



TEC
TOUR
FALL 2021

Getting Hands-On With
RE/MAX Technology

OVERVIEW

Now's your chance to engage with RE/MAX Tech through guided learning opportunities.

From now until the end of the year, the Technology Engagement team will be hosting interactive workshops focused on developing your understanding of the RE/MAX Tech Suite and sharing best practices for getting the most out of the tools available.

Workshops will be repeated each month, giving you the opportunity to attend a class that best fits your schedule.

Whether you're just getting started or just looking for new ways to further hone your skills, there is a class for every level!



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booj Websites 101 | Getting Your Website Setup for Success

New to using the booj Platform? We're starting with the basics in this course to help you get your website setup, including completing your MAX/Profile, understanding the different settings options, reviewing your default content options, and publishing your website.

booj Websites 201 | Personalizing Your Website for Your Brand + Market

One of the many benefits of a booj Website is the out-of-the-box solution that allows you to have a professional and beautifully designed website without having to lift a finger. However, there are small ways you can customize your site to fit your business and local market! Join us to learn how to customize your homepage and default content pages to better represent your brand.

booj Websites 301 | Building Custom Content Pages to Engage Customers

Now that your website is setup, it's time to take it one step further by building engaging content that further supports the customer journey. Learn how to leverage content blocks within booj to build custom pages on your website, and get hands-on as we walk through the process of building hyper-local community pages from start to finish.



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Megaphone 101 | Understanding the Megaphone Platform

If you're just getting started with Megaphone, this is the workshop for you! Gain an understanding of how Megaphone can help promote your brand and listings, and learn how to leverage assets available in your automated listing packets, setup notifications, and connect your social media accounts to take advantage of automated social posts.

Megaphone 201 | Promoting Your Brand + Listings With Print Marketing + Social Media

Showcase the power of your brand and increase exposure for your listings with print and digital marketing materials available in Megaphone. Learn how to leverage design templates to create professional flyers and brochures in just minutes, as well as social media templates that can be posted directly to your Facebook, LinkedIn and Twitter accounts.

Megaphone 301 | Promoting Your Brand + Listings With Paid Web + Social Ads

Expand your reach with web and social ads available in Megaphone. Learn how to leverage design templates from both Megaphone and Photofy to effectively advertise your brand and listings, and how to build custom ads from the ground up. While Megaphone does most of the heavy lifting for you, we'll walk through different customization options, including how to set up your ad spend, automate your ads and target the location. Leave with a full understanding of the performance metrics behind the ads you're running as well!

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booj CRM 101 | Effective Contact Management

To make the most out of the booj CRM, you first need to have a solid foundation—which starts with your database! Learn the ins and outs of the CRM platform as we walk through your contact and lead setting options, importing contacts into booj, creating a contact record from start to finish, and best practices for leveraging tags to better organize your database.

booj CRM 201 | Tracking Deals from Start to Finish

With the Deal Manager, you can effectively monitor the progress of your active buyer and seller deals from prospect to close in one place, helping you keep track of all the moving parts of your business. Learn how to update your deal settings, add a deal record, assign and automate tasks for each phase of the deal, and integrate transaction management systems.

booj CRM 301 | Improving Communications with Campaigns

One of the biggest challenges agents face is finding ways to stay engaged with clients post-close. Thankfully, booj Campaigns offers a solution! By sending consistent communications through your CRM, you're able to stay top of mind throughout the customer journey and hopefully generate more repeat and referral business down the road. Learn how to leverage the various campaign options in booj and how to create an automated communication plan using tags, drip campaigns and smart recipient lists.



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SCHEDULE

MONDAY, OCT 11

[booj Websites 101 | Getting Your Website Setup for Success](#)

WEDNESDAY, OCT 13

[booj Websites 201 | Personalizing Your Website for Your Brand + Market](#)

THURSDAY, OCT 14

[booj Websites 301 | Building Custom Content Pages to Engage Customers](#)

MONDAY, OCT 18

[Megaphone 101 | Understanding The Megaphone Platform](#)

WEDNESDAY, OCT 20

[Megaphone 201 | Promoting Your Brand + Listings With Print Marketing + Social Media](#)

THURSDAY, OCT 21

[Megaphone 301 | Promoting Your Brand + Listings With Paid Web + Social Ads](#)

MONDAY, OCT 25

[booj CRM 101 | Effective Contact Management](#)

WEDNESDAY, OCT 27

[booj CRM 201 | Tracking Deals from Start to Finish](#)

THURSDAY, OCT 28

[booj CRM 301 | Improving Communications with Campaigns](#)

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SCHEDULE

MONDAY, NOV 1

[booj Websites 101 | Getting Your Website Setup for Success](#)

WEDNESDAY, NOV 3

[booj Websites 201 | Personalizing Your Website for Your Brand + Market](#)

THURSDAY, NOV 4

[booj Websites 301 | Building Custom Content Pages to Engage Customers](#)

MONDAY, NOV 8

[Megaphone 101 | Understanding The Megaphone Platform](#)

WEDNESDAY, NOV 10

[Megaphone 201 | Promoting Your Brand + Listings With Print Marketing + Social Media](#)

THURSDAY, NOV 11

[Megaphone 301 | Promoting Your Brand + Listings With Paid Web + Social Ads](#)

MONDAY, NOV 15

[booj CRM 101 | Effective Contact Management](#)

WEDNESDAY, NOV 17

[booj CRM 201 | Tracking Deals from Start to Finish](#)

THURSDAY, NOV 18

[booj CRM 301 | Improving Communications with Campaigns](#)

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Getting Hands-On With
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SCHEDULE

MONDAY, NOV 29

[booj Websites 101 | Getting Your Website Setup for Success](#)

WEDNESDAY, DEC 1

[booj Websites 201 | Personalizing Your Website for Your Brand + Market](#)

THURSDAY, DEC 2

[booj Websites 301 | Building Custom Content Pages to Engage Customers](#)

MONDAY, DEC 6

[Megaphone 101 | Understanding The Megaphone Platform](#)

WEDNESDAY, DEC 8

[Megaphone 201 | Promoting Your Brand + Listings With Print Marketing + Social Media](#)

THURSDAY, DEC 9

[Megaphone 301 | Promoting Your Brand + Listings With Paid Web + Social Ads](#)

MONDAY, DEC 13

[booj CRM 101 | Effective Contact Management](#)

WEDNESDAY, DEC 15

[booj CRM 201 | Tracking Deals from Start to Finish](#)

THURSDAY, DEC 16

[booj CRM 301 | Improving Communications with Campaigns](#)

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