

Association Tech Resource Center



Introduction to Social NetworX Inc.

Social NetworX Inc. is an industry leading social marketing and mobile technology training organization. We have successfully been training real estate agents and have been helping thousands across the country adopt technology in a more resourceful way. We have gained national acclaim and we also hold some of the most prestigious honors in the business including:

- Principals of Social NetworX Inc. were chosen by the California Association of REALTORS to develop the official curriculum for the state (2012)
- Official social marketing training company for Century 21 (nationally)
- Speaker at AREAA (Asian Real Estate Association of America) 2011, 2012, 2013
- Speaker at NAHREP (National Association of Hispanic Real Estate Professionals) National Conference (2012, 2013)
- Technology training and speaker for various local associations, trade organizations, and real estate firms

Serious Problem Identified

Consumers are becoming more technically competent, especially since many of them are addicted to their mobile devices. Lets be honest for a minute. We are all pretty much addicted. While consumers are becoming more technically savvy, we can't say the same for our network of real estate agents.

National Association of REALTORS



- **Average Age of 2012 Home Buyer: 30**
- **Average Age of 2012 REALTOR: 56**

Together We Can Solve This Problem

Social Networkx Inc. and your local association of REALTORS® share a common interest: **delivering value to agents**. But it's more than a common interest: it is the reason both our organizations exist. We thrive not when we focus on our own needs, but on the needs of the agents.

But how is value created? The answer to this is secret to one: you solve a problem that agents need to solve. Not one that they would like to solve; not one that would be nice to solve; but one that they **need** to solve. Lack of effective technology training—which includes social media, social networking, mobile technology, and tablet applications—is one of these problems. And together we can solve this problem by participating in our **Association Tech Resource Center (ATRC) partner program**.

Association Tech Resource Center

We developed a program that allows us to, in partnership with local associations, offer technology resources to real estate agents. Resources will be made available by way of your very own ATRC custom URL. Your ATRC portal will serve as an online hub for your members, and your association will be prominently displayed to ensure proper brand integration. We have an introductory model that allows an association to join us free of charge, and we have an even more premium solution that provides even greater benefit and value to both your organization and members.

Introductory	Premium
Free	\$495.00 \$295.00 per month
✓ Technology Blog	✓ Technology Blog
✓ Training Webinars	✓ Training Webinars
✓ Broker Assessment	✓ Broker Assessment
✗ Revenue Share	✓ Revenue Share
✗ Discounted Pricing	✓ Discounted Pricing
✗ How To Training Videos	✓ How To Training Videos
Get it now!	Get it now!

Technology Blog: Through out the month Social NetworX Inc. will release a syndicated blog that will be directly accessible from your ATRC. Your members will be provided with valuable insight and your board will be branded through out each page.

[MANAGE MY ACCOUNT](#)
[LOG OUT](#)
[CONTACT US](#)

[My Account Home](#)
[Facebook](#)
[What is Facebook](#)

Your Association Cares: Your association understands that technology is becoming tremendously important and because of this they've have teamed up with Social NetworX Inc. to ensure that you have access to the very best tech resources in the business.

Los Angeles County Housing Market Entering a New Phase

By [John Reyes](#)
September 9, 2014

L.A., City of Angeles, Lalaland, Tinseltown, Entertainment Capitol of the World. No matter what you call it, the residents of LA are proud to call their city home. [Read More](#)

[Click here to previous stories](#)

How to Videos

Training Webinars

Broker Assessments

Did You Know...

"62% of home buyers walked through a home they viewed online."

Next Scheduled Training

352075523

Introductory Video

Testimonials

Training Webinars: There's no better way to keep your members ahead of the competition than by providing insightful and engaging training. And that's exactly what Social NetworX Inc. will provide for your members by way of free online webinars.

[MANAGE MY ACCOUNT](#)
[LOG OUT](#)
[CONTACT US](#)

[My Account Home](#)
[Facebook](#)
[What is Facebook](#)

Your Association Cares: Your association understands that technology is becoming tremendously important and because of this they've have teamed up with Social NetworX Inc. to ensure that you have access to the very best tech resources in the business.

Los Angeles County Housing Market Entering a New Phase

By [John Reyes](#)
September 9, 2014

L.A., City of Angeles, Lalaland, Tinseltown, Entertainment Capitol of the World. No matter what you call it, the residents of LA are proud to call their city home. [Read More](#)

[Click here to previous stories](#)

How to Videos

Training Webinars

Broker Assessments

Did You Know...

"62% of home buyers walked through a home they viewed online."

Next Scheduled Training

352075523

Introductory Video

Testimonials



Broker Assessment: Most real estate brokers know that they need to incorporate technology into their business although most have no idea where to start. Social NetworkX Inc. will provide free assessments for your network of brokers. During the assessments we will evaluate their technical acumen, discuss both their strengths and weaknesses, and finally provide tips as to what can be done to improve their adoption of technology.

Revenue Share: Your association may have an opportunity to subsidize the cost of our program by way of sharing in the revenue generated on all purchases that originate by way of your ATRC portal. Revenue share would include any and all up sales from your network of agents that join our program by way of your designated URL, promoted webinars, and or live events.

Discounted Pricing: Your members will qualify for discounted pricing on select Social NetworkX Inc. services. Discounts will be applied to select products / services such as: Custom Facebook cover photos; agent training service; city specific website.

How To Training Videos: Social NetworkX Inc. will create a series of “must have” training videos that will be a perfect introduction series for your members. Our video series will include the essential principles that all real estate professionals should know. We will also provide step-by-step training so that your members can create accounts with the most popular social sites on the Internet.

Training Videos Will Include the Following:

Social Media Marketing

- Managing Online Reputation
- Conveying Your Personality
- Building Blocks of a Post

Wordpress

Introduction

Online Video Marketing (YouTube)

- Introduction
- Uploading from a Mobile Device
- Virtual Tours Introduction
- Magisto



Become a Paperless Agent (iPad)

- Changing the Game
- Update Your iPad Software
- Must Have Applications
- Take Photos and Record Video
- Opening and Closing Applications
- Connecting to a Wifi Connection