



## 23 of the 225 tips from "Digital Essentials For Today's Agent."

### From "Smart Agents Use A Virtual Assistant" (5 Tips In The Chapter)

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#### Hawaii To Florida

*John Riggins, Honolulu, HI*



Mary Beth Denmeade is my full time VA. I live in Hawaii, and she lives in Orlando. She and I attended our CyberStar® Summit in Orlando as a team so that we could be exposed to all the new ideas together and brainstorm their use in my business. We coordinate our activities over the Internet, of course. She has a cell phone with a Honolulu phone number, uses [Vonage](#) (Voice Over Internet Protocol) and is able to work with me as if she were sitting next to me in the office. The only real difference is the six hour time zone difference.

We use a number of tech tools, of course. One of the tools we have found to be extremely helpful is [LogMeIn](#), through which Mary Beth and I are able to log into the other's computers. If I have a listing appointment tomorrow morning, for example, I send her an email or logon to her computer and leave a message on her computer screen. Mary Beth is able to complete all of the listing paperwork, including CMA, and print it out on my printer in Honolulu.

LogMeIn has a free version as well as LogMeIn Pro with more features, including the ability to drag and drop files between computers, remote printing and more.

### From "Old Fashioned' Marketing That Works" (17 Tips In The Chapter)

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#### Lowe's REALTOR® Benefits Program

*Mel Coker, Columbia, SC*



[Lowe's REALTOR® Benefits Program](#) is free, it is easy to use, and it provides your prospects and clients with the extra benefits that let you stand out from your competition.

I use several different aspects of this free program:

- When a buyer or seller signs up, Lowes mails a nice postcard with a 10% off coupon
- There is a monthly "Inside Out" e-newsletter sent out by Lowes on your behalf
- You can sign up prospects/clients for an HGTV email (helpful tips and video links, 10% off coupon)

I use the "LFrame" capability offered by Lowes to set up my own Lowes website within my website. Here, clients, prospects, and site visitors go to my site to get moving and home improvement tips, special offers and more. They can request a Lowes 10% off coupon. See my webpage [here](#) for an example.

I use Lowes banners on my website and blog to link to the above webpage. I order Lowes gift cards online for client gifts and referral gifts and get a 5% discount on all online gift card orders. Another plus: the featured article on [LowesMoving.com](#) is often a great source for blog topics

I would suspect that this tool is something that most of your competitors have not found yet or are too lazy to use. Try it...it works!

## From "Contact Managers" (11 Tips In The Chapter)

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### The Value of Action Plans

*Brad Korn, Blue Springs, MO*



Action plans, action plans, action plans! They are, in my opinion, the number one reason to switch from Outlook to a real estate specific database. Action plans come with a real estate database, you can customize them to reflect the way you work, and, once completed, a few clicks attach the plan to a particular prospect. You can automate every checklist you have with your real estate database action plans. This time saver allows you to do the "little things" that unsuccessful agents do not do, as the action plan items automatically appear in your daily calendar on the correct date. This makes it easy to succeed, and it makes it difficult to fail, as you have to consciously decide *not* to do the tasks that pop up in front of you each day. Each customizable action plan reminds you when to make a follow up call, send information pertinent to their specific situation (by email, letter or phone) and you have automatic reminders to your clients, prospects and yourself so that you never let things slip through the cracks.

### Keeping Up With Listing & Closing Details, Birthdays & Anniversaries

*Pat Wattam, Baton Rouge, LA*



The single best reason I find for using a real estate database (I use Top Producer 8i) other than a generic database such as Outlook is to keep up with all the listing and closing details. As we all know, these two tasks present us with numerous details and deadlines, which we ignore at our peril. Fully customizable listing and closing task and reminder schedules, features not available in Outlook, reduce our risk and save us an enormous amount of time and energy. Items in the followup listing and closing schedules automatically appear in my daily calendar rather than getting lost in my head or in a paper system.

My other favorite feature of my database is that it allows me to automatically keep up with client birthdays and anniversaries. This feature alone pays for the database many times over due to the referrals and repeat business it generates. Remembering a birthday or anniversary is a prime example of relationship selling, and Top Producer allows me to do this with no effort on my part, since their birthday or anniversary pops up automatically on my daily calendar. I can then phone them or send out a card, as the database allows me to enter a reminder date before the actual event takes place.

I also find it a great place to leave notes on my listings, or on people I have called, especially when I need to remind myself of whom I have already contacted and who needs a call. For instance, when we have a hurricane coming, I might call people over the course of a day or two to just check in or to see if there is anything I or my team can do. This is another example of building relationships, and it is helpful to be able to pull someone's record up and see whether someone already gave them a call.

## From "Web Site Marketing" (24 Tips In The Chapter)

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### Using Multiple Web Site Providers

*Brad Korb, Burbank, CA*



I have three websites: [BradKorb.com](http://BradKorb.com) ([Pro Step Marketing](#)), [BurbankExpert.com](http://BurbankExpert.com) ([Real Pro Systems](#)) and [YourBurbankConnection.com](http://YourBurbankConnection.com) ([Number1Expert](#)). I have acquired them over time, and I find value in all three. Each emphasizes different things that are important in being found by today's consumers, and investing in three different sites has paid off for us.

Pro Step Marketing begins by manipulating their existing content and supplementing it with our own unique, target-driven content that will appeal to consumers and search engine spiders alike. The next step is link enhancement. Pro Step identifies relevant link sources and integrates them appropriately into your website as well as advanced strategies such as blogging to assist in improving your website rankings. I use the SEO (Search Engine Optimization) program through Pro Step Marketing.

Using our print advertising, we advertise 24/7 open houses on our websites. The open houses are, of course, our virtual tours. We take virtual tours with a Flip Video camera and upload them to YouTube. Our TV commercial is on YouTube, as well.

You can see an example of our Search Engine Marketing flyer [here](#).

## Web Analytics

*[Steven Epstein](#), Frederick, MD*



You can't manage it if you don't measure it! In other words, you need to measure *all* aspects of your business, and analyzing your Web site's effectiveness is no exception. Web analytics is a "must use" tool for online marketing, customer service and building your business.

[Google Analytics](#) is both free and effective, and it is an invaluable tool for analyzing my Web sites, since it lets me learn more about my site visitors and how they interact with my site.

It registers four "Key Performance Indicators" (KPI). Each helps me get a handle on how my site is received by visitors, and I can easily share the information with clients. I also think it helps with your Google ranking if Google sees their code on your site.

This is how the four KPI would break down for real estate:

- Conversion Rate  
The conversion rate shows how many visitors fill out a lead form or contact me by phone. The average conversion rate is around 2%. Most of my sites have rates between 5-8%. If this drops, I know I have to make adjustments to the conversion features of my sites.
- Unique Visitors  
The measures the number of unique, not repeat, visitors to my sites. I have found that the average agent site gets 300-400 per unique visitors per month. Mine is higher, but if my numbers drop, I know that I have to take a look at ways to increase the effectiveness of the ways in which I promote my sites.
- Bounce Rate  
The bounce rate measures the number of visitors who leave the site in the first 30 seconds. The average agent site sees a bounce rate of about 50%. My goal is to aim for a bounce rate of 30-35%. If my bounce rate rises, I know that I have to focus on improving site design and content in order to hold them longer.
- Average Time On Site  
The mantra for real estate is that a visitor makes up their mind about your site in the first 7-8 seconds. In other words, you have to grab them right away, give them what they want, and, most of all, make it easy to find. The average time on a real estate site is 1 ½ minutes. My sites average 2 ½ minutes and is rising. Again, this indicator shows me whether I need to pay more attention to content that really grabs the viewer.

The real key for an agent is to know that a successful analytics program is vital to bringing in leads from the web. Be aware that interpreting your analytical data and making adjustments

takes a lot of time. Someone has to work the program daily or at least weekly. For this reason, my opinion is that it pays to farm this task out to a capable VA.

As with any online marketing program, you have to not only incorporate analytics (reviewing, editing, testing & reviewing again) but you also have to put the information to work to enhance the effectiveness of the campaign. Any agent who has not incorporated a full analytics program into their web marketing, broadcast emails, social networking, etc., is really missing out information vital to the growth of his or her business. It would be similar to a listing agent who did not ask for feedback after showings, or one who received the feedback but did not read it or act on it. Don't get left behind!!

### Custom Web Site Tool

*[Dave Robison](#), Salt Lake City, UT*



One of my top tech tools is using a “Crystal Ball” on my website. You can see it on the home page of [my site](#). Potential listing owners enter their address and can view what their odds are at selling their home. They always put their own address, so I gain valuable information of who is thinking of selling. I can put them on a mailing campaign or even call or drop by.

It is very valuable for my own Sphere of Influence. When they do the crystal ball, I can follow up with them while they are thinking of selling.

This helps me predict trends and where to price properties. This gets me price reductions at the beginning of the listing, not just when the listing isn't selling. It also generates new leads and gives huge credibility and value that other agents do not give. This saves me hours of research, helps me price homes accurately, and gets new clients. It is a small tool that gives me big results.

I use the page in four main ways:

1. To know who is thinking of selling.
2. To predict the market and get sellers to do price reductions or avoid overpricing.
3. To build reports and blog about which areas are the hottest and which areas are the slowest.
4. To add data to my CMA's so people can see value in numbers that tell a story.

You can see a completed page [here](#). I entered a 500-750k price range in a 84095 zip.

## From “Single Property Web Sites” (5 Tips In The Chapter)

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### Agency Logic & PowerPoint Link

*Peter & Jane Richmond, Marin County, CA*



We use a PowerPoint show for listing presentations that includes screens that link to our web site and to a typical Power Site from [Agency Logic](#). These sites give sellers an idea of how we can get them better web coverage for their home than the competition can. If you are in competition for the listing, you will find few, if any, agents who can compete with you on this basis. We get a great response from the sellers....and a lot of listings because we use Agency Logic!

## From “Automatic Followup Systems” (7 Tips In The Chapter)

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### Gooder Group’s Rainmaker e-Central

*Vickie Marton, Hunterdon County, NJ*



The Gooder Group’s [Rainmaker E-Central](#) program is the best kept secret in real estate marketing! This program has an almost endless capacity for creative marketing, yet few REALTORS® know how to use it successfully. Dan Richard, founder and CEO of the Gooder Group, provides subscribers with six different branded Web sites (Buying, Selling, Relocating, First-time home buyers, Financing, and Home Owning) that allow you to automatically pick web addresses to attract customers. Once a prospect fills in an inquiry form, he or she automatically goes into an automatic followup system with no effort on your part.

For example, I am a REALTOR® in New Jersey. My Gooder Seller’s Web Site is [NeighborhoodSoldHomes.com](#). Visit it, and you can see the depth of the content of this site. All of the content is provided by the Gooder Group, and much of it directs visitors to my main site, my IDX, and, at the same time, invites visitors to register for more information. Now imagine marketing a site like this to all prospective sellers! I also buy other more targeted web addresses to point to this site, like [HowToSellYourNJHome](#). I put that web address on just listed and just sold cards that I mail out, so recipients think I am the authority for their town. The site is providing good information to the customer and establishing my credibility before they enter my main site, register on my IDX or request more information.

This one feature is just the tip of the iceberg with the Gooder Group program. It includes over 100 fabulous drip marketing campaigns that can be easily customized for your market, for example. I learned all of the program’s features from Dan Richard himself. He makes himself available to his customers and spends as much time as you may need working you through the program and its possibilities. It works for me as a tremendous business building tool.

## From “Digital Imaging & Video Techniques” (18 Tips In The Chapter)

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### Basic Photo Tips

*Brad Korn, Blue Springs, MO*



Here are some of my simple rules for improving your digital photos:

1. Never take a raw picture from your camera and put in your marketing. Always lighten the picture a little bit. Keep in mind the fact that the way the photo shows on your computer screen might not be the same as seen on the viewer’s screen. Many computer screens are darker than some of the flat panel screens, so if you are working from a bright, flat panel, lighten your pictures enough that they almost look a little too light on your screen
2. When taking a room shot, always stand outside the door jams. Use the door jams and the edges of your screen. Rotate your camera to see which angle makes the room look the largest. Standing inside closets to get a wider angle of the room works even with cameras that do not have wide angle options.
3. For virtual tour photos, rotate your camera on its side. This gives you a wider angle that includes more of the ceiling and floor, and once they stitch together you have an image that makes the room appear larger.
4. Learn how to take panoramic photos and use them for outdoor shots, the good view from the back of the home, photos of large rooms, views of the neighborhood and area, etc. Stitching programs such as the one that is included in [Visual Tour’s](#) virtual tour program makes stitching so easy that, as our CyberStar® founder and president Allen F. Hainge, an English major, says, “Even an English major can do it!”

You can see what these tips look like by visiting our site, [KornTeam.com](http://KornTeam.com) and clicking on “Featured Homes.” We try to make the rooms look as large and bright as we can.

### Using Video For Neighborhood Profiles

*Martin Bouma, Washtenaw County, MI*



The Bouma Group creates neighborhood and condo profiles centering on a video of the community. First, we photograph the neighborhood, taking shots of the entrance, different home styles and elevations, common areas, parks, recreation facilities, ponds and any other points of interest in the community. We then use Windows Movie Maker software and create a slide show type video. We add a music track, a variety of transitions between frames and text with contact information for our team. The video is then given the name of the complex, followed by the city and state, i.e., “Liberty Pointe Condos, Ann Arbor, MI 48103.”

Once the video is created and saved, we upload it through [TubeMogul](#) to YouTube, [Yahoo Video](#) and [Vimeo](#). We like TubeMogul because you only have to upload the video once and it provides viewer statistical data for each site in one place. You will first need to create profiles on each of the sites before uploading to TubeMogul. An example of a video on YouTube can be seen [here](#).

We then create web pages that highlight the subdivision or complex. The first page is added to our [personal website](#) and includes a short description of the community, amenities, standard features, a map, photos, and the video. We use a lot of keywords and links back to pages within our site for optimum SEO. An example of a neighborhood page can be found [here](#).

Next, a page is added to our [blog](#). This page includes a representative photo, a description of the complex, location, amenities, a current market report, and the video. We also use a lot of keywords, but this time our link backs are to our main website. Here is an example of a [blog](#).

Finally, we create and send a postcard to the community to let them know that their subdivision has been highlighted on our blog. This drives traffic to our blog, which in turn drives traffic to our website.

## From “Blogging & Podcasting” (5 Tips In The Chapter)

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### WordPress Blog II

*Tim Burrell, Raleigh, NC*



One can easily use WordPress to create a website in a blog format. You can easily download a theme from their site so that a great deal of the programming is done for you. I like [Brian Gardner’s Studio Press](#) because they provide extensive support so that you can get any issues resolved quickly. My favorite theme is “Church,” as it has only a few points of text, three huge featured pictures with stories that come up from the bottom of the scene, and a video prominently displayed. The two ads on the top of the page also give you the ability to direct the viewer to what they might want to see. Most blog sites have too many words and too much detailed information, so they assault the reader with too much information. This one has lots of visual effects and just enough written material.

The reason to use a blog website is that you can regularly add an abundance of content, which allows you to blog your way to the top of the search engines. For example, I started [ShortSalesR.us](#) on the last day of January, 2009. By the first of March, I was number 8 on the first page of Yahoo when you search for “short sales.” You also provide great service to your clients by providing a full complement of information on your subject. The Short Sales site explains everything an agent needs to know in order to be successful at a short sale.

The final benefit is that Word Press creates a community feeling on your website as the readers can comment and you can reply, creating a dialogue that adds personal interaction to the site.

Nearly anyone can learn to use Word Press, so it is an inexpensive and effective way to communicate.

## From “Smart Phones” (6 Tips Included In This Chapter)

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### Slydial

*[Leslie McDonnell](#), Libertyville, IL*



This service lets you call the cell phone of a receiving party and leave a voice mail. Their phone never rings! [Slydial](#) saves time because you can leave a message without getting involved in a long conversation with the person!

## From “Agent Networking” (7 Tips In This Chapter)

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### Windows Live Sync

*[Joe Molnar](#), South Bend, IN*



I have a small three person team, and we often help each other out with various clients and transactions. It had been a challenge for everyone to have remote access to the transaction files until we started using Windows Live (formerly Sync Folders). We set up our folders and transaction files as always, but we now designate them as shared folders that automatically sync across computers and team members. It is very convenient because no matter where you are working from, you have access to the latest information. Make a change or add a file and it is immediately available to anyone who needs it. This is a free service, but I would gladly pay if I had to.

Windows Live also offers for free their “SkyDrive.” We use this to share photos and large files with our clients. SkyDrive allows you to have 25 gigs of storage, and it is free. This is a great tool.

## From “Social Networking” (17 Tips In This Chapter)

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### Facebook Marketing

*[Anthony Marguleas](#), Pacific Palisades, CA*



Another tech idea that we have been having fun with is targeted Facebook marketing. We are able to target certain companies, locations, age groups and more. If we know that a new company may be relocating here, we can use Facebook to target market ads on their employees with Facebook accounts. You

can also target a specific listing that is near a large company headquarters, etc. It is pretty cool and has a nice tracking system with it.

## From “Snagit” (4 Tips In This Chapter)

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### Lots of Uses For Snagit

*Dianne Dunn, New Bern, CA*



Snagit allows me to capture any screen, photo, text or scrolling website page and save it to JPG or PDF format for editing or distribution.

Here are some examples of how I capture screen shots using Snagit. I mainly use the drawing tool, but there are so many other creative tools, and I wish I had more time to play around with it!

1. I have discovered that some clients cannot open attachments or hotlinks, so when I have to communicate with an out-of-town seller by email, I incorporate my market analysis into the email and snag the stats from our MLS into a jpg file. I then use Snagit’s drawing tool to mark it up and add explanations. It is so much easier to talk with them by phone when we are both looking at the same information. You can see an example [here](#).
2. Sometimes, during long-distance contract negotiations, I will snag the critical paragraphs of the contract such as the Home Inspection paragraph and highlight the items that I feel are critical for sellers to understand. These are also included as a jpg file into the email.
3. I teach classes to agents in my office and recently did one on Web sites and the types of information that I feel is extremely important to offer the consumer. I did a screen shot of my website and used green arrows and yellow highlights to show the links that I added. To see a copy, click [here](#)
4. In addition to my VA team, I have a personal assistant. In order to save time training her, I had an administrative manual created a few years ago. The manual shows the different tasks that I need and how to perform them. Here is a screen shot of our [MLS](#) which shows the assistant where to find info for entering new listings. Many parts of the manual have screen shots and explanations. My assistant refers to the manual for tasks, and then we can discuss any questions she might have. It saves lots of my time!
5. I also use Snagit to capture any web page that I want to send to someone. Using Snagit’s scrolling feature, I can capture the whole page, including the part I can’t see on my screen. Snagit has a setting that allows me to not only capture the page but to retain all of its links as active links.
6. Once I have taken a capture that I want to send to a client, I only have to click “Send” in Snagit. An email opens, and the grab I have captured is inserted into the email itself. This is

much, much better than saving it and attaching it to the email, as many people are wary of opening emails that have files attached.

## From “ScanSnap” (9 Tips In This Chapter)

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### ScanSnap & eFax For Short Sale Packages

*Linda Slocum, Valencia, CA*



Short sale packages can be time consuming to present, since often the banks will require them to be sent to multiple fax numbers and many times they will need to be sent more than once.

To make things easier, I print out all of the documents for the short sale package, and then put the pages back into the printer and reprint them with a standard header on each page using Word. The header will have the property address and loan number as well as the seller's name and my contact info. Once the documents are complete with the header on each page, I scan the entire package into one pdf file using my ScanSnap scanner so that it is ready for sending via eFax.

Using [eFax](#), I enter the bank's fax number(s) and save them as contacts. I then select those fax numbers and enter in a subject line with the seller's name and loan number as well as a message referring to the attached short sale package. The last step is to attach the pdf file of the short sale package that was scanned in with the ScanSnap, and then click "send".

This process saves a lot of time and effort, since you don't have to wait for pages to scan through the fax machine each time you need to send it, and if you need to resend the short sale package all you need to do is attach the scanned short sale pdf file to a new eFax message. If the bank's negotiator asks you to email a copy of the short sale package as well, you can use this same pdf file to send via email.

## From “More Productivity Tools You Can Use!” (37 Tools In This Chapter)

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### Google Spreadsheets

*Anthony Marguleas, Pacific Palisades, CA*



One of the best tech tools we have found is [Google Spreadsheets](#). Using them, we track all calls, showings, feedback, open houses and marketing tasks for a property. We used to use Excel spreadsheets, but with Google my staff and I can access the information anytime from anywhere, as can the client, since they are on the Web.

We create three sheets inside the document. One track shows how many open houses we had and how many people came to each open house, one tracks every marketing piece on the home,

and one tracks all the calls, showings and feedback. When an agent calls to view one of our listings we open the online spreadsheet and input all the data. We then put notes on how the showing went and any feedback. This helps our communication with the client, and it offers constructive feedback about the house. We then call the buyer's agent as needed for follow up and to see if their client wants to see the home again. We color code in blue the most serious buyers as well. We color code the buyers who may not have an agent in yellow so we know to follow up with them to see if they may need representation.

We put cross thru lines on the buyer's agents who say their client is not interested or has found another property. This makes it easier when we go through the list for follow up, and it is also helpful if you lose the listing and want to see if you have a registered list of who came in to see the home in case any of those people buy the home in the next 6 months. We give the client a link to the password protected site and they love it.

We typically hide the agent's name and contact info columns so that the seller does not call the buyer's agent directly. The seller is able to see how many people came through each open house, how many open houses we have had, etc. This is also great accountability for us. The sellers love this, as they are empowered and have all the information of what is going on with their home. If a home is not selling, we can say we have had 15 open houses, 300 people through, show them all the marketing we did and then focus on a price reduction.

When we get a call, showing or update the sheet for buyer feedback, the seller is automatically updated. Tracking all the ads each week is very helpful as well. It not only is a great accountability tool it also enables our clients to see all our marketing. This is very much a collaborative effort.

The biggest concern a client has with their agent is lack of communication, especially in a slow market. It makes everything transparent, and this transparency helps create a better dialog between us and the client. We have had several clients choose us because of our use of the Google spreadsheets.

Here are links to some Google Spreadsheets we use:

- [Marketing log](#)
- [Interest log](#)
- [Comment log](#)

## **Skydeck: Voicemail To Email**

*[Darryl Baskin, Tulsa, OK](#)*



[Skydeck](#) has replaced my voicemail and even replaced my last service, [PhoneTag](#). Skydeck converts all of my voice mail messages to email, and I use it in the following ways:

- Read messages in a boring meeting
- Forward message to a team member who needs the information instead of

- listening, writing, then calling to forward the message
- Internet interface allows me to organize and even text message the caller back, a real time saver.
  - Internet interface also allows me to call back using VOIP (Voice Over Internet Protocol) from my computer without a phone.
  - Search my voice mail messages for reference by searching my archived email. No more lost numbers or data.

This is the best time-saving tool I am currently using.

## Atom Smasher Sign Generator

*Teri Isner, Orlando, FL*



Whether you are blogging, creating Web Pages or sending a fun market update report, the sign generator on [Atom Smasher](#) is a fun (and useful!) site where you can create a multitude of useful and fun signs specific to what you want them to say. The links below show you examples of how we are using it for Stop Foreclosures, Loan Modifications and Short Sales:

- [Bar-B-Que Sign](#)
- [Chinese Restaurant Sign](#)
- [Construction Sign](#)
- [Marquee](#)

It is addictive once you get started, and you can create signs for birthdays, holidays, a new marketing service you offer and whatever you want including marketing for real estate.

## From “Useful & Necessary Hardware” (11 Tips In This Chapter)

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### Tablet PC, PDF Annotator & ScanSnap

*Sven Andersen, Winchester, MA*



We are, at long last, going paperless. All contracts are signed on my Lenovo X61 tablet pc (using the stylus and writing on the screen) and [PDF Annotator](#). We use the [Fujitsu ScanSnap](#) scanner to quickly scan and store all documents at the end of transaction, burn the appropriate CD for the buyers and sellers (complete with house photo for all parties) and to make pdf copies of our [referral brochure](#) for emailing. I cannot scan videos using the ScanSnap, but sellers love the videos I shoot with my Cannon Powershot G5 camera with wide angle lens. I give them the videos at the close of the transaction. I have them narrate a video tour of their home, which we use in our marketing efforts for the home.

## From “Allen’s Favorite Things” (13 Tips In This Chapter)

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*[Allen F. Hainge, CRS, Founder/President, The CyberStars®](#)*

### **Google Earth**

The many business and personal uses for the aerial views you can bring into your presentations and emails make this free product a necessary tool for any agent. Grab an image of the area around your listing, for example, using Snagit or Jing, annotate it, and you have a valuable graphic for your print material or on your Web site!

### **Skype**

Do you have clients/prospects from out of the area? Using this free program, you can communicate by voice, video and uploaded files with someone anywhere in the world. Again, it’s free! I use it to communicate with my daughters in Houston, Columbus, San Diego and Japan. We talk frequently: I see them, they see me, and we can talk as long as we want at no cost!

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