iflipuflip Season 1 Episode 9

Alright everybody welcome back, I want to talk to you briefly about the three must have real estate investor apps. In this world of technology having an app, obviously we use our phones for everything and using apps to help you be productive and help your business is obviously a great way to keep you on track and on schedule in these different projects and recently in an interview it's one of the questions they asked me, what is your favorite real estate investor app and I thought what a great podcast, to be able to talk through some of the apps that I use and I narrowed it down to three different apps that I use literally on a daily basis, inside of my business of real estate and buy, fix and sell.

I just want to cover a little about how I use these apps and where I use them throughout this real estate process. Just recently, I've been Apple ever since they came out with the Iphone3 all the way iPhone 5 and then just recently the iPhone 6, and just for a bleeding moment I thought I would switch over to the evil competitor, the Darth Vader of the industry, the Droid model and they had all these awesome commercials on the Galaxy Note 4 and I thought man that would be perfect because at the time I used my Iphone4 my Iphone5 and my iPad, I worked off my iPad and my iPhone was just my music but I worked off the mini iPad and I thought you know what, I'm going to switch over to the Galaxy Note it's got the really big screen it's got a stylist pen in it, it's going to be great I'm going to change the world with this Galaxy Note.

So right around Christmas, I think it was Christmas time or Christmas Eve, I went in and switched and got the Galaxy Note and they gave me a 14 day trial period, I could bring it back and just pay a restocking fee, and sure enough I was right back in that store dropping that devil device off as quick as I could and went back to the iPhone 6, actually upgraded to the iPhone 6 plus and I was telling my wife I'm not kidding you , when I left the store and had my new iPhone 6 plus in my hand I literally felt like a new man. I felt like a new man and I could conquer the world and as it goes right now I am using the iPhone 6 plus as not just my phone but as my go to device as far a productivity and what I'm doing throughout the day so I use the iPhone 6 plus and just that, I don't have my iPad mini with me today so I'm going to go through some of the apps I use on a daily basis, three apps for real estate investors number one, I'll start off with an app called Nozbe. I'll spell that for you, N-O-Z-B-E.

This is what if you want to call it my command center basically. This is where if I have a thought or idea or concept it immediately goes into Nozbe, this is where I run my to do list, my priorities for the day, projects I've got going on it's a great app, different people use it for different things, I really use it for my personal, things I have going on, that I'm keeping track of that I want to do, I base everything off the Nozbe app. Inside of it again, it is absolutely great I can go

in hear and it has, actually as I'm doing this podcast I have a folder in here called podcast in my projects and I can go inside of here and, any time that I have an idea on a podcast I want to do I'll go in this folder, I'll hit the podcast folder and I'll put in different title of the podcasts I'm going to do and quick notes in there I can look through as I make my final notes for the podcast series.

I have different projects and folders in here, social media, products I need to design, different designs, maybe for a postcard, for my website, changes to my website there's another folder in her blogs I'll be writing, just like I do a weekly podcast I have a blog that I write right now to give you guys an example, in upcoming blogs or different blog ideas I have 49 different blog ideas which means that I'm either reading something or something's happening at one of my job sites and I think to myself oh that would be a good blog to write about to help someone in their business so I just go in here in my folder and it'll have a different blog idea and I can click on that and it will take me to another page and that allows me to make comments about that blog I want to write about. Then of course it has an inbox and to me, if you're not an organized person you must become an organized person especially inside of real estate and inside of buy, fix and sells, but inside here is the inbox and any ideas I have, just a little bit ago I was doing a podcast and I came up with the idea, I want to get a coffee mug with my brand on it to sit on my table while I'm doing my podcast and of course we have our podcast on audio and video, and so I just throw it in the inbox.

And what it allows me to do is constantly get things that are in my brain, or I want to do or make a note of this, I immediately throw it in the inbox in Nozbe and throughout the day this inbox is always growing, it's always constantly, it never gets done in a day my inbox may have 50 odd items inside it, ideas I might have I want to do this, I want to do this so I throw it in here and I keep track of it and I'm no losing things I want to keep track of. Then the most important thing in the next column which is priority and I love this because Nozbe has made it so easy for me to organize my day, basically all I do is sit down and talking all the to do list for this day in the inbox, all these things I want to accomplish in the inbox.

Obviously I can't accomplish all of those in one day but what I can do, I can go and pick out five, six, seven items and there's a little place for a star on the right hand side and I'll simply click on those stars which takes it out of the inbox, throws it in the priority list and so throughout the day when I'm trying to accomplish things that priority box, I'll get done today. It's very rare my priority box does not get done that day because I put so much emphasis on make sure this priority stuff does not lag over into the next day and so every day I can wake up and go to my inbox, pick five, six, seven items I want to do, throw it in my priorites box and make sure those items get accomplished today. So this is a great, again I sort of call this my command center,

you can interact this with a team I don't do that with a Nozbe, I use another app for that I integrate more team stuff with, this is strictly my organization productivity app.

Let me move on to the next app here the next app, I'm going to switch it up a little bit, is called Slack and I just got this one I'd say six months ago, I started using Slack, someone else introduced me to it, and it's become a great app that I use on a consistant basis. Slack was actually created by the founders of Flicker and they weren't actually trying to create Slack for the way we use it they were actually trying to create a different app and after about two years they gave up and created a program by default what we have here which is Slack, and I literally use it every day of my life, I use Slack.

Slack is an app, and you can use it on your desktop or laptop or iPad, but I use Slack basically if you think about it, in a house that we're doing gets its own project under Slack, so here I am in Slack I can go in here and I can see 1638 Richwood, here's a project I'm working on, a house I'm working on, when I say project I should be saying house, a house that I'm going to be flipping, then what I do is I can go through here and they call them channels, so I'll go through and create different channels and channels are basically like a folder and now I'm going to be doing a house so I may take, I may create a folder called living room, dining room, exterior of house, roof I may create fifty different channels or folders underneath this one project, kitchens, bathrooms, master bathroom and basically what I'm doing is I'm organizing my entire project on an app and then I'm able to invite certain people to join certain channels, I'll give an example, let's say I'm using a certain exterior painter, well my exterior painter does not need to know what my interior painter is doing or my exterior painter does not need to know what my electrician is doing so my exterior painter is not going to be invited to all my different channels because he doesn't need access to all these different rooms he just needs access to the exterior of the property, my roofer does not heed access to the kitchen.

He may get invited to the channel called roof or the channel called exterior because they may apply to him so what I'm able to do is go in there and comment on certain aspects and only the people who have been invited to that channel are able to see what I have going on inside of the project, and so if I have a certain question about the project like hey, when are the kitchen cabinets going to be installed, I'll go to the folder for the project for that house, I'll go down to kitchen, I'll go to the channel called kitchen and click on that and let's say inside that folder there's the general contractor, the general manager an there's the kitchen cabinet installer for lack of better words, and so I many post a note that says hey, today's Tuesday I want to make sure those cabinets are installed by Friday, is there any reason we cannot get these in by Friday? And then send, what it does is they open it in almost real time, as soon as I press send it immediately goes through, and they'll get notified on their phone or tablet or whatever they are using, and they're able to comment right back on it hey, GC says yes we're on track for

Friday project manager says all looks good, cabinets are getting delivered on Wednesday and then the cabinet guy may come in and say hey guys, sorry something just came up, I'm going to be out of town, leaving at Thursday after lunch I won't be back till Tuesday and so I can't do these till Tuesday, so it enables me to communicate with the people I need to communicate with the certain project I'm on and it keeps it all stored meaning that, I can go back a week later and that conversation is still there. If I show up on Friday, let's say the cabinet guy said he could do it by Friday, if I show up on Friday and the cabinets aren't installed I'll click on Slack, go to kitchen and see the conversation between us that says hey, you said right here in writing that Wednesday at 1:49pm you were going to do these cabinets by Friday, they're not done, what's going on? So it enables me to keep all my projects organized, room by room of what's happening, keep the people that don't need to know about it, they don't have to worry about it, it's just the people that need to worry about it, Slack has been an absolutely great app for us and our team if you don't use Slack I highly recommend using it and I'm sure you could use it for rental properties and wholesale things as well but that's why I use it for my buy, sell and fix business, that's Slack.

The last app I'm going to talk about here is an app called Producteev. One of my employees awhile back, probably a year and half, got me hooked on Producteev and I absolutely, positively love Producteev. If you're there and you have employees or certain contractors that do a lot of work for you or maybe website designers or writers or video guys I absolutely love Producteev, it's great for a boss/employees, employer/employee relationship, it works a little bit similar to Slack, I found Slack is was better for projects, I think Producteev is must better for, as your building your team, creating your people that are going to be doing a lot of different things for you, they do my Producteev app and inside my Producteev app I have, of course I invite different people to it so this is just my Producteev app, I have my name here and the left hand column are all the people inside my Producteev, and all the different people listed there, employees and contractors that do a lot, a lot of work for me there not AW2's there still 1099's, and then I'll go in there and put different tasks that I want them to accomplish inside of there.

 I can put a different task that says hey, I want or need, right now our designer is building 50 different boxes for our website, for our video's on how to flip a house, and I want 50 different video's so I'll put I want 50 different video's, same title, How to Flip a House, but I want 50 different backgrounds so I'll go and put that in there and then I'll attach that to his name and I may also drag in or attach my website developer's name as well. So now what happens is the message goes out to the website designer and the graphic designer and they both get the message that we have 50 boxes coming out for the How to Flip a House series, and then just us, we can communicate inside of there, message each other back and forth about that project, what's going on with it, when my designer is done with it he can upload it right to Doug he can load it right to Producteev, here's all the file Doug you need for this certain project, then Doug

can pull those and put them right on the website, it allows us to communicate, it keeps track of, I have ongoing messages from people going on well over a year, a year and a half ago, where we started communicating about certain tasks, it keeps going kind of an ongoing project because we're always communicating, but I can scroll back on Producteev for well over a year, and see the communication that me and this person have had so again, it allows me to keep everybody, you know if you start emailing a lot, if you're working with this employee or contractor a lot, then you know you may have 100, 200, 300 emails and that's where I was, I was always going back trying to find this email and they'd say no I emailed it over to you and I's say I don't have it, I didn't get that email it was one of those things where it was caught in a trail of emails and it was all combined and put together and so it allows you to get out of the emailing back and forth, back and forth, and then trying to go back three weeks later and find that email and the going four months back to find that email, it enables me to simply put it in a project, assign to who I want it to plus whoever else needs to be involved, I can schedule it and say the due date is by next Thursday at 3pm, I need this by then, I can prioritize meaning that as their boss I can put a bright red star on it all the way down to a green star, which just means the level of priority I want this and then I can go to each person that works for me and see what task I've assigned them, and some of them are not to do lists they're more like projects I've assigned them, so I can go to a certain employee and say man, this guy's doing this, this, this, he's got all these project's he's running for me and by projects again let me clarify, I don't mean houses like I do on Slack, these projects may be getting our trusting system sent over to Dallas for a big event or booking all the hotel rooms for the staff at this resort, those types of different things that I'll be working with, and so I can sort of follow along and see this sort of stuff.

Also it's nice if I want to make a group announcement to everybody inside of my company, I can go to Producteev, click on everybody's name and then write the message out and boom, everybody gets it, maybe it's a Christmas party, hey just letting everybody know the Christmas party is going to be at my house on Thursday December 20th at 5pm, all families are invited please RSVP at the bottom, and they'll still be going and they'll all be notified, yes we'll be there and my wife and two kids will be there, no we'll be out of town and I can immediately go to that one task and see everybody whose coming, how many people they're bringing etc. If you don't have Producteev and you have a team, I highly, highly recommend that you get into Producteev, one of the best apps out there that I've ever seen for working with team members or a lot of 1099 contractors that work a lot with you , great way to work with them is Producteev.

So again, three must have real estate apps, going into 2015 I would definetly say it's number one Nozbe, it's going to be your command center that you run your life off of and your projects and your to do list and your inbox, number two is going to be Slack, that's for all your different real estate projects you have going on, you create a project for each, a Slack folder for each

house and then channels or folders for every room or every contract underneath there and then thirdly is Producteev, for those of you who are a little bit bigger and have different systems and so forth that work for you, Producteev is an absolutely awesome app to use. I hope these three different real estate apps have been helpful to you, I know I run my entire business off of these apps, and they drastically change I'm always on the lookout for new apps that can do what I do better, but those are the three that I use on a daily basis and I absolutely love those three apps. I hope this helps you out and I look forward to seeing you on the very next iflipuflip real estate podcast.