 13.ADP |
| 4. MMSI | 14.Expensify |
| 5. LAMPS | 15.Wrike |
| 6. Wunderlist | 16.Navica AMS |
| 7. Base camp | 17.Paychex |
| 8. Bill.com | 18.Turboscan |
| 9. Replicon | 19.GetApp.com |
| 10. Trello | 20.Aprio |

Program technology recommendations by # of users

1. **Eventwaves – event management**
2. **The CE Shop – online education**
3. **Career webschool – online education**
4. **33auctions.com**
5. **Forewarn – REALTOR® safety**

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Alice Martin, RCE, GRI and Ginger Downs, RCE, CAE, IOM

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