



The Tablet PC - soon to be your secret weapon

Turn your handwritten words into typed text, create and sign sales agreements without paper, use voice recognition to capture your thoughts into text and more. John Mayfield shares his Tablet success secrets.

Transcript

Mark Hilton (Narrator) Today we are here with John Mayfield who is a Realtor, broker and trainer and has been in the real estate business for 28 years. John teaches real estate seminars and training programs across the country. John, I understand that you have been telling folks in your seminar about a new type of computer called a Tablet PC and it can significantly improve and personalize the way agents do business. I have heard that you can handwrite in your standard forms on the Tablet PC and that your clients sign the contracts right on the Tablet PC with the electronic pen and email it to the selling agent without ever touching a piece of paper. Tell us how this is possible and what else can this Tablet PC do.

John Mayfield Well, Mark, it is true and really quite simple to do. The Tablet PC has the ability to take virtually any software program and have you bring it up and convert it into the Microsoft print driver through that procedure once you bring it up you are able to write on the contract and fill out the contract with your digital pen. You can even convert your handwriting to typed text at that point if you want to. You can hand the pen to your client and have them sign your computer screen and through a few more clicks I can email that off to the selling agent or even my own client, someone that I am working with individually.

MH: WOW, the Tablet PC really sounds like an amazing tool for the RE professional. Can you tell us some examples of things you can do with it?

JM: Sure, let's say, here's an example, you are having coffee with a friend or your just visiting with some folks at your office or in their home or wherever and they are talking to you about either buying or selling a home. I use my Tablet like I would a regular notebook pad. I take notes right on the screen, copy down information, their desires, their wants, what they are looking for in a home. And then when I get back to the office I take this info and convert it as I mentioned earlier into typed text. Once I have it in typed text I can save it on my hard drive or print out a copy and put in my file and then follow up with an email telling them that I appreciated the time we had together and so I am organized I am able to stay in touch with people and communicate. I am able to really give just a good technology impression to the client and consumer I am kind of out there on the cutting edge of what's going on with technology and how I am putting it to use in my business and how I can put it to work for them.

MH: That's great! You know another question is. We all know how important mobility is. Is the Tablet PC a serious contender with a standard notebook? That's a great question, yes, it is. I believe it is important for people to under that a Tablet PC is just as powerful as a notebook computer. And, that is not to take anything away from the notebook computer but the Tablet pc you are going to have some additional features such as dictation voice recognition that is built in to the Tablet PC text conversion as I mentioned earlier. I can hand write notes on my Tablet PC screen and convert that to typed text I can also, one of my features to do Mark is to engage in a present with a buyer or seller and actually flip the screen around so that I can use it as a presentation but then I can also just put the screen up regular and use it as a regular notebook or if I want to fold it down and use it as a tablet of paper and handwrite notes on it, I can do that as well.

So, lot of great features you can use with the Tablet PC and it is much more than a notebook.

MH: It definitely sounds like it. Can you describe some other ways that you can use the Tablet PC?

JM: Well one way I use the Tablet PC, that I was talking about earlier was doing a listing presentation and actually being able to turn the tablet around and using that in my presentation with the buyer or seller. With a buyer or seller a lot of times we have to remind ourselves as real estate professionals that a visual is much more effective than any words we can say. So, if I am able to use my Tablet PC and turn that screen around and be able to show them some comparables from the MLS or be able to show them a chart and give them some input as far as price and then actually hand them the pen and get them involved in the presentation and let them choose where they would like to be on the pricing scale or pricing pyramid, whatever you like to use. It is just a really effective way to bring some life in the presentation, get the client involved from drawing trends to what is going on in your marketplace or just simply giving them the pen and asking them Mr. and Mrs. Seller where you really like to price your home at. Get them involved. I think it is a great way and a great tool to use with your presentation. It really makes you more dynamic, more interactive and more professional to the consumer.

Another nice feature Mark, that I have used many times is when I am doing a walk through on a new listing is to be able to use my Tablet PC to not only handwrite notes but the voice recognition I use my PC like a digital voice recorder so I take notes, I will make myself notes as I am at the property and a lot of times you see things in a listing or in a home that you want incorporate into your advertising or website such as stunning fireplace or large walk-in closet. And you can do this with the Tablet PC and the voice recognition that is built-in to it really provides just extra features. So, when you go back and put your marketing pieces together you are able to pull together your listing flier and ad copy just with little ease at all. So, it is a great feature that I use a lot on my Tablet PC.

MH: Well I tell you John that this Tablet PC seems perfect for the Real estate agent or broker.

JM: Mark, I've demonstrated the Tablet PC in many seminars and trainings and most agents and brokers who see it, want it right then. It really is a great tool that can make you more efficient and help keep business with your clients more personal.

I remember the first time I saw the Tablet PC and the person I was talking to said that it really is a computer that's designed for the real estate professional and I couldn't agree with them more on that statement.

In fact, I want to tell you a real quick story about how the Tablet PC saved me one time. I had a very important meeting that I needed to go to and I had failed to print out the notes for this meeting. The first time I was going to attend this particular meeting and I had no notes and here I am, I am going to walk into this meeting and I am going to be the only one sitting around the room with no information and no notes and then it dawned on me that I had those notes from the email on my tablet pc in a PDF file. I brought those PDF files up, converted them into my Microsoft journal print driver software and was able to take notes in the meeting right on my Tablet PC, highlight information and at the end of the meeting I had about half dozen or so people coming around wanting to know more about the Tablet PC. It's been a lifesaver for me. It has been great listing and buying presentations for buyers and sellers. I just think it is a great piece of technology that you need to investigate if you don't own.

MH: Thanks John. That was great information. If you are listening to this audiocast from HP's website you can visit the links at the bottom of the page. These links will take you to more information about the HP Tablet PC and other examples of how the Tablet PC is being used in Real Estate.

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Thanks for your time.
