

Realty Tech Talk Series

Leveraging Tech to Build and Grow Your Relationships

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It's often said that real estate is a relationship business; this is true. Coupled with the fact that a typical home owner goes years between a real estate transaction, it is important to build stronger relationships with your past and prospective clients. We will look at two free tech tools that will help you to do just that!

The first tool, an app called **Refresh**, is for your smart phones (currently only available for iPhone/iPad devices, hopefully soon on Androids). It is a great way to gain insights into the people you are meeting. Refresh summarizes what you need to know to make better connections with your clients. It searches the web and social networks to deliver information about your contacts: mutual interests, shared passions and important moments. Refresh lays the foundation for better relationships and prepares you to connect in every meeting on your calendar. It's all the research you need to prepare but don't have time to do. So, [watch this short video](#) on its benefits and *refresh* yourself [here](#).



Refresh

The second tool is **Connect6**, a Chrome browser plugin that allows you to find and discover information on people sending you email or those on a variety of social sites. I recently experienced the benefits of using Connect6. I received an email from a contact for the first time which said we had a mutual friend. When I later replied referencing that friend, the contact was surprised. I didn't spend any more time doing that, thanks to Connect6. Learn more about how this can benefit your business [here](#).

Connect6^o

In 2015, it is a sound strategy to invest a majority of your time towards building deeper relationships with your clients.