

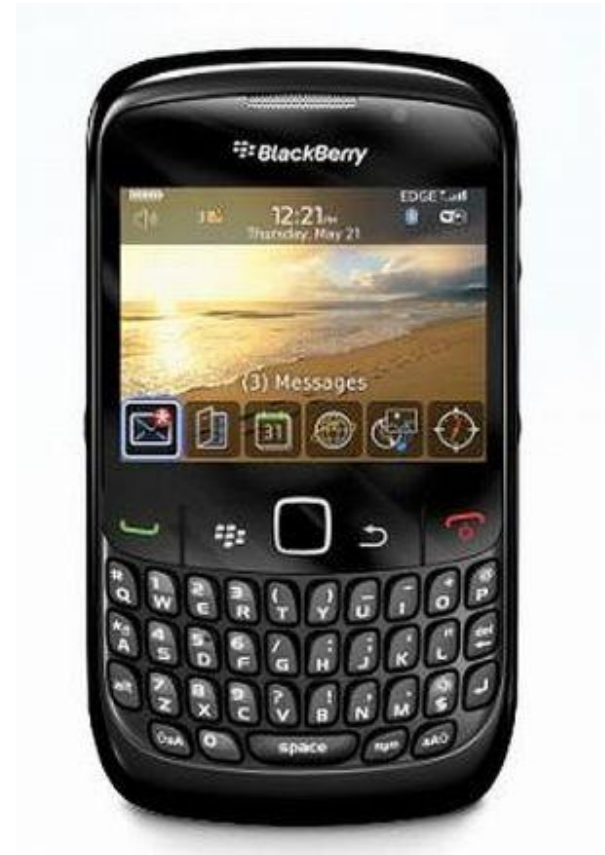
Hooked On My Blackberry Smartphone

A Course for REALTORS®



Communicate.

**Business Success With The RIM
Blackberry Smartphone**



G. William James • [Handheld Computer Solutions](#)

Handouts and Downloads

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william@pdapowerplus.com

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What We Will Cover Today

- **How Will The Blackberry Work For Me?**
 - Email “pushed” through Blackberry Servers
 - Digital phone through your wireless carrier
 - PDA functions work as one
- **How Do I Get The Most From It?**
 - Learn the basic setup features
 - Customize the device for your best use
 - Learn shortcuts to increase ease of use
 - Advanced features and enhancements

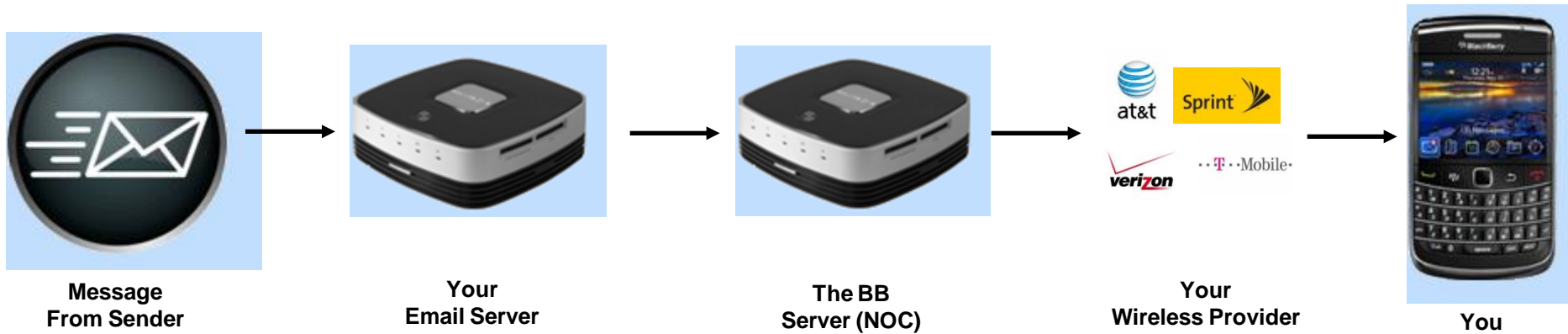


Blackberry Torch



Blackberry Style

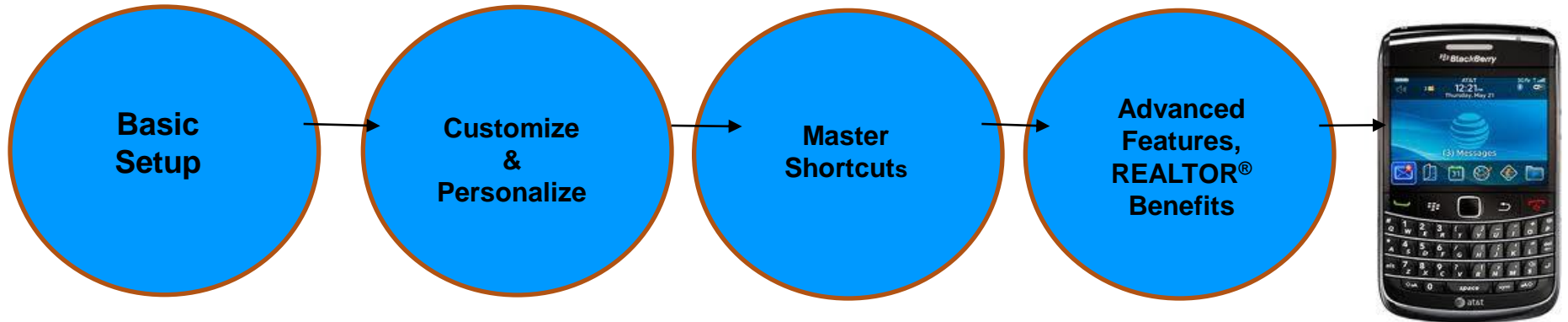
- **How Does The Blackberry Work?**



A BlackBerry receives email through the following process:

1. The recipient's email account receives the message.
2. The redirector looks in the email account, finds the message, and forwards it to the BlackBerry service provided by Research in Motion (RIM), the BlackBerry creator.
3. RIM's BlackBerry service sends the message to the wireless data network (e.g., AT&T, Verizon).
4. The wireless data network provider sends the message in a wireless signal to the BlackBerry device. (You must be in a data coverage area to receive mail.)
5. The BlackBerry receives the signal and displays the message.

- **How Can I Make It Easier To Use?**



- Learn the basic setup features
- Customize the device for your best use
- Learn shortcuts to increase ease of use
- Advanced features and enhancements

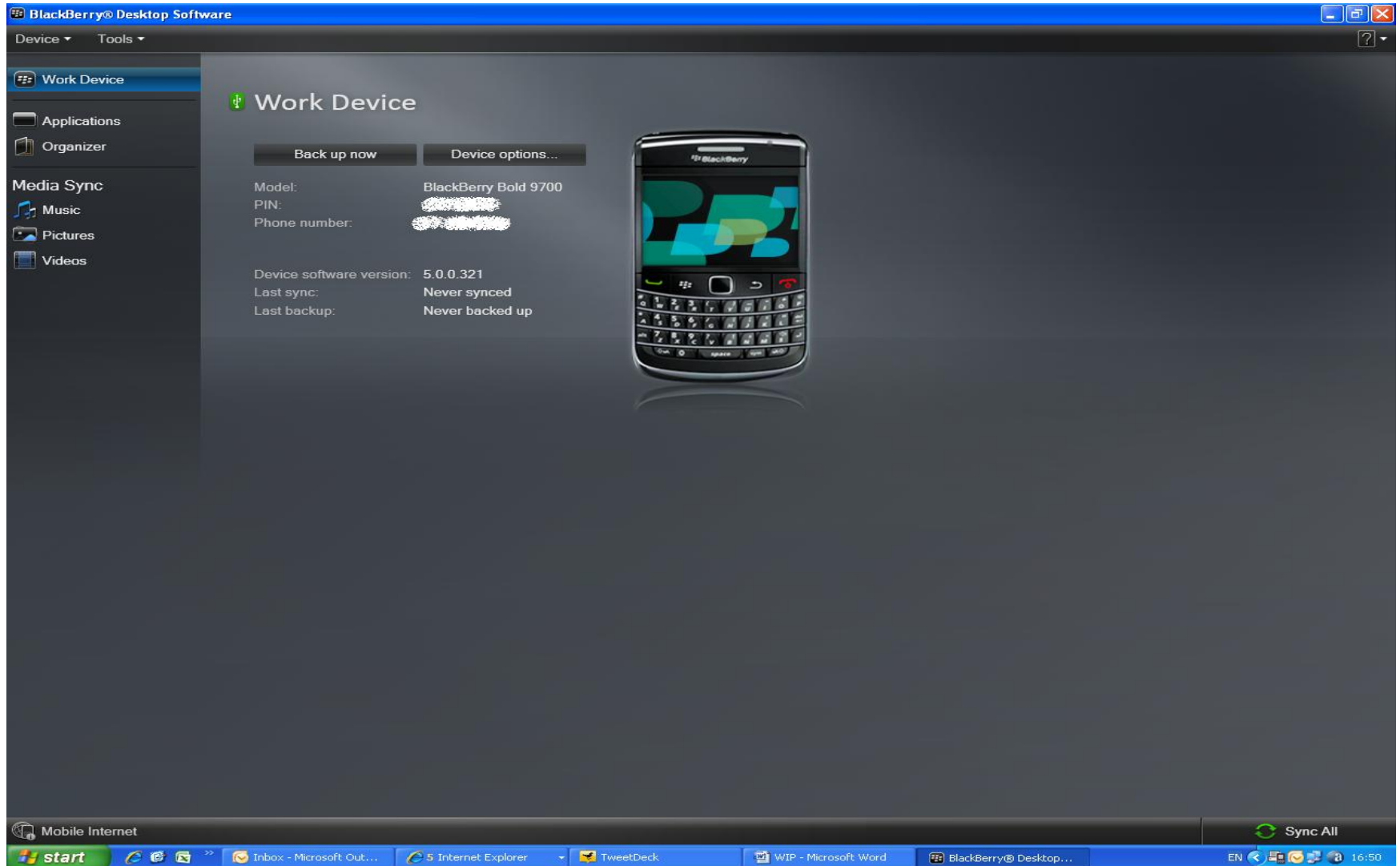
Keyboard



Tip: Use the **Space Bar** to:

- Add a period and the “@” sign while typing an email address
- Type a period to be followed by a capitalized letter (**tap space twice**)
- Add a period while typing a web address in Browser
- Toggle through photos
- Scroll by page in Messages, websites, etc.

Setup Features



Setup Features

Blackberry Options Menu

- Set Blackberry device operation options
- Customize Display, Auto Text words, etc.
- Delete applications, display device status

Options

About

Advanced Options

Auto On/Off

AutoText

Bluetooth

Date/Time

Language

Memory

MMS

Mobile Network

In the Options menu (*accessible from the main screen as “Options” or “Settings”*), you may customize your device’s display settings, keyboard speed, screen brightness, pair your Bluetooth devices or set the time display to 12 or 24 hour display.

Tip: In “Screen/Keyboard” options, change the settings for your font type and size to make your device better readable. Also set the Backlight to a lower brightness to conserve battery.

Set the Convenience Keys (buttons on either side of your Blackberry to launch your favorite applications. The camera is always a good choice here.

If don’t use the Bluetooth or wi-fi features of your Blackberry, make sure they are disabled to conserve battery power.

**Regardless of choice,
three rules to make
the best use of your
Blackberry**



Rule 1: Commit to the technology



Make your smartphone's productivity features as common to you as your phone features.

- Put all of your calendar events into your phone. Keep it current, use it daily.
- Create a CRM, or Client Relationship Management System
- Save notes and memos in the phone instead of on paper
- Organize and manage the stored data on your smartphone
- Prepare a "show listings anywhere" photo presentation

Rule 2: Take full advantage of the features

**Learning to use the advanced features will increase productivity
and increase sales**

- Take the time to setup the options for each application.
- Bookmark your MLS site and other favorite websites in the browser.
- Practice taking photos and video capture with the camera
- Add third-party software applications as needed
- Create shortcuts to make navigation easier and faster



Rule 3: Customize your device- make it uniquely yours



Personalizing your smartphone will improve and speed navigation, increase satisfaction

- Set speed dials and application shortcuts
- Customize the screen and each application for optimal navigation
- Get yourself hands-free with a headset and Bluetooth car kit
- Create templates when available to make adding data faster & easier
- Customize your device for a unique look, sound and response

**Bonus
Rule:
Get Creative!**



Imagine ways you can deliver first rate services and impress your clients

- Use the camera and videocam to record and send updated photos and video
- Share the most up-to-the minute listing information with your Twitter followers
- Always remember special dates (birthdays, anniversaries) for contacts
- Use MMS to host a “remote showing” when a live presentation isn’t possible
- Have your showing addresses pre-programmed into the GPS or Google Maps

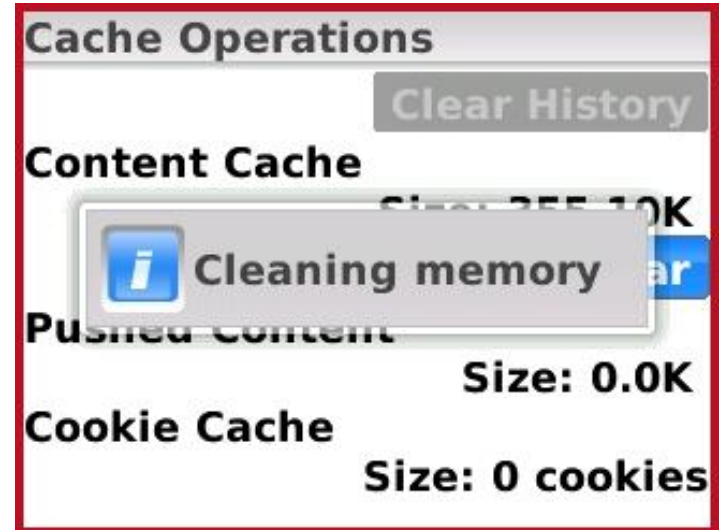
How To Avoid Being One Of These People

Regular maintenance can keep you and your phone running smoothly



- Treat your smartphone in many ways as you do your computer
- Managing the memory of your smartphone is key
- Simple steps will avoid frustration, and perhaps embarrassment

Monthly Maintenance Tips



- **Clean out your email and text messages**

See the smartphone as a convenience for email, and save email on computer instead

- **Move all media (photos, video, music) to the memory card if necessary**

Organize media files for quick access, especially listing photos

- **Delete temporary Internet files, cookies, clear history**

Can typically be found in the Web browser settings menu

- **Reset your smartphone at least once per month**

Removing the battery is best, if possible. This also refreshes your wireless network connection

- **Delete and reinstall Supra eKey application (if applicable)**

MLS update cache files grow over time, and can cause major problems with your smartphone

Advanced Features

Tethering Your Blackberry

Need to upload or download some large files while traveling? Want to search the Internet on a full screen, but not connected to a hotspot? No problem—you can use some BlackBerry® smartphones as high-speed, wireless modems for your laptop when you're on the road.

Contact your wireless carrier for detailed plans and terms, or....



Tether

www.tether.com

PdaNet

www.junefabrics.com

Blackberry Support

www.blackberry.com

Read support page KB24629

The Blackberry PlayBook



RIM's tablet computer is tooled for the busy professional, with features designed for work away from the office

- WiFi enabled
- 1GHz processor
- Multimedia (music, photos and video)
- Front and rear-facing cameras
- HDMI, Bluetooth and USB connections

New Marketing Strategies

Social Networking on your smartphone



Plaxo



LinkedIn



Facebook



Activerain



BrokerAgent



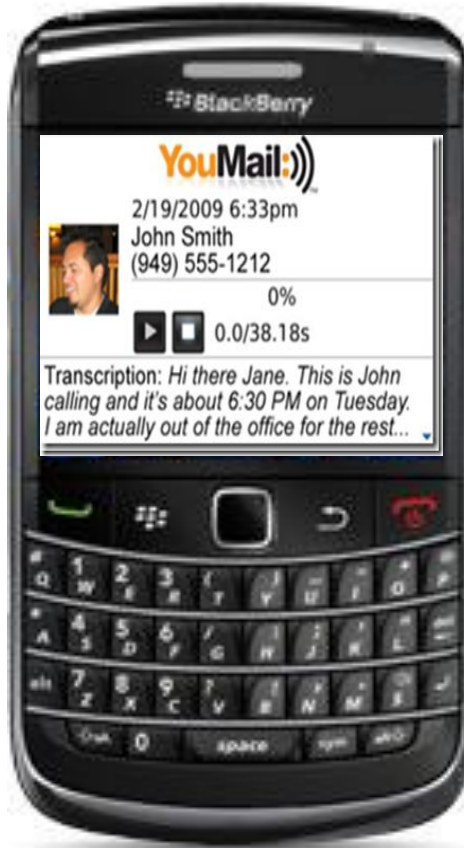
Twitter

New Marketing Strategies

Networking/Marketing Tools for your smartphone



Jott



Flickr



BrokerAgent



YouTube



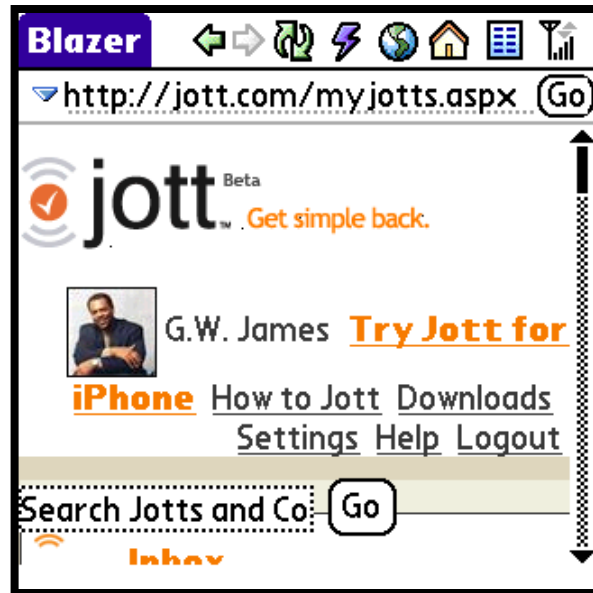
YouMail



eFax

Smartphone Marketing Tools

Voice Command Apps



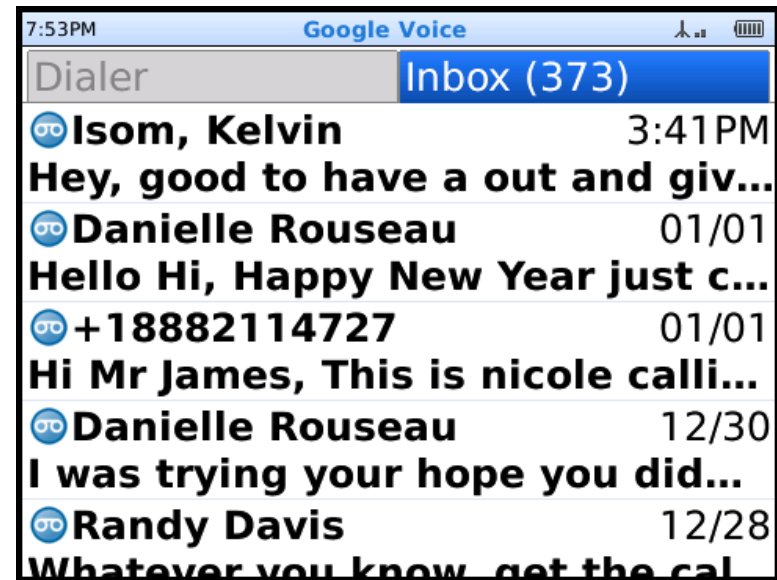
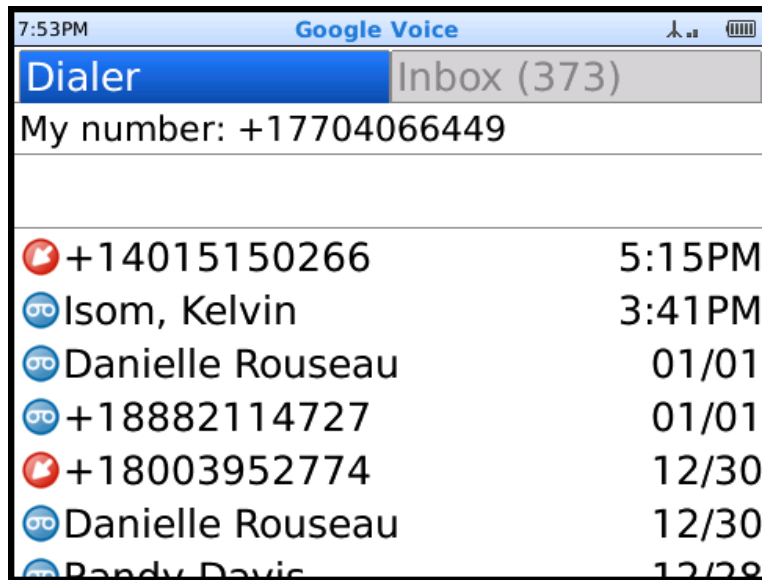
Jott



Vlingo

Smartphone Marketing Tools

Mobile Voicemail & Transcription



Google Voice

Smartphone Marketing Tools

eFax Mobile Fax Service



efax.com

eFax mobile Fax Application

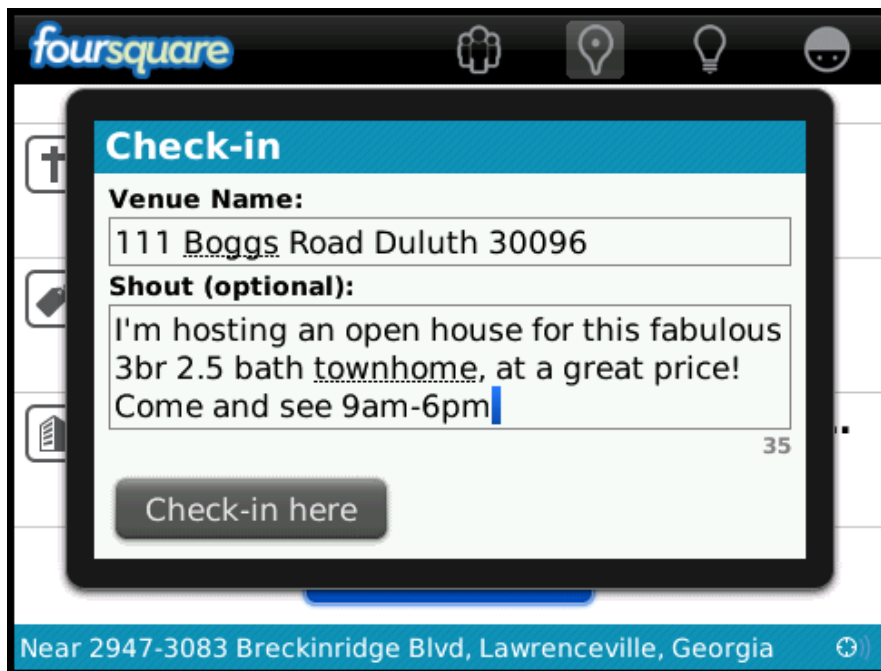
Subscription service

Receive fax documents on your smartphone as a PDF file. Can also be received on your PC.

Sends fax documents from PC software.

Smartphone Marketing Tools

Foursquare & Twitter



Foursquare



Twitter

Smartphone Marketing Tools

Flickr and Picasa

m.flickr.com



Picasa.google.com



Free Service

Upload and organize hundreds of photos into personal galleries.

Invite viewers and clients to see your slideshows with an email attachment- no more attaching multiple photo files to an email.

Premium accounts with larger storage available.

Smartphone Marketing Tools

YouTube



Free Service.

Upload your favorite video files and virtual tours to the service.

Create a personal YouTube Channel, and make your videos private, available only to those you invite.

Invite viewers to your channel with an email link.

A remarkable free marketing opportunity

Smartphone Marketing Tools

This Is NOT An Ink Blot Test



Smartphone Marketing Tools

QR Codes- the latest innovation in Mobile Marketing



A **QR Code** is a two-dimensional barcode readable a scanner, mobile phones with a camera and smartphones.

The information encoded can be:

- Text (contacts)
- Website URL
- Phone Number
- SMS
- Menu
- Social Media



Smartphone Marketing Tools



QR Codes- the latest innovation in Mobile Marketing



A **QR Code** requires a scan reader, such as Microsoft Tag Reader or ScanLife to read codes you photograph.

- Used by airlines for paperless check-in
- Deposit checks using phone camera
- Capture contacts at conventions
- Property recovery?

The Google Universe



- Gmail
- Calendar
- Maps
- Voice
- Docs
- Search
- Latitude
- Talk
- Picasa
- Earth
- Buzz
- YouTube
- Reader
- Orkut

The Google Universe



Add this app to your
iPhone or Blackberry

m.google.com



Smartphone Marketing Tools

Blackberry Apps For Real Estate

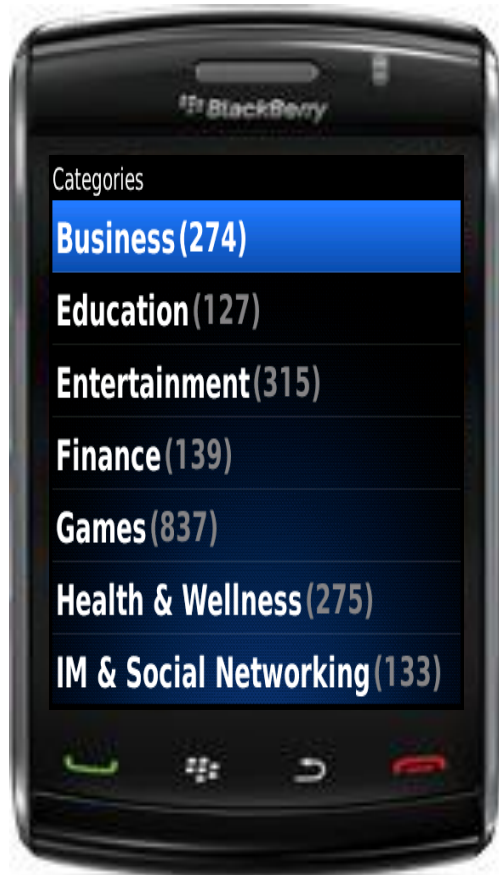


Discovering the BlackBerry App World

Trulia and Zillow are staples for iPhone using REALTORS®, but there are a number of Blackberry apps that Agents may find beneficial

Smartphone Marketing Tools

Blackberry Apps For Real Estate



Discovering the BlackBerry App World

- Thousands of free and low-cost apps
- Download directly to device via the BB App World application
- Send to your device from the App World website via email

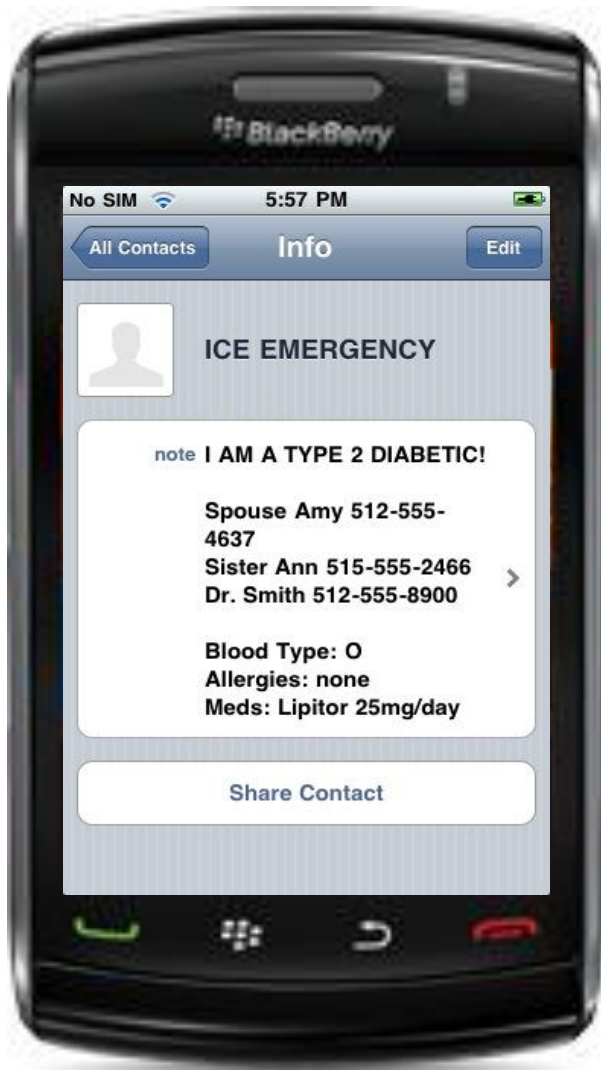
Have You **ICED** Your iPhone?

How to save your own life

Emergency first responders are trained to look for your mobile phone, hoping that the person has “ICED” their phone

Here’s how to do it on a smart phone:

1. Create a new contact
2. Name the contact ICE Emergency
3. Place the emergency contact information under “notes” instead of where phone numbers would go.
4. List allergies, meds, blood type as well.



Handouts and Downloads

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“Tough times never last but tough agents do.

The very best compliment I could ever receive is a referral from you.

My commitment is to not only meet but exceed your expectations.”

- B.J. Martin, Distinguished REALTOR®, Harry Norman Realtors Atlanta

A referral to your Association’s Executives would be of tremendous value to me.

Send me an email with their names, and please tell them about me next time you contact the office

G. William James, william@pdapowerplus.com

G. William James

Master Of The PDA



Handheld Computer
Solutions

The Mobile Office System That Works

**A series of Workshop Presentations for your
Association, Board, or Realty Office**

Hooked On My Blackberry

Master Your Windows Mobile Phone

Getting A Finger On The iPhone

Master Your Palm OS Treo and Palm Prē

Master The Android Smartphone

**Why REALTORS® Can't Succeed
Without A Smartphone**

The Google Universe

www.pdapowerplus.com

**Thank
You!**

G. William James
Handheld Computer Solutions

www.pdapowerplus.com

william@pdapowerplus.com