



*www.TheAgentTrainer.com*

*Matthew Rathbun*

ABR, ARB, AIA, CIPS, CRP, e-PRO, GREEN, CSI, SFR, SRS, SRES  
Graduate of Six Pillars Certified

*Four Pillars Education, Inc.*

### Online Marketing Sites

- <http://www.Postlets.com>
- <http://www.Vflyer.com>
- <http://www.ListHub.com>
- <http://www.Zillow.com>
- <http://www.Trulia.com>
- <http://www.SellPoint.com>
- <http://www.Socialbios.com/create>
- <http://www.Listing2leads.com>
- <http://www.Imprev.com>
- <http://www.SharperAgent.com>
- <http://www.LowesRealtorBenefits.com>
- <http://www.realtyjuggler.com>

### Client Management Systems

- <http://www.SugarCRM.com>
- <http://www.Zoho.com>
- <http://www.TopProducer.com>
- <http://www.WiseAgent.com>

### Client Information Tools

- <http://www.myfico.com>
- <http://www.AnnualCreditReport.com>
- <http://www.ChoiceTrust.com>
- <http://www.bestplaces.net/crime>
- <http://www.daycarematch.com>
- <http://www.FamilyWatchDog.com>
- <http://www.epa.gov/radon>
- <http://www.FreeDemographics.com>
- <http://www.GreatSchools.net>
- <http://www.WalkScore.com>
- <http://www.ConnectMyBuyer.com>
- <http://www.Floodsmart.gov>
- <http://www.epa.gov/mold/moldresources.html>
- [www.epa.gov/lead/pubs/leadpdf.pdf](http://www.epa.gov/lead/pubs/leadpdf.pdf)
- <http://www.huduser.org/rbc>

### Graphic and Photos Tool

- <http://www.Google.com/picasa>
- <http://www.Flickr.com>
- <http://www.photobucket.com>
- <http://www.wordle.net>
- <http://www.Tiltshiftmaker.com>
- <http://www.Gimp.org>
- <http://www.freephotosbank.com/>
- <http://www.iStockPhoto.com>

### Mobile Tools

- <http://www.slydial.com>
- <http://www.Qik.com>
- <http://www.Google.com/Voice>
- <http://www.smseverywhere.com>
- <http://www.qrcode.kaywa.com>
- <http://www.Group.me>
- <http://www.goo.gl>
- <http://www.SmarterAgent.com>
- <http://www.TheAgentTrainer.com/resources/ipad>
- <http://www.HowToGoMo.com>

- Free Listing Distribution Website
- Free Webmarketing Tool Kit
- Free Listing Distribution Website and Report Manager
- National Listing Distribution with Agent promotion
- National Listing Distribution with Agent promotion
- Listing distribution site
- NAR site for setting up hyper-social connections online
- Powerful listing marketing system, covering all online venues
- Full marketing system for real estate agents
- Full marketing system for real estate agents
- Free Real Estate Mailers, personalized for the client and customer
- Real Estate Marketing Tools

- Open Source full feature CRM program
- CRM, Collaborative, Productivity Suite
- Real Estate Client contact and transaction management system
- Real Estate CRM with a VERY simple interface

- Credit Scoring Information
- Clients can get their credit reports, once a year
- Credit information
- Crime Statistics
- Helps client find daycares in their area
- Offender Information Online
- Radon information for Consumers
- Demographic information
- School Information for parents
- Walkability rating of homes in certain areas
- Email Buyer Utility Connection Options based on address
- Flood Insurance information for consumers
- Mold information for consumers
- Lead Paint Disclosure Book for Clients
- Affordable Housing Information

- Free Desktop graphic management application
- Social Photo sharing network
- Photo sharing site
- Word Cloud Maker
- Tilt Shift effect to pictures
- Open Source computer software similar to Photoshop
- Free Stock Photos
- Premium graphics service. Not cheap, but very good.

- Tool that calls directly to recipients voicemail
- Live stream video right from mobile device to webpage
- Free voicemail system that transcribes your voice message to email
- Send text message from computer and to groups of recipients
- QR Code Creator
- Group Text Messaging Application
- Google QR code creator and tracker
- Get agent specific mobile app and tools for our clients
- My site for a list of mobile apps that I find useful
- Check to see if your site is mobile ready

### Free Presentation Sharing

<http://www.SlideShare.com>  
<http://www.DocStock.com>  
<http://www.Lssuu.com>  
<http://www.Sliderocket.com>

Document hosting and sharing site  
Document hosting and sharing site  
Free software to makes PDF's look like a book application on a web  
Free PowerPoint Hosting Site

### Network Security

<http://www.Sans.org>  
<http://lase.dlsa.mil>

Free Network Security Audit Software  
Free Network Security Audit Software

### Meeting and Scheduling Tools

<http://www.Tungle.me>  
<http://www.Doodle.com>  
<http://www.vertex42.com/calendars>  
<http://www.freeconferencecall.com>  
<http://www.timebridge.com>  
<http://www.MeetingWizard.com>

Free Appointment Scheduling Tool  
Free Appointment Scheduling Tool  
Free Excel Yearly and Monthly Calendars  
Free Conference Calls  
Group meeting scheduling tool  
Free Meeting Schedule Tool

### Research and Reference

<http://www.Realtor.org/library>  
<http://www.Anywho.com>  
<http://www.CiA.gov>  
<http://www.restats.com>  
<http://www.altosresearch.com>  
<http://www.rbintel.com>  
<http://www.Costvsvalue.com>  
<http://www.realtor.org/research>  
<http://www.housingmarketfacts.com>  
<http://www.timeanddate.com>  
<http://www.mortgage-calc.com>  
<http://www.census.gov>  
<http://factfinder.census.gov>  
<http://www.bls.gov>  
<http://www.weather.com>  
<http://www.freedemographics.com>  
<http://www.commerce.appraisalfoundation.org>  
<http://www.phonespell.org>  
<http://www.wifinder.com>  
<http://www.ZipSkinny.com>

Vast source of free information about various aspects of Real Estate  
Address and Telephone (reverse lookup) directory  
World Factbook  
Real Estate Market Information  
Real Estate Market Information  
Real Estate Market Information (MRIS MLS Only)  
Remodeling Value Report  
market research  
NAR hosted regional market information  
Time Zone Converter  
Calculate what their rent payment will buy  
Census Information  
Find tract and block information  
Bureau of Labor and Statistics  
Weather Information  
Free demographic information  
Real Estate Appraisal Standards  
Find out what your phone number spells  
Find local wireless internet options  
Demographics by ZipCode

### Green Resources

<http://www.epa.gov>  
<http://www.smartgrowth.com>  
<http://www.regreenprogram.org>  
<http://www.usgbc.org>  
<http://www.regreenprogram.org>  
<http://www.greenresourcecouncil.org>  
<http://www.hud.gov/offices/hsg/sfh/eem/energy-r.cfm>  
<http://www.footprintnetwork.org>  
<http://www.terrapass.com/carbon-footprint-calculator>  
<http://www.caronally.com>

Environmental Protection Agency  
Smart Growth Resources  
Green Remodeling Real Estate Guidelines  
LEEDS for Homes Guidelines  
Real Estate Green Program  
NAR GREEN Council  
HUD FHA Energy Efficient Mortgage  
Ecological Footprint Calculator  
Carbon Footprint Calculator  
"Green" Network

### Webpage Tools

<http://www.clickdensity.com>  
<http://www.Google.com/analytics>  
<http://www.Google.com/insights/search>  
<http://www.Google.com/webmasters/tools>  
<http://www.websitegrader.com>  
<http://www.Google.com/maps>  
<http://www.SpeedTest.net>  
<http://www.Instapaper.com>  
<http://www.wix.com>  
<http://www.submitshop.com/metatags/>  
<http://www.zope.org>  
<http://www.drupal.org>

Website focus evaluations  
Free website analytic tools  
Free review of website activity and functionality  
Free extensive tool for promoting and maintaining website  
Website Search Engine Scoring  
Add maps to websites  
Test the speed of your internet connection  
free website to save articles and webpages to read later  
Free websites for agents and listings  
Meta Tag Designer  
Open Source website software  
Open Source website and CRM tool

<http://www.joomla.org>  
<http://www.pspad.com/en>  
<http://www.bravenewcode.com/>  
<http://www.Wordpress.org>

### Blog Tools

<http://www.MyBlogLog.com>  
<http://www.Google.com/Reader>  
<http://www.Feedburner.com>  
<http://www.Dlvr.it>  
<http://www.wibiya.com>  
<http://www.ommwriter.com>  
<http://www.windowslivewriter.spaces.live.com>  
<http://www.filezilla.com>  
<http://www.Wordpress.org>  
<http://www.gravityforms.com>  
<http://www.ZinePal.com>  
<http://www.posterous.com>  
<http://www.snapengage.com>

### Video Tools

<http://www.YouTube.com>  
<http://www.Vimeo.com>  
<http://www.Ustream.com>  
<http://www.Qik.com>  
<http://www.Skype.com>  
<http://www.SaveVid.com>  
<http://www.screentoaster.com>  
<http://www.jingproject.com>  
<http://www.houselens.com>  
<http://www.fraps.com/>

### Sound Tools

<http://www.sourceforge.com/audacity>  
<http://www.podbean.com>  
<http://www.TalkShoe.com>  
<http://www.Blip.fm>  
<http://www.pandora.com>  
<http://www.BlogTalkRadio.com>

### Survey Tools

<http://www.wufoo.com>  
<http://www.surveymonkey.com>  
<http://www.zoomerang.com>  
<http://www.polladdy.com>

### Document Utilities

<http://www.ThinkFree.com>  
<http://www.google.com/docs>  
<http://www.OpenOffice.org>  
<http://www.xtort.net>  
<http://www.zamzar.com>  
<http://www.pdfmyurl.com>  
<http://www.CutePDF.com>  
<http://www.docuSign.com/nar>  
<http://www.Cartavi.com>  
<http://www.Authentisign.com>  
<http://www.ZipForms.com>

### Document Storage and Sharing

<http://www.Dropbox.com>  
<http://www.box.net>  
<http://www.documenttree.com>  
<http://www.issuu.com>  
<http://www.skydrive.com>

Open Source website software  
Free HTML Editor Tool  
WPTouch - Makes Wordpress Site Mobile  
Open Source blog software

Blogger Network Connections  
RSS Reader  
RSS Feed Generator and Reader Tracker  
Free Post distribution (twitter/Facebook) software  
Free social tool bar for Wordpress blogs  
Free desktop writing software  
Free Desktop blogging software  
Free FTP software  
Open Source Blog Software  
Forms application for Wordpress  
Create newsletter from RSS blog feed  
blog platform  
Adds Chat Widgets to Site, Facebook, etc... Works with Skype

Free Social Video Hosting Site  
Premium Video Hosting site  
Live video streaming from mobile device  
Live video streaming from mobile device  
Free video conferencing system  
Download YouTube Videos in High Definition  
Free screencasting recording software  
screen capture and video capture software  
Video and Professional Photograph Service  
Fraps is a OpenSource Screen Capturing Software

Free sound editing and recording software  
Free Podcast hosting  
Online "radio" talk show service  
Social Music Sharing sites  
Online Radio Stations  
Online "radio" talk show service

Free email survey system  
Free email survey system  
Free email survey system  
Free email survey system

Opensource document management software  
Opensource document management software  
Open Source Computer Software Similar to MS Office  
Open Office software for USB drives  
Document conversion software  
Create a PDF using the URL of a webpage  
Free software allowing documents to be converted to PDF  
Digital Signatures for contracts  
Transaction Management System  
Digital Signatures for contracts  
Contract Software

Free document storage and sharing tool  
Free document storage and sharing tool  
Document storage and handling  
Host Documents and share as online magazine  
Free system to upload and email link to share files

**Note Taking and Organization Service**

<http://www.EverNote.com>

Free note taking and recording keeping system

**Cloud Backup System**

<http://www.Mozy.com>  
<http://www.carbonite.com>

Online backup system  
Online backup system

**Communication Tools**

<http://www.Meebo.com>  
<http://www.Skype.com>  
<http://www.digsby.com>

Instant Messaging Consolidation Software  
Instant Message and Video Messaging System  
Instant Messaging Consolidation Software

**Email Tools**

<http://www.emailideas.com>  
<http://www.MailChimp.com>  
<http://www.ConstantContant.com>  
<https://privnote.com>  
<http://www.maxemail.com>  
<http://www.efax.com>  
<http://www.unroll.me>  
<http://www.xobni.com>  
<https://www.mailstrom.co>  
<http://www.verticalresponse.com>

Graphic signature in email  
Free email newsletter service  
Professional email newsletter service  
Sends email that deletes after receipt  
Fax to email system  
Fax to email system  
Removes unsubscribed emails from gmail account  
Social information and organizer tool for Outlook.com  
Assists with managing your email to be more relevant  
Email marketing system with great real estate tie-in

**Online Timelines**

<http://www.Dipity.com>

Create a timeline

**Collaborative Services**

<http://www.TaskAnt.com>  
<http://www.actionthis.com>  
<http://www.basecampq.com>  
<http://www.pbwiki.com>  
<http://www.writeboard.com>  
<http://www.wetpaint.com>  
<http://www.airset.com>  
<http://www.ning.com>  
<http://www.join.me>

Free Team Tracking System  
project management  
project management  
wiki  
wiki  
wiki  
Free website for collaboration  
Free website for collaboration  
Free Screensharing (like webex)

**Social Bookmarking**

<http://www.del.icio.us>  
<http://www.sharethis.com>

Social Bookmarking  
Social Bookmarking

**Twitter Tools**

<http://www.Twitter.com>  
<http://www.twitstat.us>  
<http://www.isfollow.com>  
<http://www.twitbuttons.com>

Popular Micro-blogging platform  
Search Twitter by phase  
confirm who's following you  
Twitter Widgets

**Facebook Tools**

<http://www.Facebook.com>  
<http://www.Facebook.com/Roost>  
<http://www.Facebook.com/press.info.php?statistics>  
<http://www.CheckFacebook.com>  
<http://www.SeeMyListings.com>  
<http://www.Facebook.com/pagenotifier>  
<http://www.Involver.com>

Popular Social Platform  
Add Real Estate information to your Profile / Fan page  
Facebook Statistics  
Marketing Information for Facebook  
Showing your listings from realtor.com to your FB page  
sends you an email when comments are on your FB page  
Free tools and apps for your Facebook Pages

**Listing Tools**

<http://www.VisualStager.com>

Online Virtual Staging Site

**Business Tools**

<http://www.Linkedin.com>  
<http://www.Plaxo.com>  
<http://www.enloop.com>  
<http://www.OpenOffice.org>

Popular Social Business Site  
Popular Social Business Site  
Free Business Planning Software  
Free Office Suite

[Http://www.cvmkr.com](http://www.cvmkr.com)

### Google Tools

<http://www.Google.com/Analytics>  
<http://www.Google.com/webmasters/tools>  
<http://www.Google.com/picasa>  
<http://www.Google.com/places>  
<http://www.Google.com/Insights>  
<http://www.Goo.gl>  
<http://www.Google.com/mail>  
<http://www.Google.com/reader>  
<http://www.Google.com/Voice>  
<http://www.Google.com/Latitude>  
<http://www.Google.com/addurl>  
<http://www.Google.com/alerts>  
<http://www.Google.com/Profiles>

### Online Training and Information

<http://www.learnthenet.com>  
<http://www.epinions.com>  
<http://www.socialthebook.com>  
<http://www.teachparentstech.org>

### Broker Tools

<http://www.Terradatum.com>  
<http://www.Eventbrite.com>  
<http://www.Alignmark.com>

### Realtor Site Tools

<http://www.nrds.internetcrusade.com>  
<http://www.realtor.org/research.nsf/pages/topicreports>  
[http://www.realtor.org/rmotoolkits.nsf/pages/rookiesmain\\_new](http://www.realtor.org/rmotoolkits.nsf/pages/rookiesmain_new)  
<http://www.realtor.org/rmotoolkids.nsf/pages/webresourcemain>  
<http://www.realtor.org/international/index.html>  
<http://www.realtor.org/resorts/index.html>  
<http://www.realtoractioncenter.com>  
<http://www.realtor.org/rmodaily.nsf/topstories/topstories>  
<http://www.realtor.org/vlibrary.nsf/pages/refshelf>  
<http://www.realtor.org/pubrel.nsf/pages.fillintheblanks>  
<http://www.realtor.org/rmotoolkits.nsf/pages/permark01plan>  
<http://www.Realtor.org/pac.nsf/pages/e-mailbanners>  
<http://www.nartools.com/adgenerator/#>  
<http://www.realtor.org/pac.nsf/pages/LocalCampaign>  
<http://www.realtor.org/technology>  
[http://www.realtor.org/realtor\\_Benefits](http://www.realtor.org/realtor_Benefits)  
<http://narrp.com>

### Showing and Feedback Services

<http://www.showingsuite.com>

### General Reference

<http://www.nabpop.org/BPOs-BPOSG.php>  
<http://www.hud.gov/utilities/intercept.cfm?/content/releases/goodfaithestimate.pdf>  
<http://www.hud.gov/utilities/intercept.cfm?/content/releases/hud-1.pdf>

Updated: 8.22.2013

Online Resume Builder

Free website analytics  
 Broad range of website tools to promote your website  
 Graphic software  
 Business tools for Google Searches  
 Find search activities and patterns for Google Searches  
 URL Shorter and QR creator/tracker  
 Free versatile email accounts  
 RSS / Blog Reader  
 Free Voicemail system that emails transcriptions to account  
 GPS Tracking of mobile phones on online map  
 Add your website to the Google search directory  
 Creates emails of particular phrases as they appear on Google  
 Social Profiles on Google Platform

Online internet training  
 Technology advice group  
 Free ebook about Social Networking tools for Realtors  
 Google product with videos on basic computer tutorials

Market Share and Recruitment projection software  
 Free event marketing and registration program  
 Agent recruitment and assessment tool

Find your NRDS number  
 Realtor Quizzes  
 Rookie Toolkit  
 Website help for Realtors  
 NAR International Information  
 Resort and Second Homes  
 NAR Legislative Issues  
 NAR Daily News  
 NAR Field Guides  
 NAR (Fill in the Blanks) news releases  
 NAR Personalized Marketing  
 Realtor Banner graphics  
 Realtor Ad Generator  
 NAR Local Public Awareness  
 Realtor Technology  
 Realtor Benefits  
 NAR Realtor Property Resource

Easy to use feedback and tracking system. Works w/Sentrilock

BPO Guidelines and Standards  
 Downloadable Good Faith Estimate Form  
 Downloadable HUD-1 Settlement Statement

**Copyright© Matthew Rathbun, Four Pillars 2002-2013**