

SUPPORT

MLS / Pargon Call Support Line

1- 877-MLS-HELP (877-657-4357)

Monday through Friday: 6 a.m. to 8 p.m., CT

Saturday: 9 a.m. to 3 p.m., CT

Sunday: 11 a.m. to 3 p.m., CT

SentriLock Support Line

(1-877-736-8745)

Monday through Sunday 7 a.m. – 11 p.m.

Support line for any problems you are experiencing with SentriLock Member ID card, lockbox or card reader.

CLASS

SCHEDULING: PAAR schedules all technology classes a month in advanced. You will find scheduled Technology Classes in the following locations:

- **PAAR WEBSITE** (www.paarealtors.com): Home Page and Events Calendar.
- **PARAGON:** Center of the homepage and sometimes on log in message.
- **BROKER OFFICES:** Upcoming Events flyers should be posted in your offices.
- **NEWSLETTER:** spotlight class features in bi-weekly newsletter and a full schedule of upcoming educational offerings in Education EnewsLetter bi-weekly.
- **WEEKLY REMINDERS:** Classes being held that week are listed.
- **FACEBOOK:** Upcoming classes will be announced on PAAR's Facebook Page (<https://www.facebook.com/PeoriaRealtors>).

RESERVATIONS: Classes are FREE to attend. Reservations are required for all classes!! You must call 688.8591 to register or online through the PAAR website at <http://mdweb.marketlinx.com/peoriass/>. **You may cancel your reservation within a 24 hour advance notice to PAAR. Those not providing a 24 hour notice and no-shows will be billed \$10.00.**

SOCIAL MEDIA STATISTICS FOR 2011

How important is social media to the success of your business? Perhaps more so than you think. A recent study from the Nielson consulting group on the state of social media in 2011 suggests that a smart online presence is more important than ever. Here are five key takeaways from the report, as chronicled by Wisebread:

Americans spend three times as much time on social media as on email. Specifically, we spend 7.6% of our time on traditional email and 23% of our time on social networks. If your marketing campaigns are tied up in email, you might be talking, but no one is listening. Instead, you should be investing in social network profiles and blogging.

More than 70% of social network users shop online. The stereotypes are wrong -- social networkers are computer savvy, older, and use their PCs for online commerce.

More people follow brands than celebrities. Fifty-three percent of adults follow specific brands online, while just 32% of them follow celebrities. That's a real opportunity to engage.

Well over half of users write reviews of products and services online. You have heard that personal reviews are more persuasive than endorsements from traditional media, and statistics are starting to back that up. Neilson found, for example, that 60% of social networkers are writing reviews and sharing them with friends. This is another huge crisis, challenge, and opportunity rolled into one (Homer Simpson would call this a "cris-atunity"). You need to figure out how to tap into that conversation and set up an appropriate dialog.

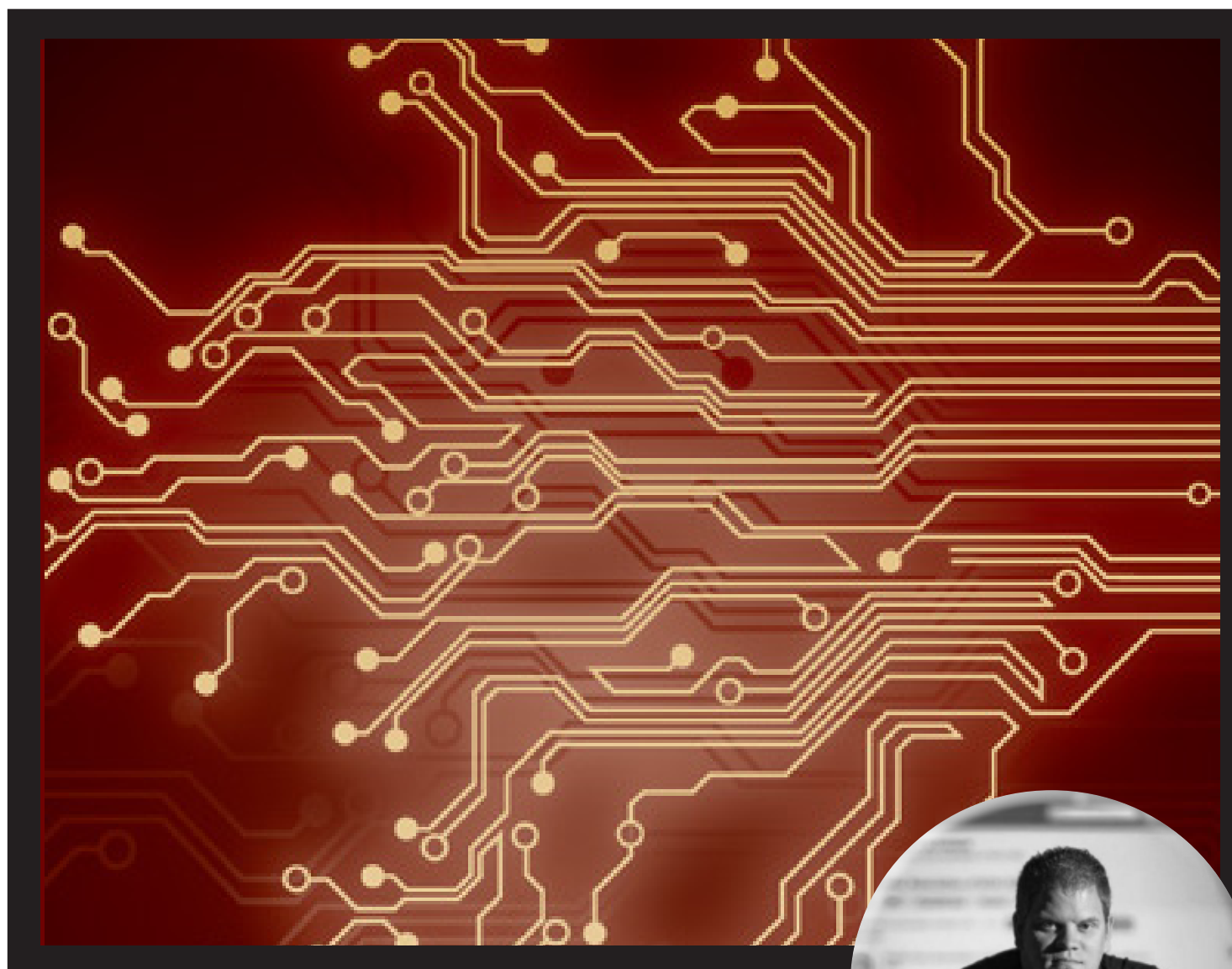
Mobile users increased by 62% in 2011. Getting optimized for mobile is no longer an option. Twice as many people over 55 years old visited social media sites on their phones compared to 2010, and mobile use of social networking is up 62% overall.

Sponsored by PEORIA AREA ASSOCIATION OF REALTORS®
7307 N. Willowlake Court • Peoria, IL 61614
Phone 309.688.8591 • Fax 309.688.3120

PEORIA AREA ASSOCIATION OF REALTORS®

TECH

.....▶ CENTRAL



Instructor – Brian Carroll

Visit Brian's Blog:

<http://briancarrolltech.wordpress.com>

PARAGON

Paragon Essentials

Just the basics! An overview of the core tools in the Paragon 5 MLS system with an emphasis on searching and reporting. You'll also learn to customize the system to work exactly the way you need it to. (3 hrs)

Paragon CMA

Here we'll cover Paragon 5's Comparative Market Analysis (CMA) module. Using P5's simple CMA Wizard, you'll be creating, printing and emailing informative, professional-looking CMA reports in no time (1.5 hrs)

Paragon Contacts and Client Connect

Paragon 5 includes a full-featured contact management system – everything you need to stay in touch and communicate with your clients and counterparts. Add to that valuable prospecting tools that search for and even email your clients property listing information and the exciting new interactive Client Connect feature and you have everything you need to make sure your clients are up to speed at all times! (1.5 hrs)

Paragon Custom Reports Workshop

When you harness the power of the Paragon 5's Custom Report Editor, you can build your own reports in the system – using the same tools that were used to build the reports all users see every day. (1 hr)

Digital Signings with AuthentiSign

Certified digital signings are a convenient and dependable way to secure signatures on your electronic documents – without having to print them. Class will teach you how to sign up for the subscription service and demonstrate how a document signing works – from setup to signing! (1 hr)

Electronic Forms Training

InstantForms allow you the freedom to break free of paper and physical storage while affording your clients and counterparts quick access to the necessary forms to drive transactions to closing. This class will show you how to bundle, prepare and share any of PAAR's forms – as well as how to receive documents, organize, store and backup the completed forms you receive. (1.5 hrs)

Advanced Transaction Management

TransactionDesk is an incredible tool for guiding you through the steps of a successful transaction – all while creating the ultimate “checks and balances” paper trail of each transaction you're involved with. (1.5 hrs)

- Transaction Roles
- Transaction Dates
- Doebox
- To-Do Items

Service Ordering in TransactionDesk

Use TransactionDesk to create uniform, easy to understand service orders for the vendors you work with. Service providers will love it because they'll know exactly how their orders will look and be presented to them. You'll love it because information will be returned through TM system, backed up, stored with transactions – and faster than ever! (1 hr)

SOCIAL NETWORK

Social Networking Overview

Social media is not just a fad. It is a cultural shift that is changing the way people find and share information – are you there? Is your message reaching the widest audience it could – or the correct audience? This overview will bring you up to speed on the possibilities. (1.5 hrs)

- Social Media Stats
- Social Media Sites & tools
- Social Media Strategy
- Social Media Etiquette
- Privacy & Social Media
- Business applications

WordPress Blogging 101

Not a blogger? There are a lot of misconceptions about blogs. The bottom line is you need a simple way to share information with a wide audience. WordPress offers you the easy-to-use tools to build your own website to share your message. It's so build and update simple, you'll be shocked! (1.5 hrs)

- Your WordPress Account
- Templates Building your blog
- Adding content
- Notifying Followers
- Stats
- Content Ideas

Effective Facebooking – Basic

A great place to begin with Social Media is Facebook – today's most popular social site. With over 300 Million users and growing, it is the largest target for your marketing in any medium. It's also a fun way to re-connect and stay in touch with friends. This class covers all the basics! (1.5 hrs)

- Complete settings overview
- Advanced Facebook Page Marketing
- The “Like Button”
- Strategy for content sharing
- MLS listings & Facebook
- Give your FaceBook Page a distinct look & dynamic content

Effective Facebooking – Advanced

Facebook has all the tools for promoting your business. Once you've mastered the basics, it's time to unleash the real power of social marketing. This class will help you start to build practical social business strategies. (1.5 hrs)

- Facebook Background & Description
- Setting up a Facebook Account
- Posting
- Sharing
- Profile vs. Page
- Groups
- Apps
- Friendly Facebooking
- Privacy Settings

Twitter

Twitter seems to be everywhere, but, surprisingly not a lot of people understand exactly what Twitter is or why they would want to use it. In a business where you constantly want to be engaging potential clients and sharing knowledge, Twitter might be JUST the simple tool to amplify your message! (1.5 hrs)

- What the heck is Twitter?
- Profile setup
- 120 characters or less
- Twitter as a syndication tool
- Search & Trends
- Followers & Following
- Lists
- Links, Pictures and Videos
- Developing a Twitter Strategy
- Twitter Clients (Tweet, Twitterific, TweetDeck)

iPAD

iPad Workshop

WARNING! This is NOT a class! Rather, it's a chance for iPad users to gather periodically to discuss new applications, accessories and strategies for utilizing the iPad in business. All are welcome, be prepared to interact and share! (1 hr)

Beginning iPad

If you're new to the Apple iPad and need “just the basics”, this is YOUR class. We'll start from the point you take the iPad out of the box to downloading and using your first application – and everything in between. (1.5 hrs)

- Syncing your iPad with iTunes & iCloud
- Gestures
- Settings
- Connecting to the Internet
- Entering text
- Downloading Apps
- Organizing your iPad
- Notes
- Calendar

Advanced iPad

Now that you're comfortable with the iPad, it's time to make it a valuable business tool. This class focuses on the apps that power the iPad with a focus on Real Estate related apps – including REALTOR.com and document signing software. You'll also learn to use Paragon 5 and Transaction Desk on the iPad. (1.5 hrs)

- Mail
- Facebook
- Twitter
- REALTOR.com
- Evernote
- DrobBox
- Document Signing
- Paragon 5
- TransactionDesk