



REAL ESTATE **SYSTEM AND SOFTWARE**

THE BUSINESS - SYSTEMS YOU WILL NEED

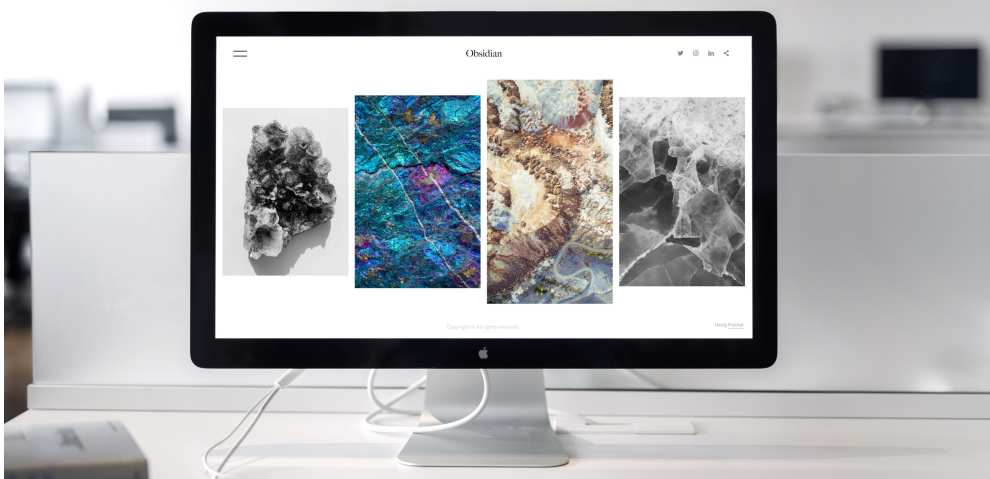


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SYSTEM & SOFTWARE WE USE

SYSTEMS YOU WILL NEED

In this guide, I will go over the systems and software that we currently use here at ListerPros. Throughout this course, I have talked about different software and systems that we use. I want to make this guide to have them all in one place.



1 | WEBSITE AND HOSTING

So first off, I want to start with our website. When I first started ListerPros, we built our site on WordPress. We use the WordPress plugin called Gravity Forms for orders, and we use this setup through 2019.

And then, we transition to our custom website. We worked on a custom website for two years before we launched it. So if you go the custom website route, know that it's going to take a whole lot of hard work and effort.

We decided to go the custom route because we wanted something a little more robust with better analytics and could deploy whatever features that we wanted in the future.

We've been able to automate many order-related tasks that have helped reduce errors and have made our admin's lives a lot easier.

HOSTGATOR

From a website hosting perspective, we started out with Hostgator as it was popular. However, we had some reliability issues with Hostgator. So we switched to Siteground and found that it was a better hosting service provider for our WordPress website.



AMAZON WEB SERVICES

We now use Amazon Web Services to host our current website. We decided on AWS because we are heavily reliant on our website and need to run fast and efficiently.



2 | CUSTOMER RELATIONSHIP MANAGEMENT

For the customer relationship management tool, at first, we used High Rise. Then, a few years into the business, I brought on a sales manager and told him to look into the CRM system that he wanted to use.

SALESFORCE

Salesforce ended up being the worst system we've ever used because it wasn't suitable and designed for small businesses. I think I paid over \$30,000 over a three-year period. And when those three years came up, I got rid of the whole thing and moved to HubSpot CRM.



HUBSPOT CRM

I recommend using HubSpot CRM. The paid version is pretty expensive, but the free version has a lot of features.



3 | ACCOUNTING

QUICKBOOKS

From an accounting system perspective, we started out using Freshbooks. Then, a couple of years later, we seemed to outgrow Freshbooks, and we moved over to QuickBooks Online. We've been happy with QuickBooks Online ever since.



4 | PAYMENT PROCESSING

STRIPE

From a payment processing system perspective, we always use Stripe and have been happy with them.



5 | TEAM DOCUMENTS

GOOGLE DRIVE

For team documents, we use Google Drive. We found that Google Drive is very reliable and makes it easy to collaborate with other team members to create and share documents and spreadsheets.



6 | CALENDAR

GOOGLE CALENDAR

Our calendar of choice is Google calendars. Even with many events on any given day, it has been able to handle anything that we throw at it.



7 | FILE SHARING

DROPBOX



8 | EMAIL

From an email system perspective, we have always used Gmail. We have used free Gmail accounts for the longest time, but I've since switched to Google workspace because it makes transitioning accounts when people leave a whole lot more manageable.

EMAIL



SENDGRID

We also use Sendgrid for our website-generated emails and Twilio for SMS.



9 | COMMUNICATION

WORKPLACE

To communicate internally, we use Workplace, and for direct messaging, we use Workplace, and for those that don't need to know everything that goes on at ListerPros, we use Skype.



ZOOM



PEOPLEBOX



10 | PHONE SYSTEM

GRASSHOPPER

When we started, the phone system that we used was Grasshopper. We have since switched to Dialpad because there's a lot of the features that it offers.



DIALPAD



11 | TIME TRACKING

We use TSheets for time tracking and Mile IQ for mileage tracking for non-fleet vehicles.

TSHEETS



MILE IQ



12 | PHOTO EDITING

For photo editing, we use Lightroom, Photoshop, Luminar and Pixelmator Pro.

LIGHTROOM



PHOTOSHOP



LUMINAR



PIXELMATOR PRO



13| VIDEO EDITING

For video editing we use Final Cut Pro.

FINAL CUT PRO



14| CUSTOMER VIDEO PROJECTS

For hosting our customer video projects, we use Vimeo.

VIMEO



15| SCREEN RECORDER

For screen recordings, I started with ScreenFlow and then used the built-in screen recorder on Mac. And now I use Ecam Live because its focus was on live streaming, and I found that it is very efficient for screen recordings and the file sizes are a lot more manageable than the built-in screen recorders on the Mac.

SCREENFLOW



ScreenFlow

ECAM LIVE



ecamm

16| MARKETING

From a marketing perspective, we have been using MailChimp for years. We have since transitioned from MailChimp to Kajabi. Kajabi has an email campaign feature, and we switched to Kajabi for other reasons. If you're looking for a system to send newsletter emails only, I recommend using MailChimp over Kajabi.

MAILCHIMP



KAJABI



17| DESIGN

From a design perspective, we use Adobe Illustrator, InDesign, Photoshop, and Canva. Canva is an excellent tool for those without graphic designing experience but wants to create great-looking marketing pieces.

ADOBE ILLUSTRATOR



INDESIGN



PHOTOSHOP



CANVA



18 | ZAPIER

In my opinion, the biggest game-changing tool for our business has been Zapier. Zapier has endless possibilities, and it has allowed us to automate a ton of tasks.

We currently have over 100 active zaps in our Zapier account, and this tool has been a massive time saver for us.

