



Technology

What does it all mean to me?

Before we get started...

- Twitter: **@nmapt**
- Facebook: www.facebook.com/nmapt
- Email: tclarke@nmapartment.com
- LinkedIn (who cares?)
- www.toddclarke.com
- www.canteraconsultants.com/tech

What are you waiting for? - post your comments
real-time

Topics today:

- Going Paperless
- Smartphones
- Mobile Internet
- Tablets / iPads / Apps
- Mobile Projectors

Topics today:

- Social Networking
- Marketing
- Apps
- Presentation
- Trends and
- Technology

Alternate Title

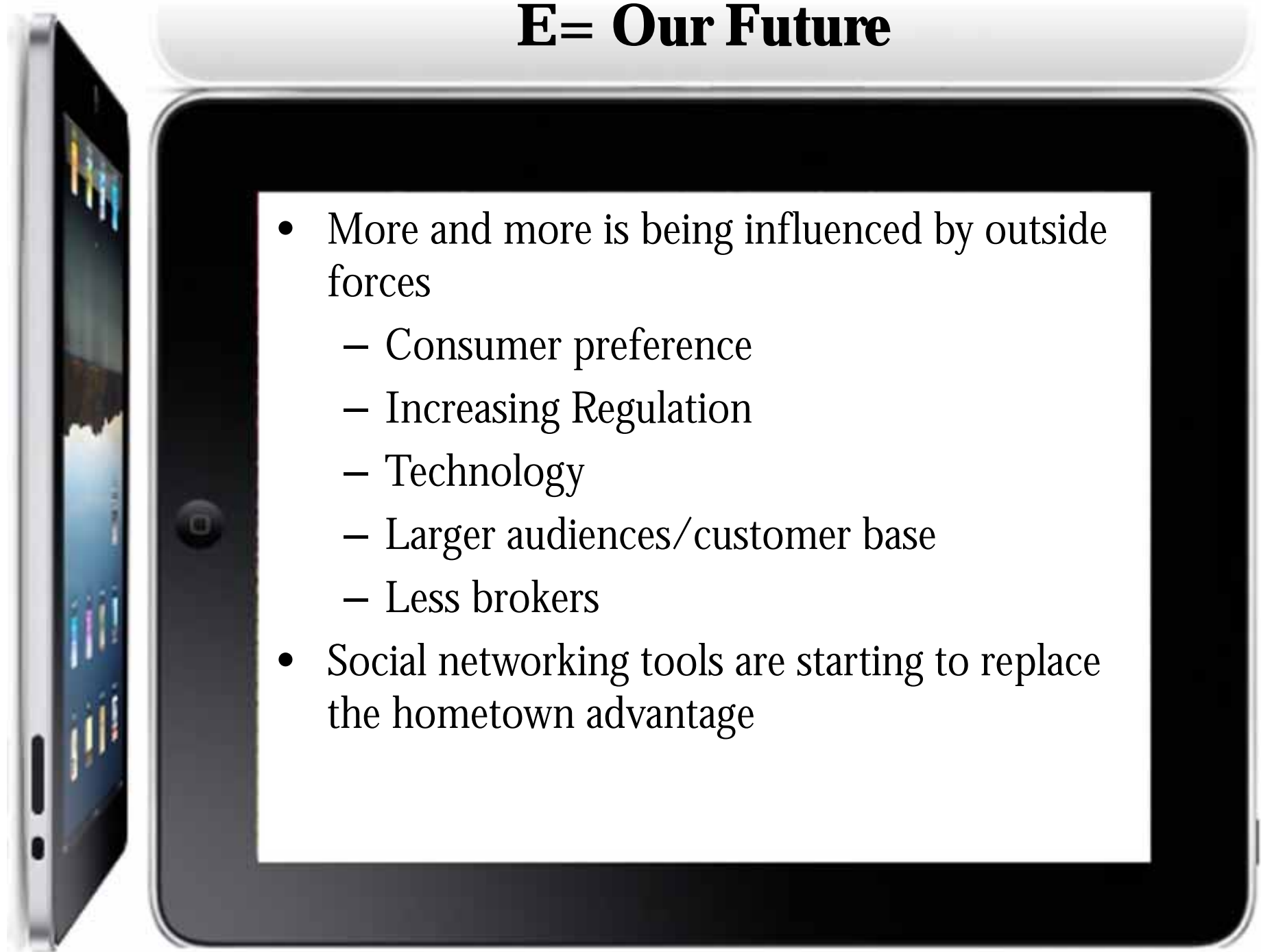
How the internet, social
networking and apps are
going to flatten the
barriers in our business

Topics

- ✓ Why
- ✓ Tools to make you more efficient
- ✓ Tech
- ✓ Effective Marketing
- ✓ Guides
- ✓ And a plan



E= Our Future

- 
- More and more is being influenced by outside forces
 - Consumer preference
 - Increasing Regulation
 - Technology
 - Larger audiences/customer base
 - Less brokers
 - Social networking tools are starting to replace the hometown advantage

Mass

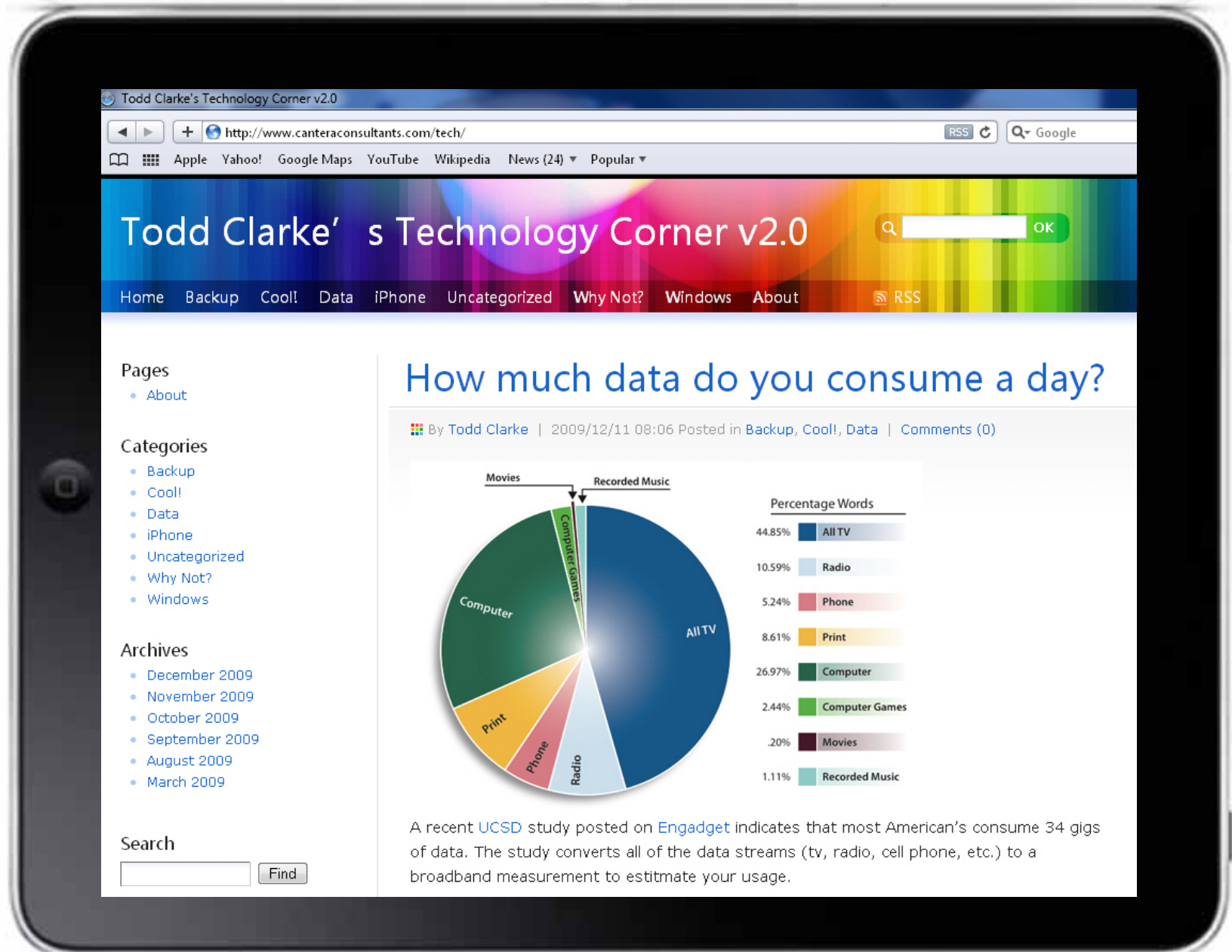
- Storage
- Increasing Audience size
- Decreasing physical space as we move from analog to digital
- Changing Demographics
- Increasing adoption of technology
- New communication mediums

Change

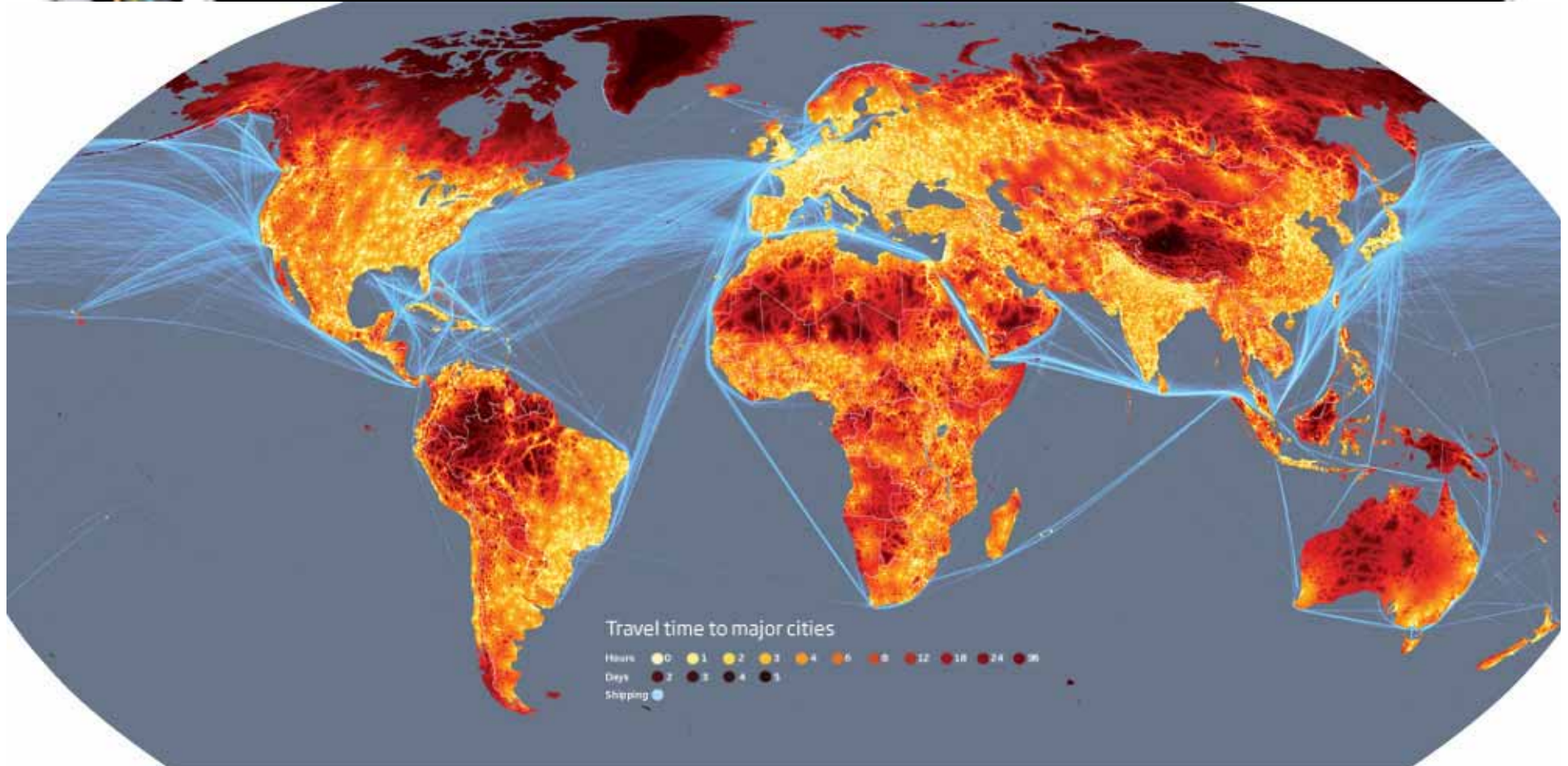
“There is nothing as constant as change. So you can either adapt or resist, but neither will stop change from happening”

- John Clarke

How much data do you use?



Speed/Trends

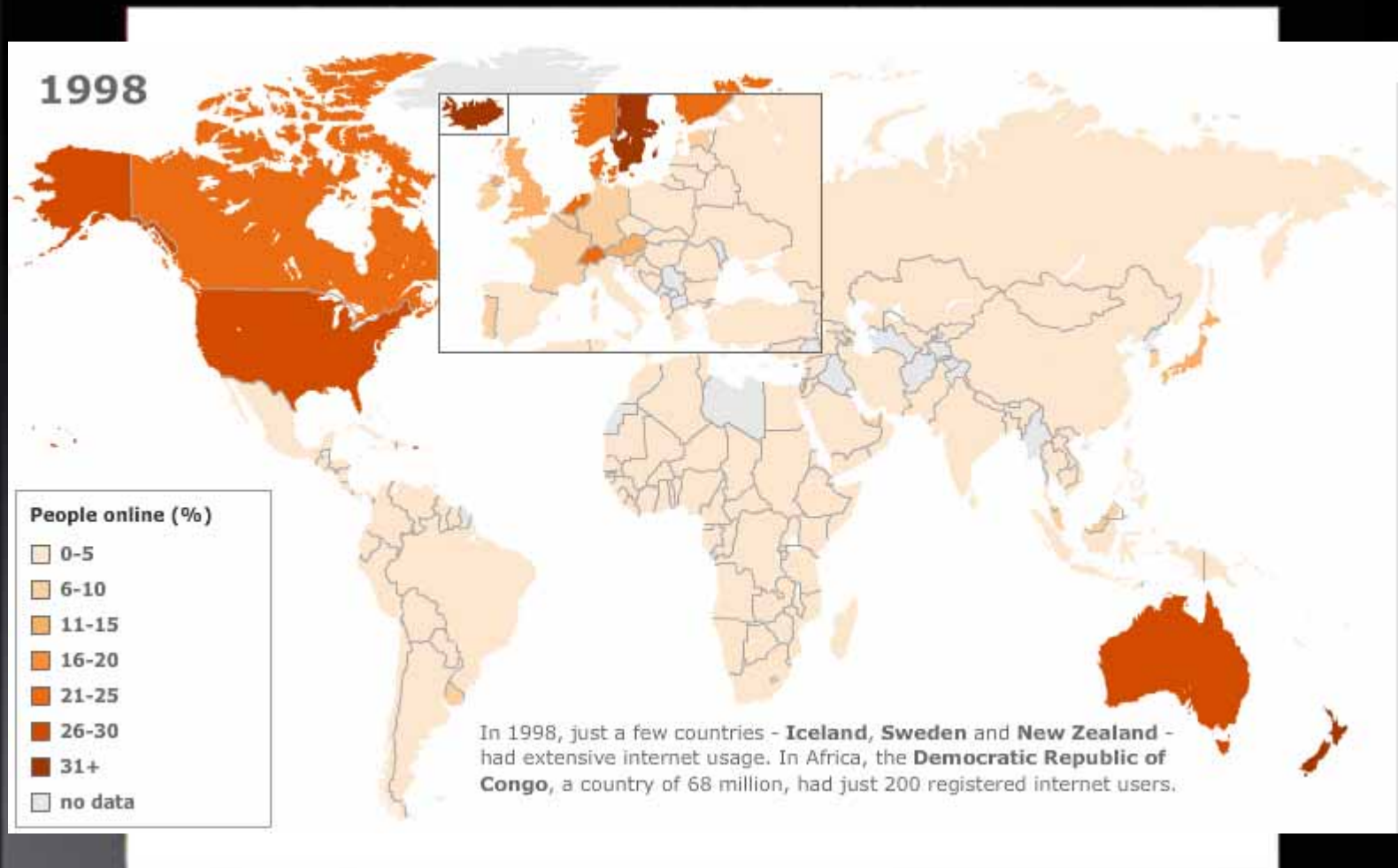


Speed/Trends

- Did you Know
- Physical Technology – Moore's Law
- Speed
- Future Technology

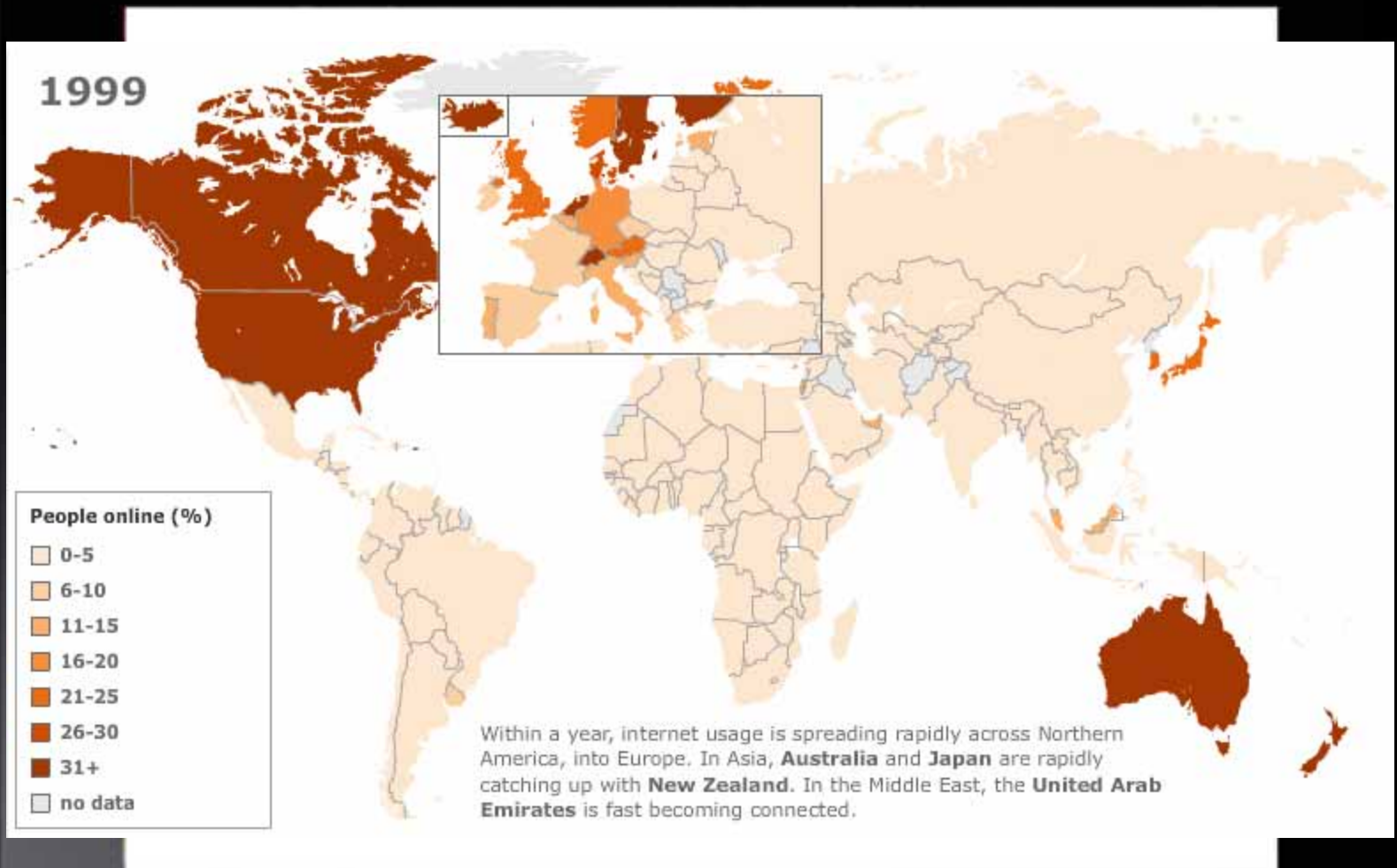
Goal, to move faster than competition and clients
and to leave information in your trail

Internet Trends - 1998



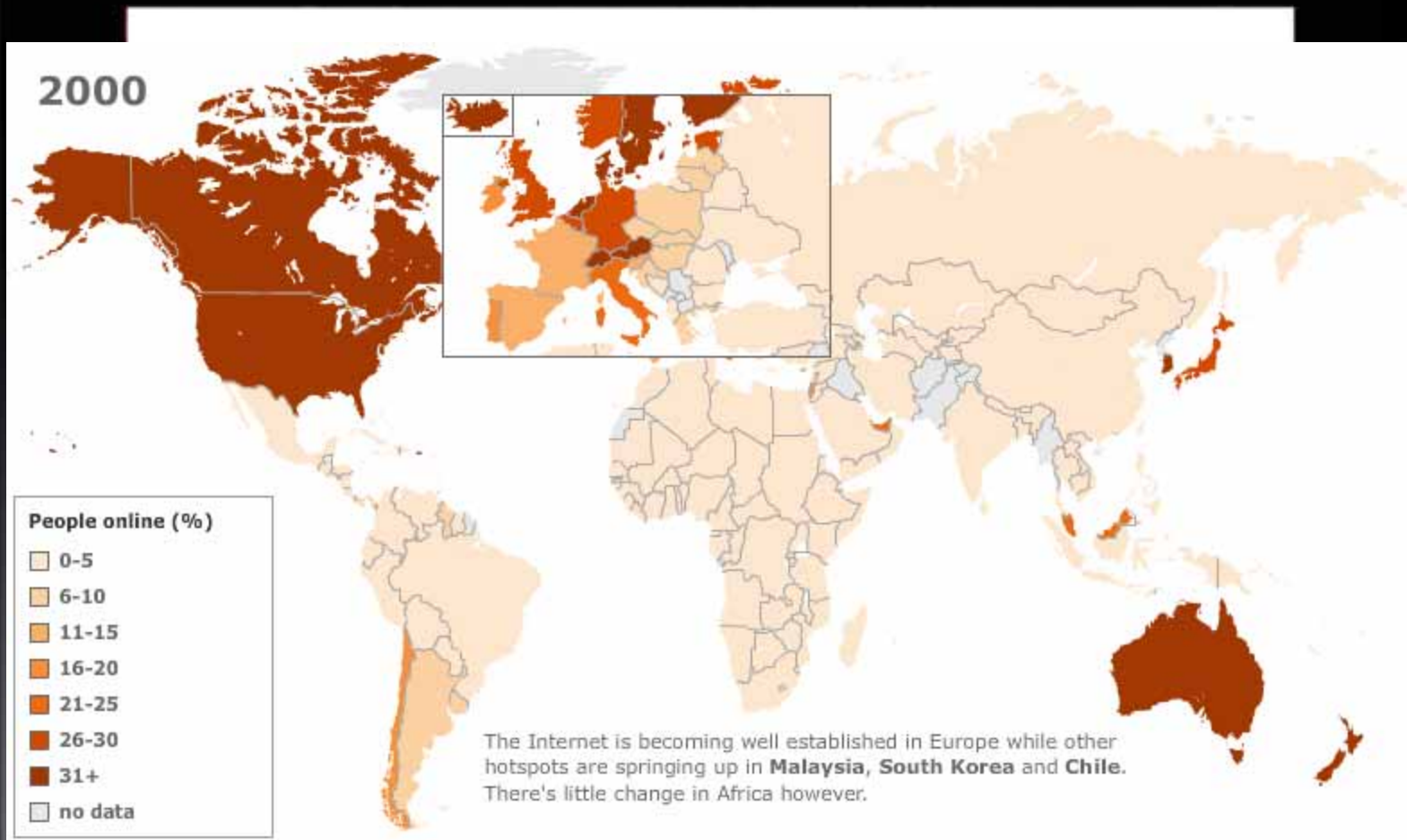
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 1999



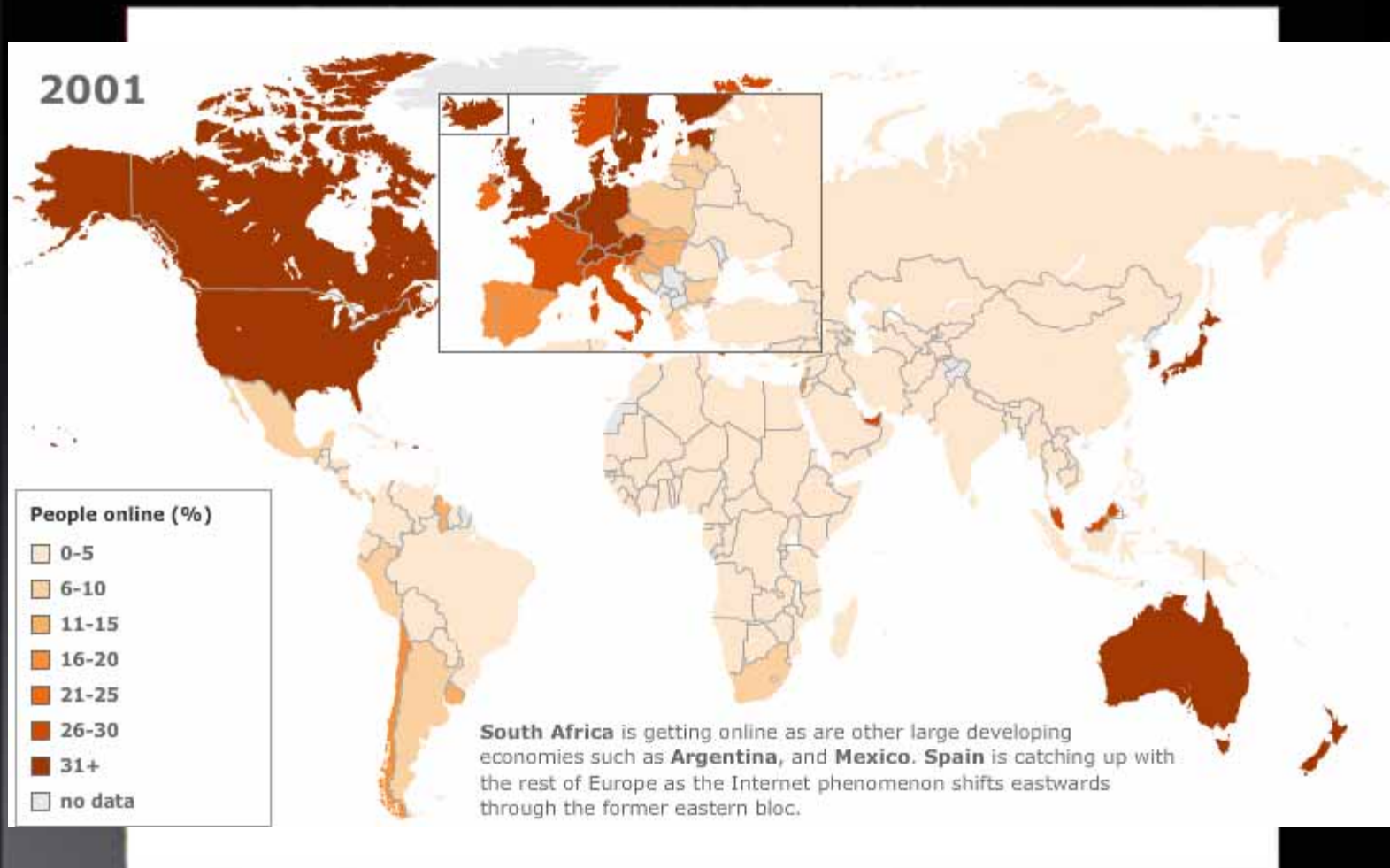
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2000



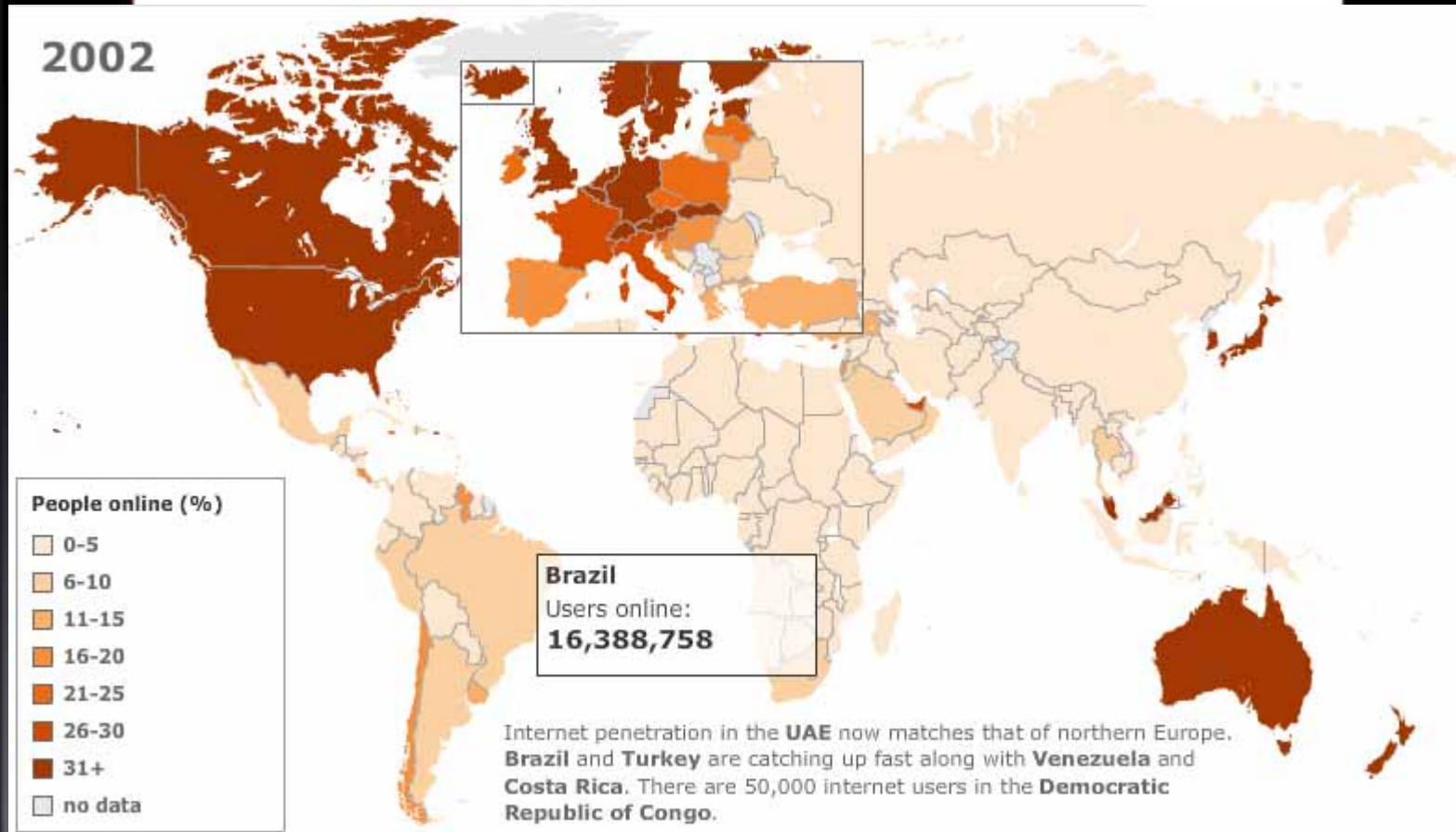
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2001



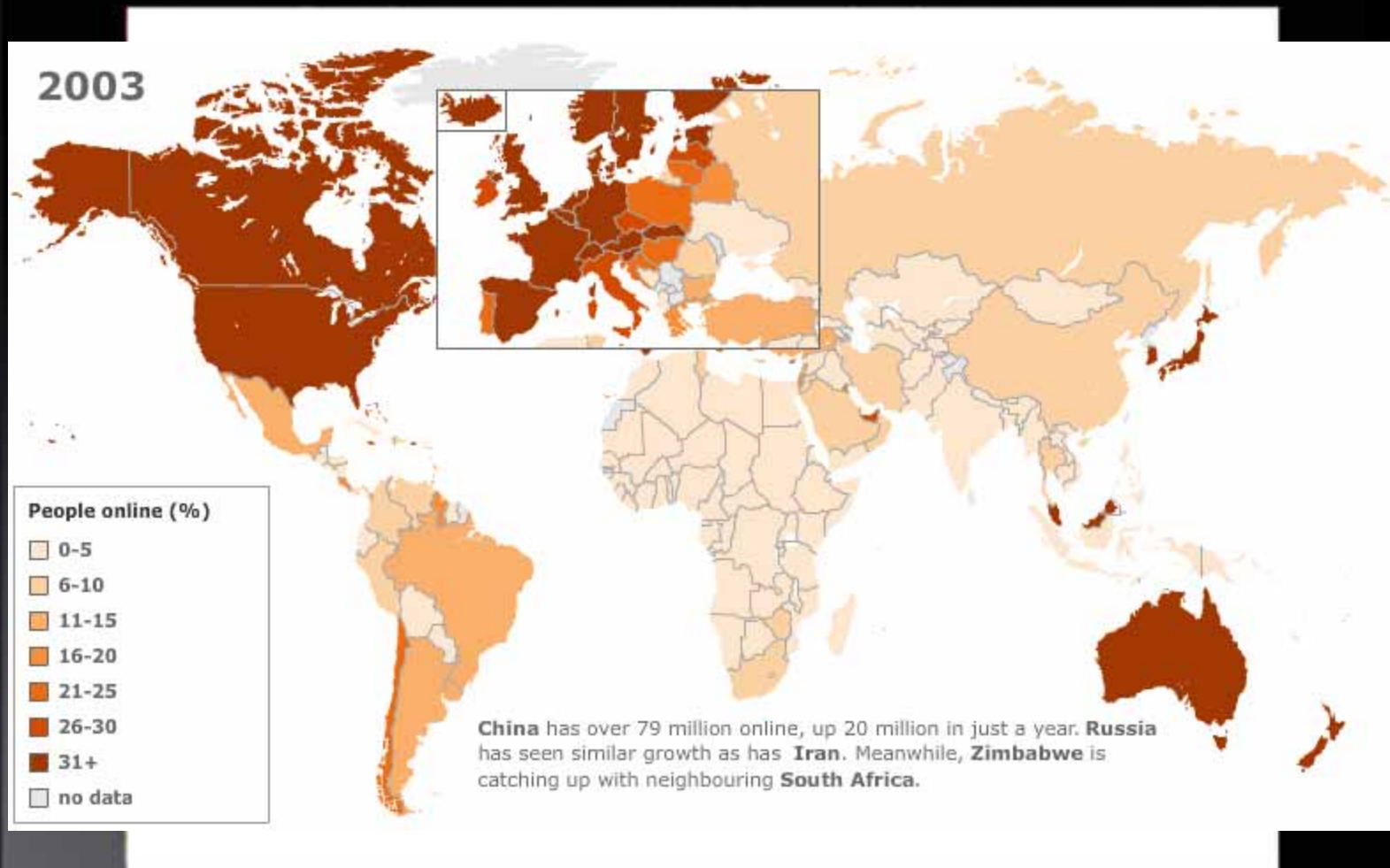
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2002



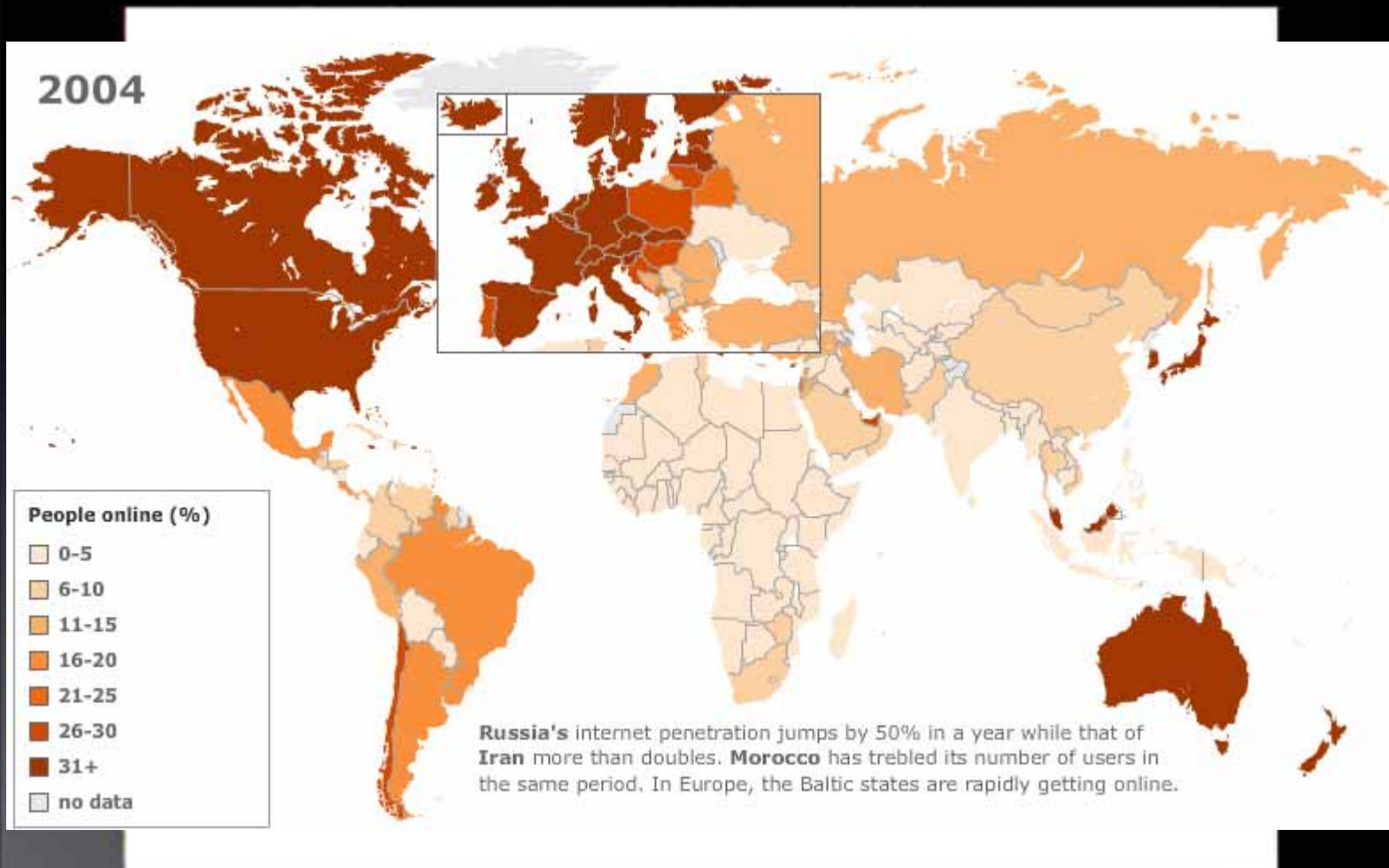
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2003



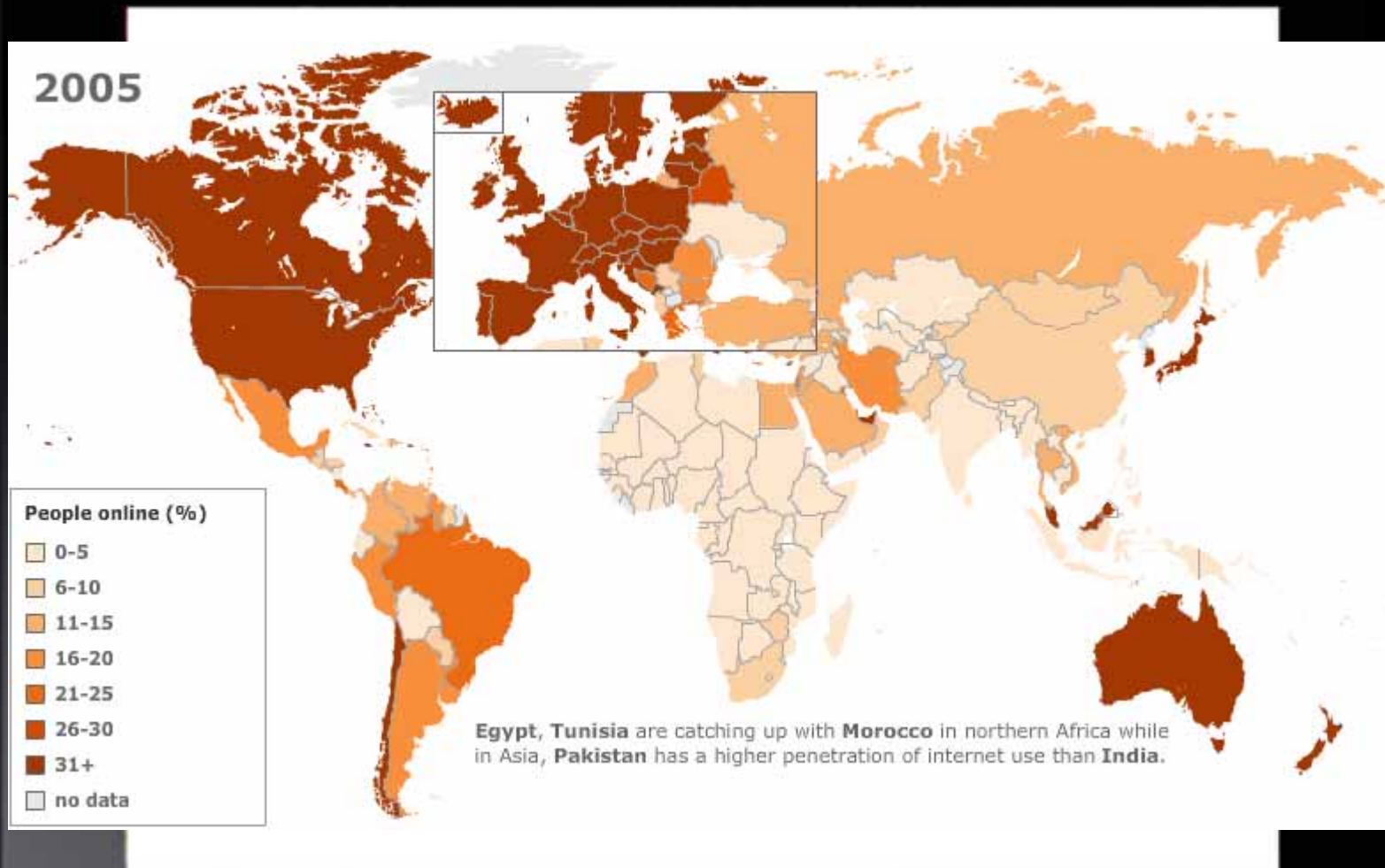
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2004



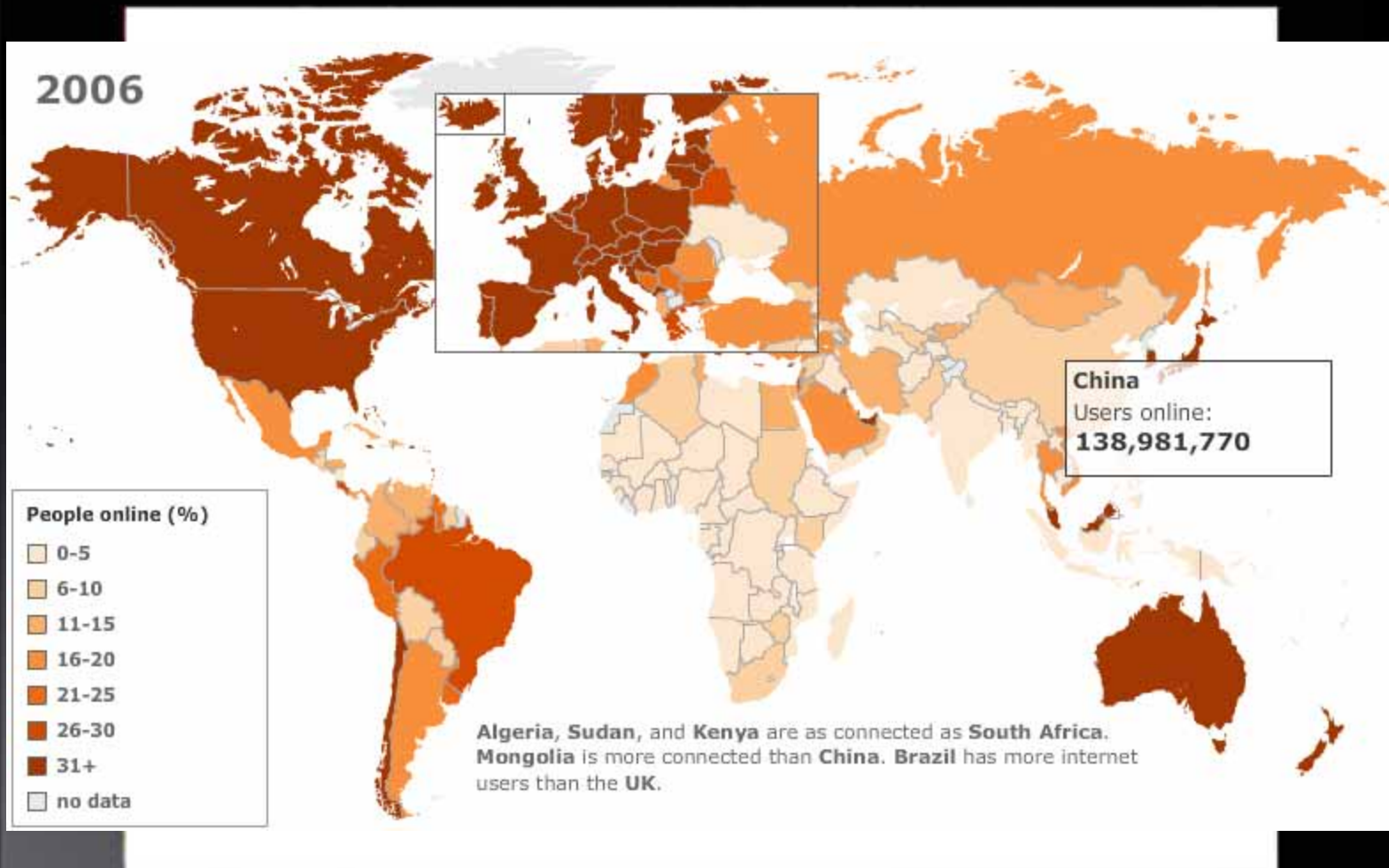
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2005



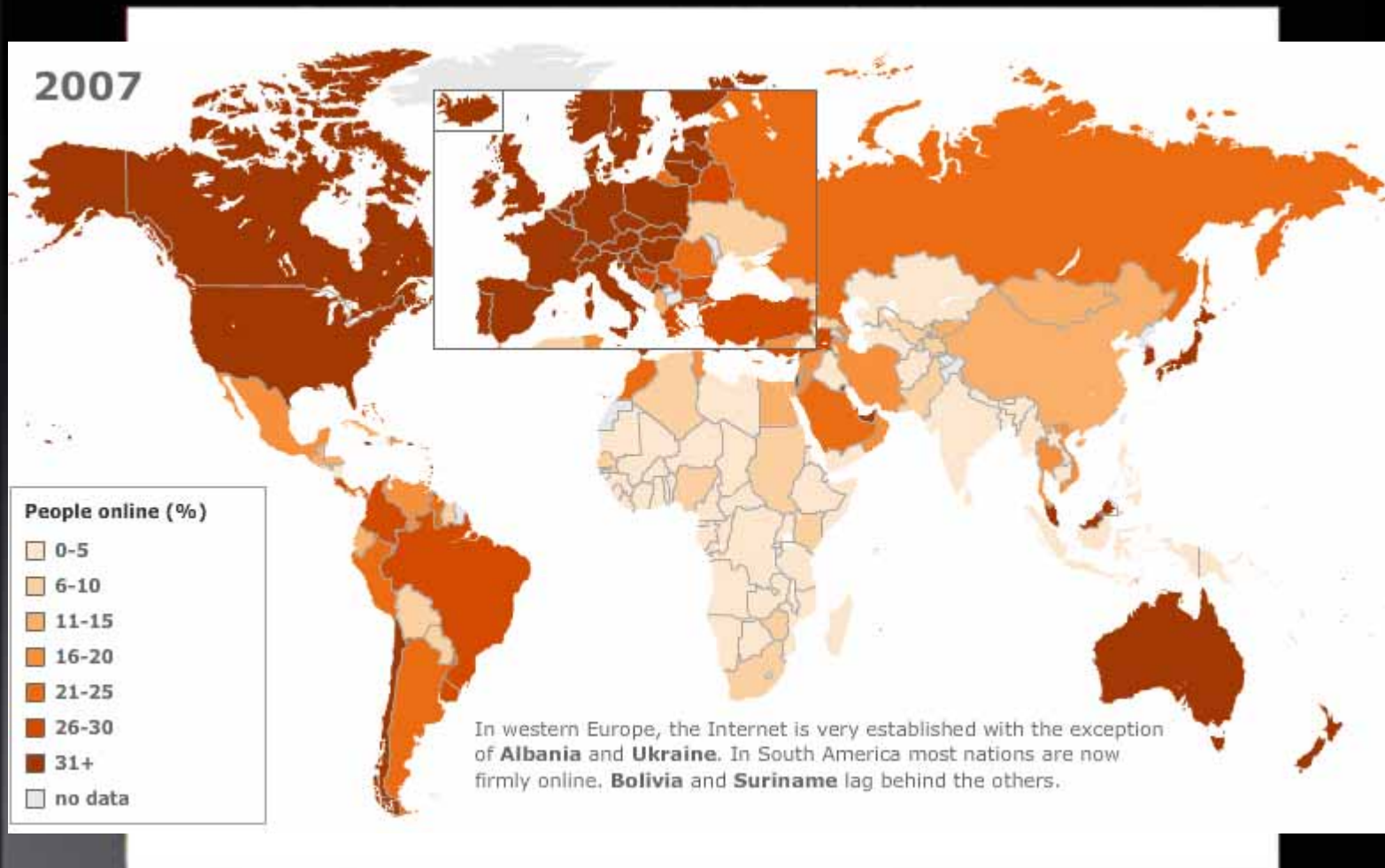
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2006



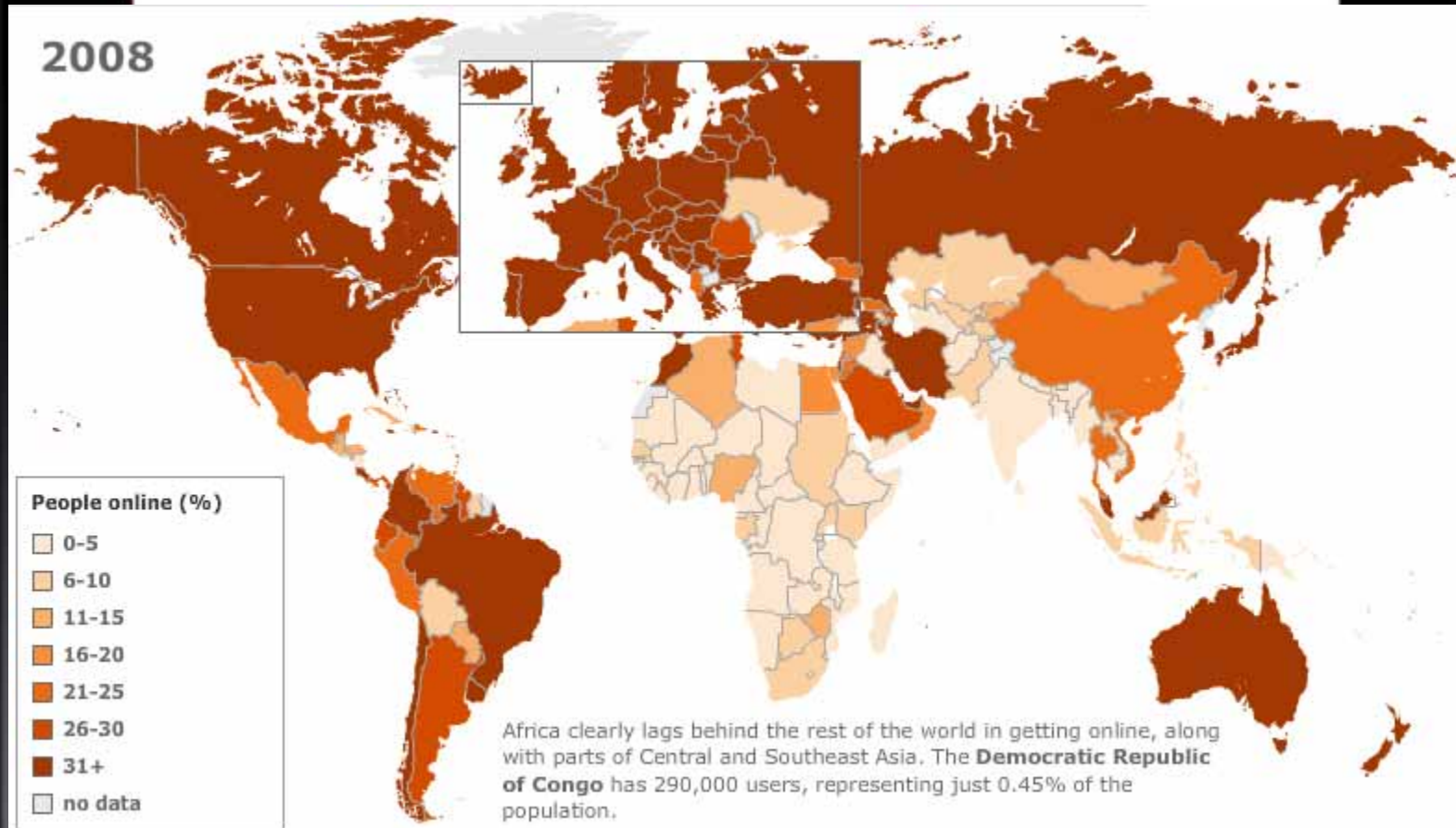
<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2007



<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Internet Trends - 2008



<http://news.bbc.co.uk/2/hi/technology/8552410.stm>

Today's global population



Source: Jump Point, Tom Hayes

Speed – 1 Billion served

- To get to the first billion people on the internet, it took:
 - 100,000 years
 - 300 generations
 - Invention of money
 - Craft system & mass production
 - Electricity
 - Telephone
 - Flight
 - Computer
 - Internet
 - Wireless telephony
 - Democracy
 - Common law
 - Market capitalism
 - And we arrived there in 2001

Source: Jump Point, Tom Hayes

Speed – 2 billion

- Arrived six years later in 2007
- And at the current rate of 70,000 new internet users every day, we will hit 3 Billion in the next couple of years
- 3 Billion will represent every working person on this planet
- They will all have the same platform to conduct business

Source: Jump Point, Tom Hayes

Speed – 3 billion

- TODAY!
- 3 Billion will represent every working person on this planet
- They will all have the same platform to conduct business
- Not only are they on the internet, they are plugged into social networking and developing apps

Source: Jump Point, Tom Hayes

Where will they come from?

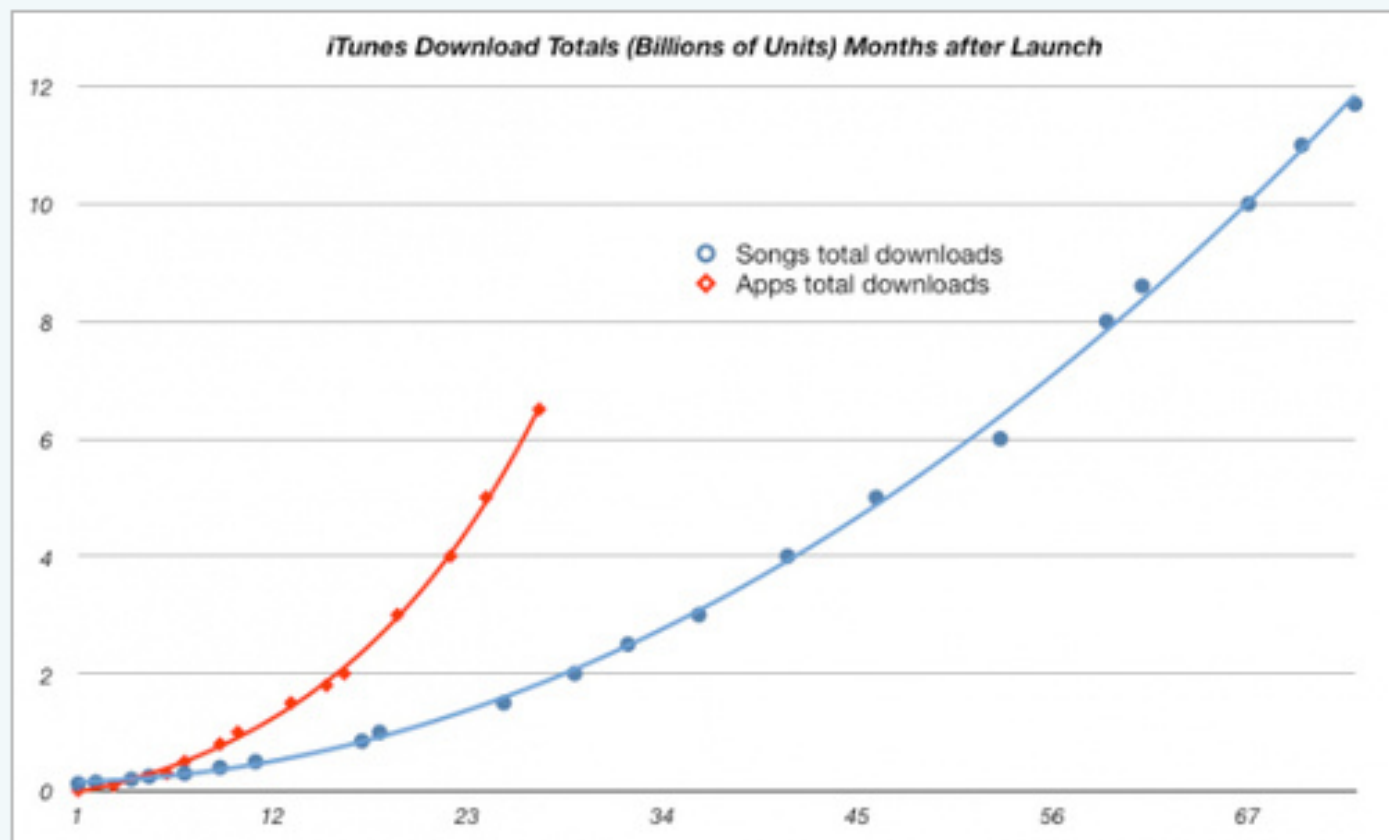
- According to Forrester Research, by 2015 there will be 2 billion computers on the internet
- But, by this year, they expect over 14 billion non-computer internet devices, including mobile phones to be online

And how do they communicate?

- Email is 90% spam
- Twitter limited to 140 characters
- FB is currently used by just under 1 in 6 people on the internet

Will they even use the Internet? (or an App)

Apps Will Overtake iTunes Music Downloads Before the Year's Out



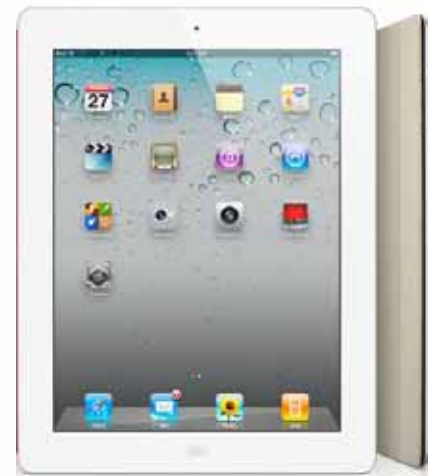
<http://gizmodo.com/5632698/apps-will-overtake-itunes-downloads-before-the-years-out>

Right now - Introductions

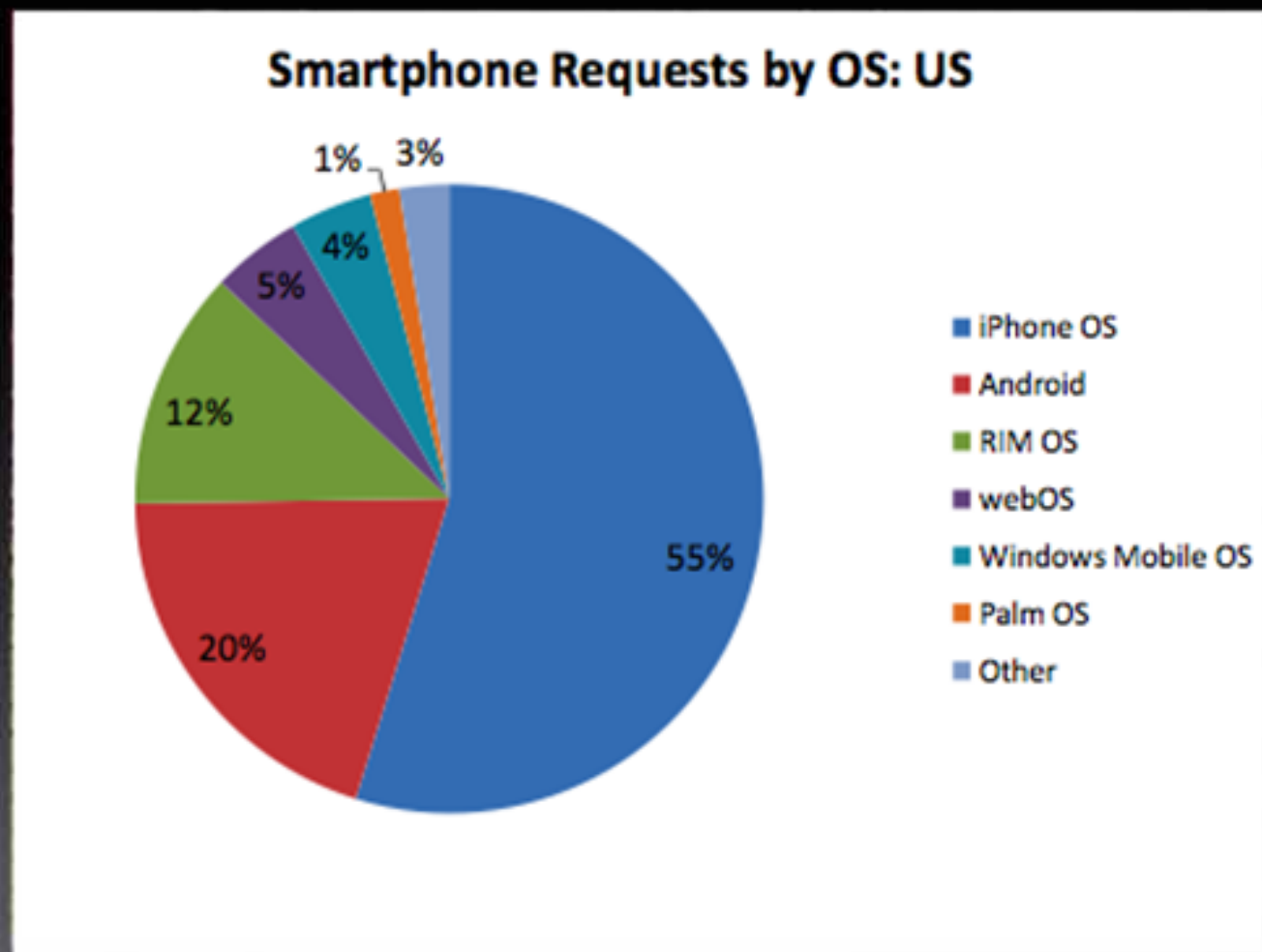
- Your Name
- Where you work
- What you specialize in
- What you hope to gain from today
- Something about you few people know

Smart phone or tablet

- Not quite a computer replacement, but very close...



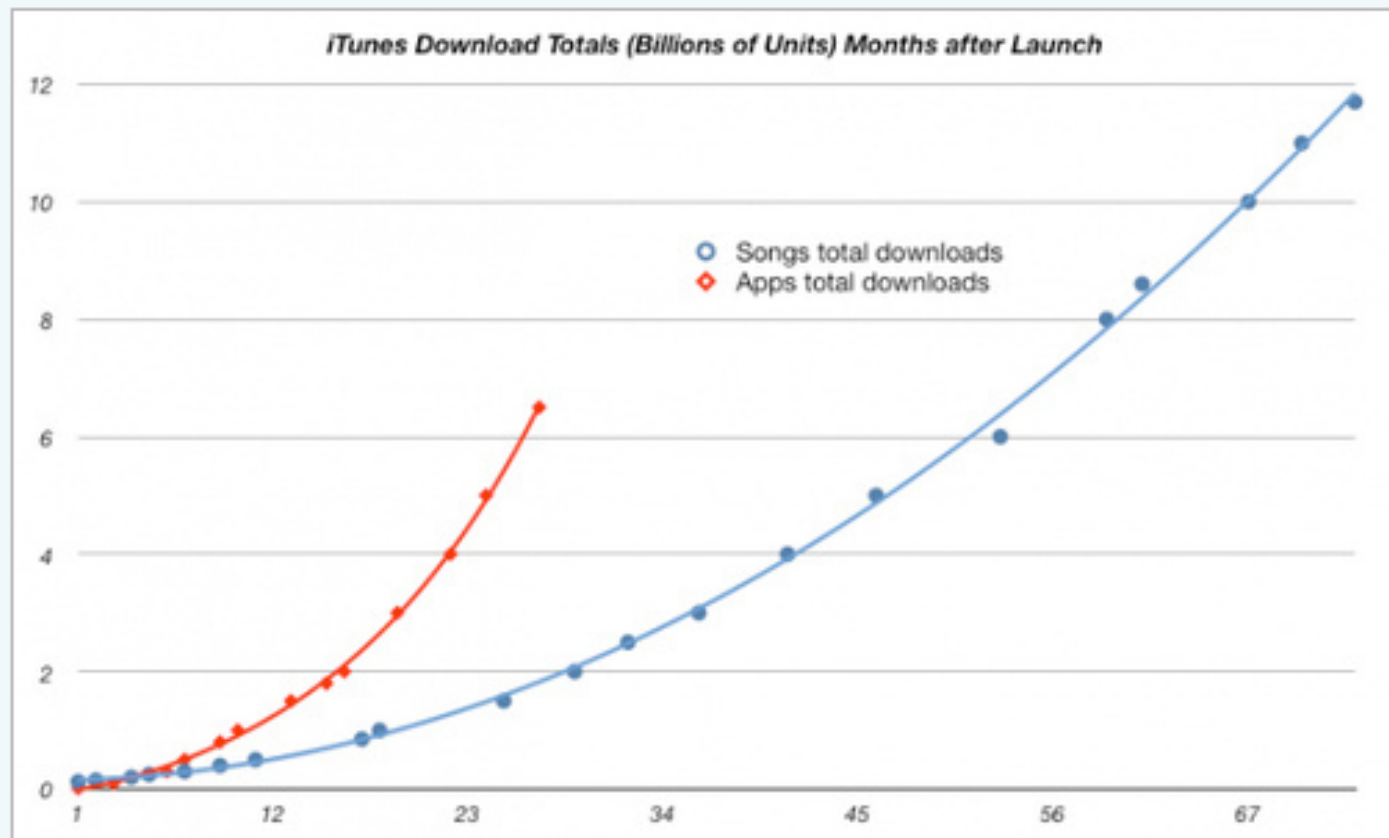
Internet Market Share - Smartphones



<http://gizmodo.com/5411253/iphone-and-android-are-taking-over-the-mobile-internet>

Will they even use the Internet? (or an App)

Apps Will Overtake iTunes Music Downloads Before the Year's Out



<http://gizmodo.com/5632698/apps-will-overtake-itunes-downloads-before-the-years-out>

Did we ask Siri her thoughts?

- Have you tried this?



Siri

AT&T

4:09 PM

85%



App recommendations

- Goodreader
- iBooks
- Pages
- Numbers
- Keynote
- Quick Office
- BAO
- QR Scan
- Photosynth
- Wordpress
- The Analyst
- Magic Plan
- Wordlense
- Airport Remote
- FlightTrack Pro
- Square credit card reader



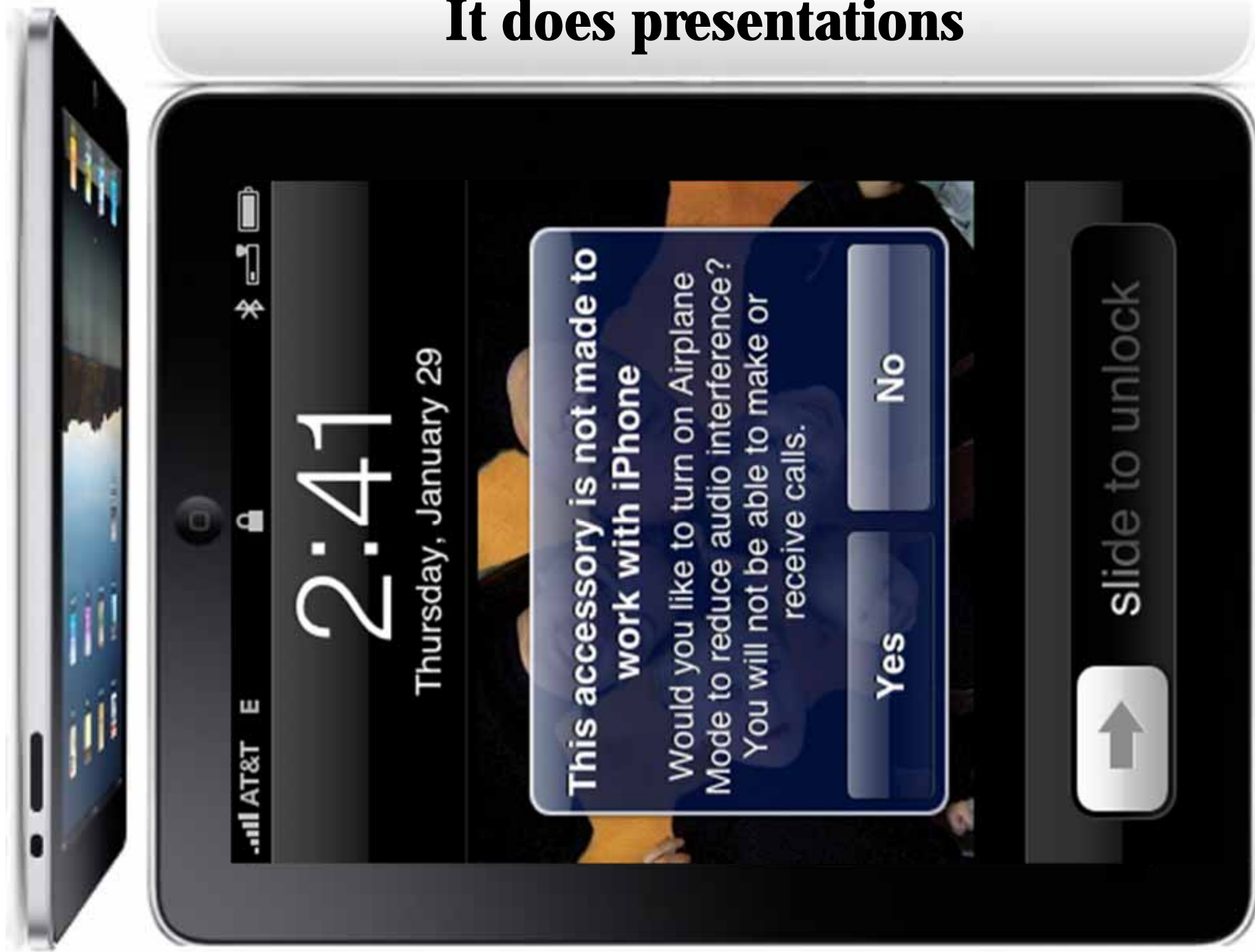
www.canteraconsultants.com/tech search for iPad

Smart phones / iPhone/ tablets

- An iPhone has many of the features of a computer



It does presentations



It can receive email



January 13, 2009 11:38 AM

CIBC

Property Tax Protest Invoice for 2008

David Leaper
Norgate Properties Ltd.
300 Tupper St.
Abbotsford, BC V2T 1T2

Property located at 1449 Adams St., 1700 101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000

Summary of Tax Services Calculations	
2008 Property Tax	\$1,449.00
2008 Property Tax (less 2007 Property Tax)	\$1,449.00
2008 Property Tax (less 2007 Property Tax) (less 2007 Property Tax)	\$1,449.00
2008 Property Tax (less 2007 Property Tax) (less 2007 Property Tax) (less 2007 Property Tax	

Office compatible software



You can even update your blog

- Wordpress



Take meticulous notes



And tracks via GPS

- GPS Motion-x
- Real-time trails
- Take photos along the way
- Map to Google, Google earth, etc.
- Share to email, Facebook, etc.



Run your computer remotely

- Use VNC, GoToMyPC, Remote login



Google Earth



Surfs the Internet



Skype or VOIP

- Over Wi-Fi and soon, over 3G



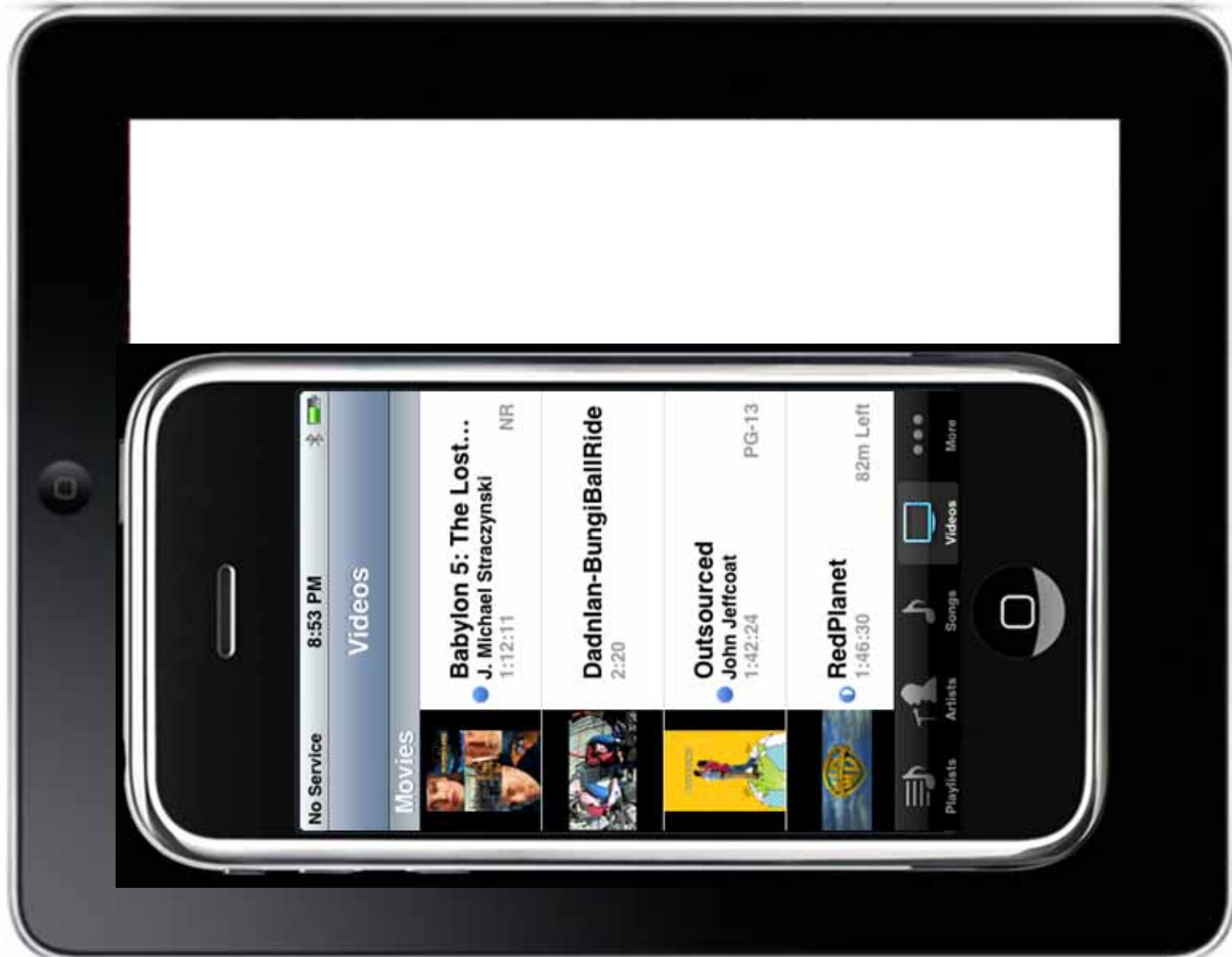
Video calls

iPhone –
Facetime

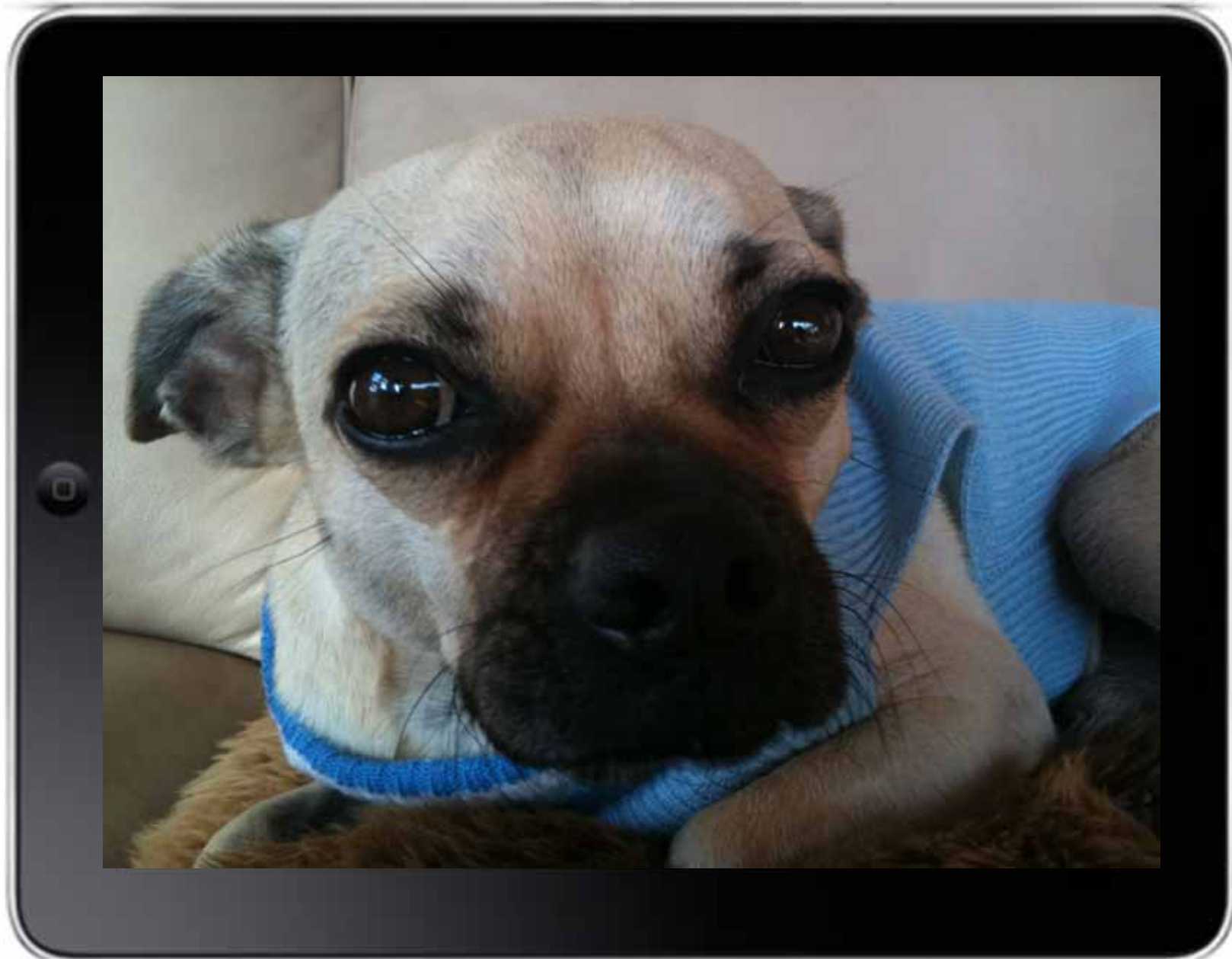
Other - Skype



Watch movies



Edit photos



Edit photos



Edit photos

- And you don't have to be a rocket scientist



Read QR Codes

*Name: *Cell Phone:

	Phone		Fax
Home:	<input type="text"/>	Home:	<input type="text"/>
Company:	<input type="text" value="505-247-1411"/>	Company:	<input type="text" value="800-791-4047"/>

	Zip	Address	City	District	Country
Home:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Company:	<input type="text" value="87102"/>	<input type="text" value="715 8th NW"/>	<input type="text" value="Albuquerque"/>	<input type="text" value="NM"/>	<input type="text" value="87102"/>

Company: Department: Title:

Email:

Web:

IM:

Birthday: / / (Month/Day/Year)


Note:



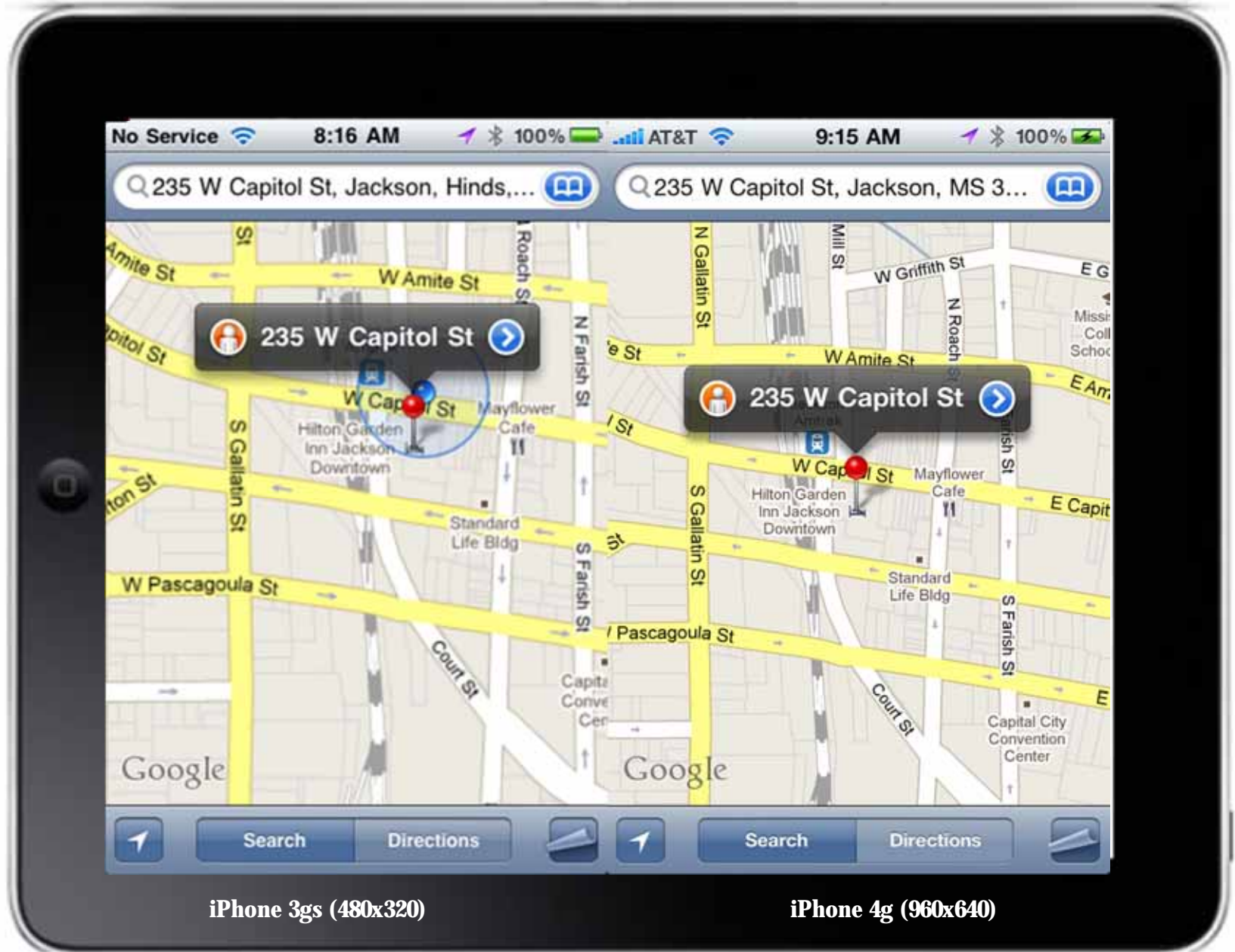
Improved iPhone 4g or 4s



Improved iPhone 4g

- 
- Better display (much better)
 - Faster
 - More memory for running programs
 - Two cameras
 - Flash
 - HD video
 - Video phone calls
 - Noise cancelling microphone
 - Multitasking
 - Longer battery
 - Thinner - Better shape

How much better is the display?



iPhone 3gs (480x320)

iPhone 4g (960x640)

Will the iPad fill the niche between iPhone and Netbook?

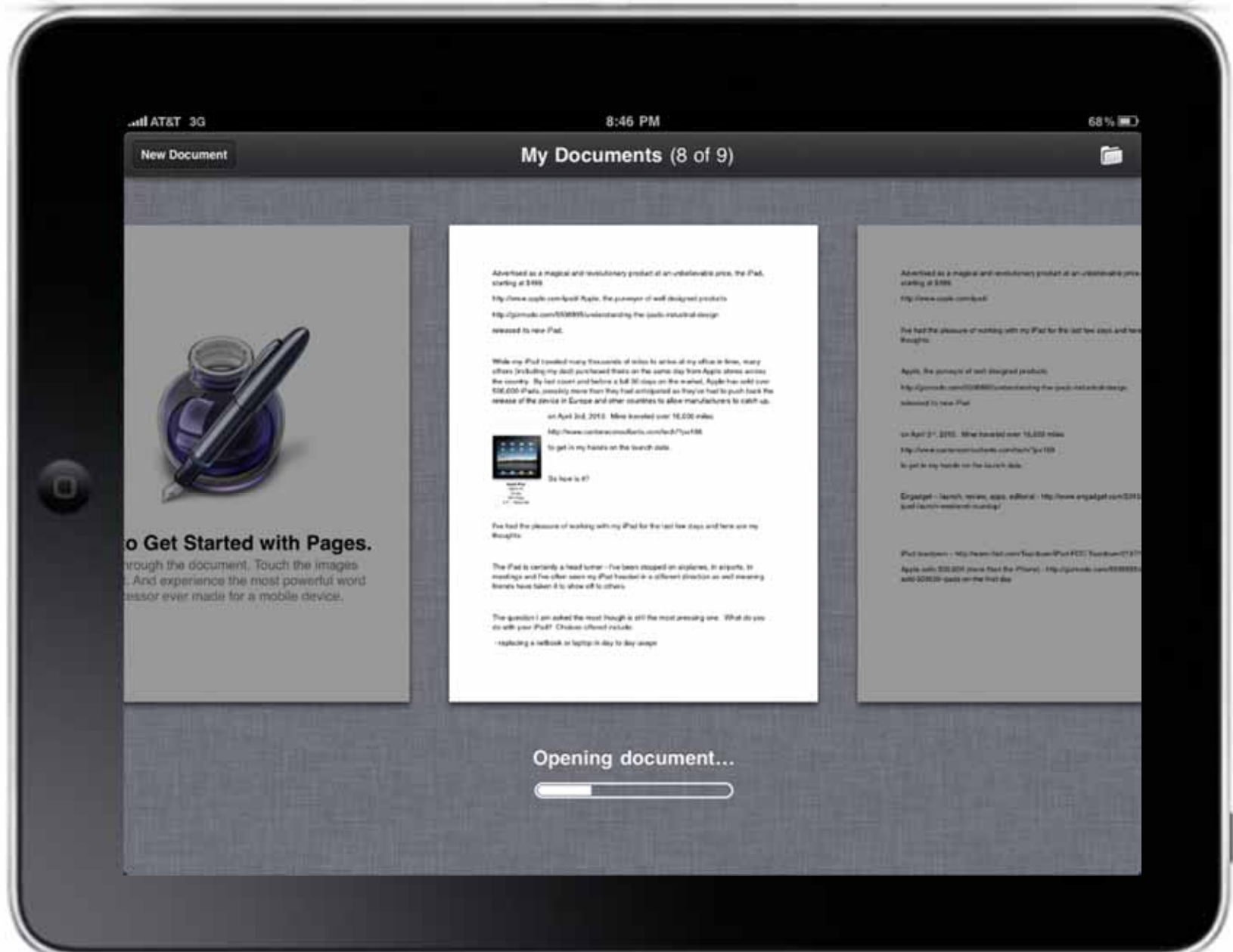


iPad

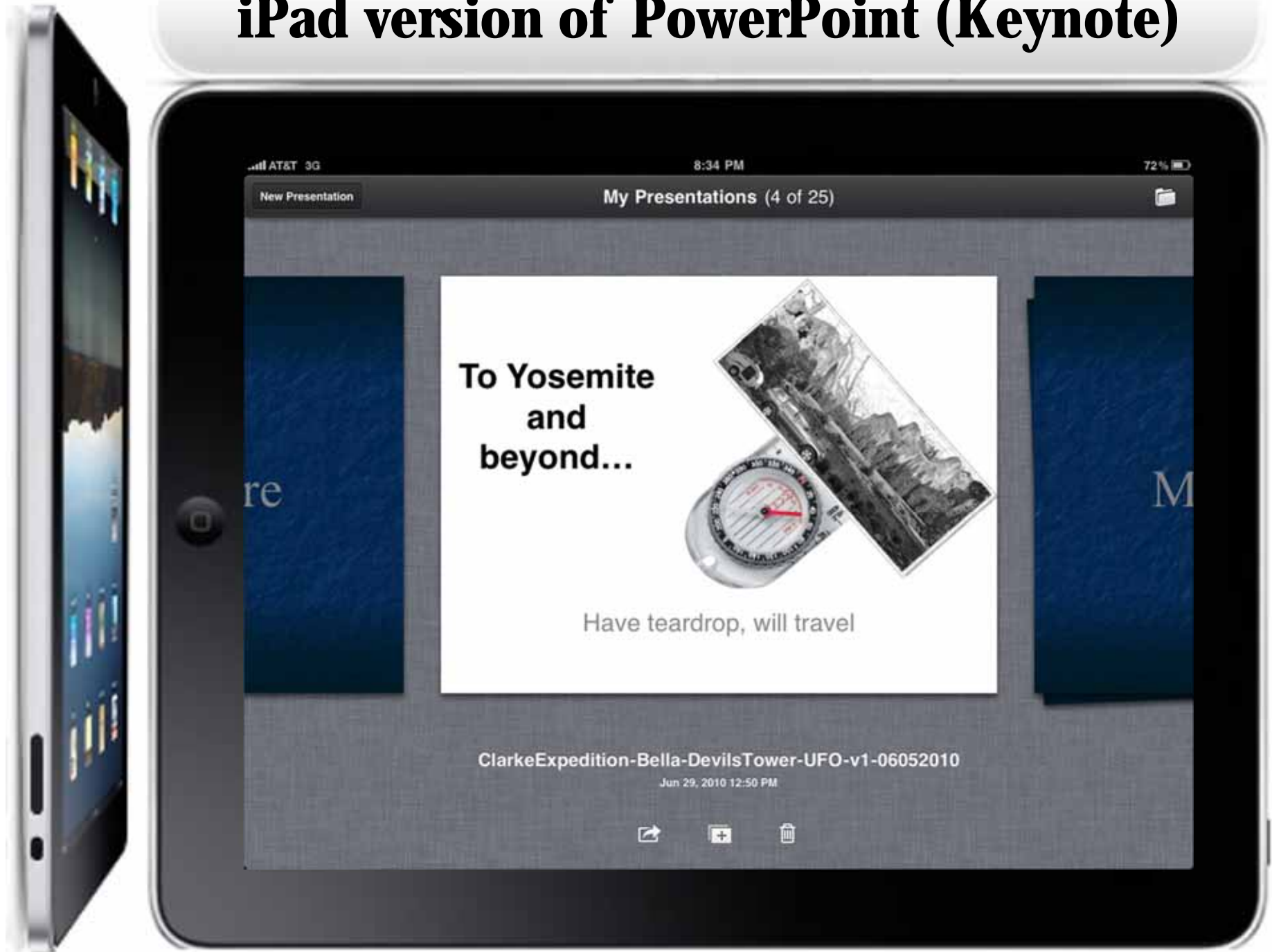


Full review online at www.canteraconsultnats.com/tech

iPad version of Word (Pages)



iPad version of PowerPoint (Keynote)



iPad Keynotes

iPad

5:36 PM

94%

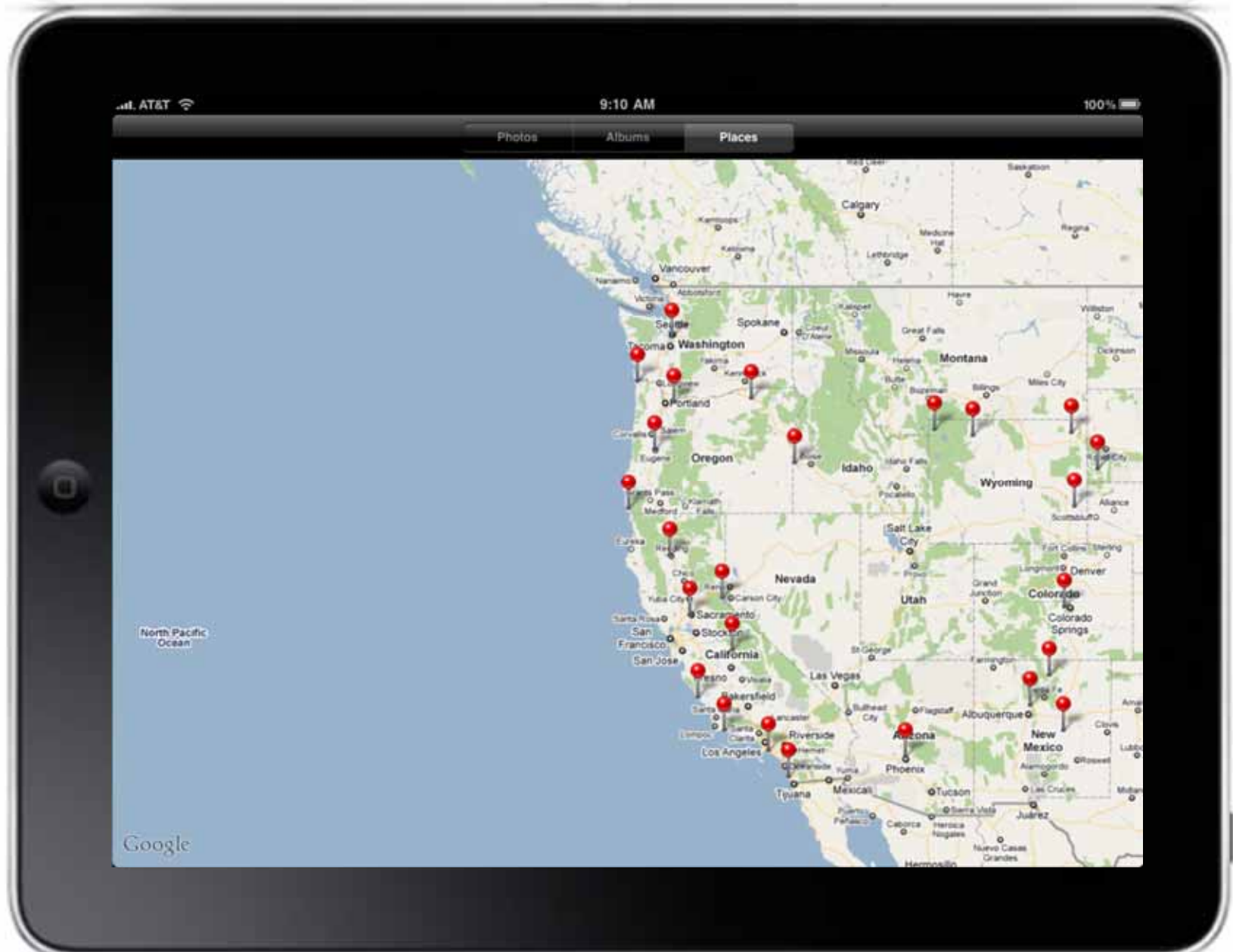
- 1
- 2
- 3
- 4
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- 6
- 7
- 8
- 9

Video Out

2 of 59

Tap to advance.
Touch and hold to start laser pointer.

iPad version of Mapping or Photos? Both!







Great at photos



Makes a great second screen- stand alone

Get Directions [My Maps](#)

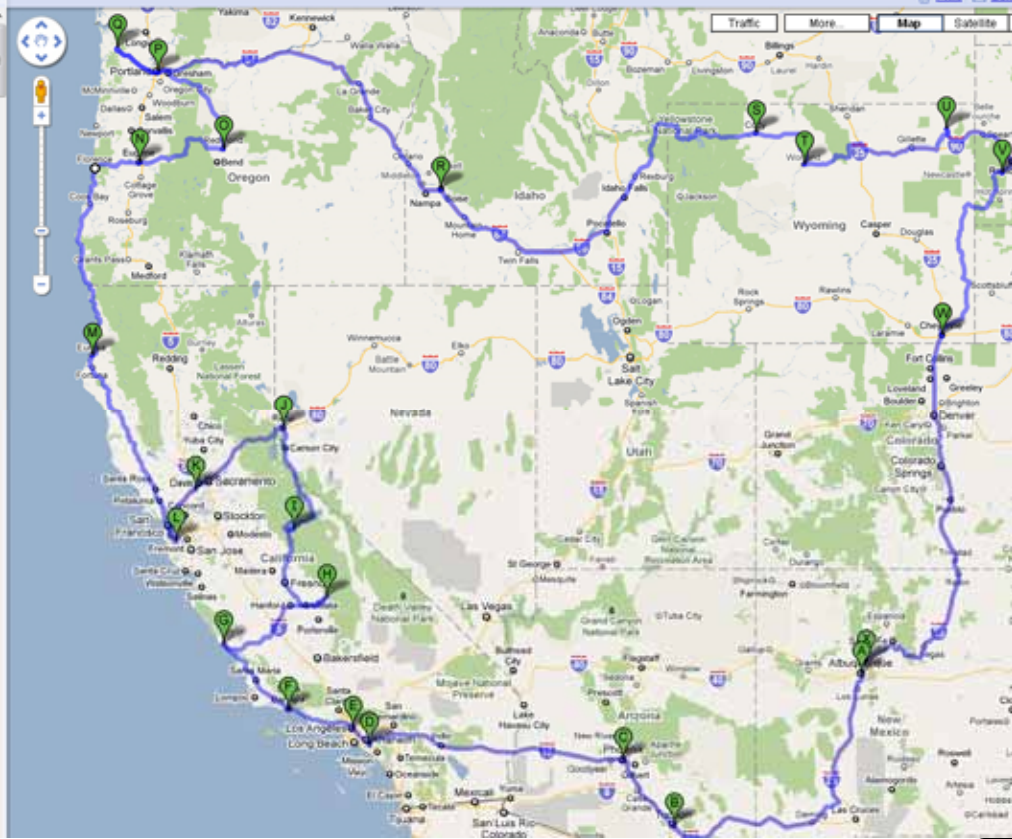
   

- 1 albuquerque, nm
- 2 tucson, az
- 3 Phoenix, AZ
- 4 santa ana, ca
- 5 los angeles, ca
- 6 santa barbara, ca
- 7 San Simeon, CA
- 8 Sequoia National Park, Three Rivers, CA
- 9 Yosemite National Park, CA
- 10 reno, nv
- 11 dixon, ca
- 12 Jod Shores Parkway, Redwood City, CA
- 13 eureka, ca
- 14 eugene, or
- 15 redmond, or
- 16 Portland, OR
- 17 Astoria, WA
- 18 Boise, ID
- 19 Cody, WY
- 20 Worland, WY
- 21 National Monument, Devils Tower, WY
- 22 hmore National Memorial, Keystone, SD
- 23 Cheyenne, WY
- 24 Bernalillo, NM

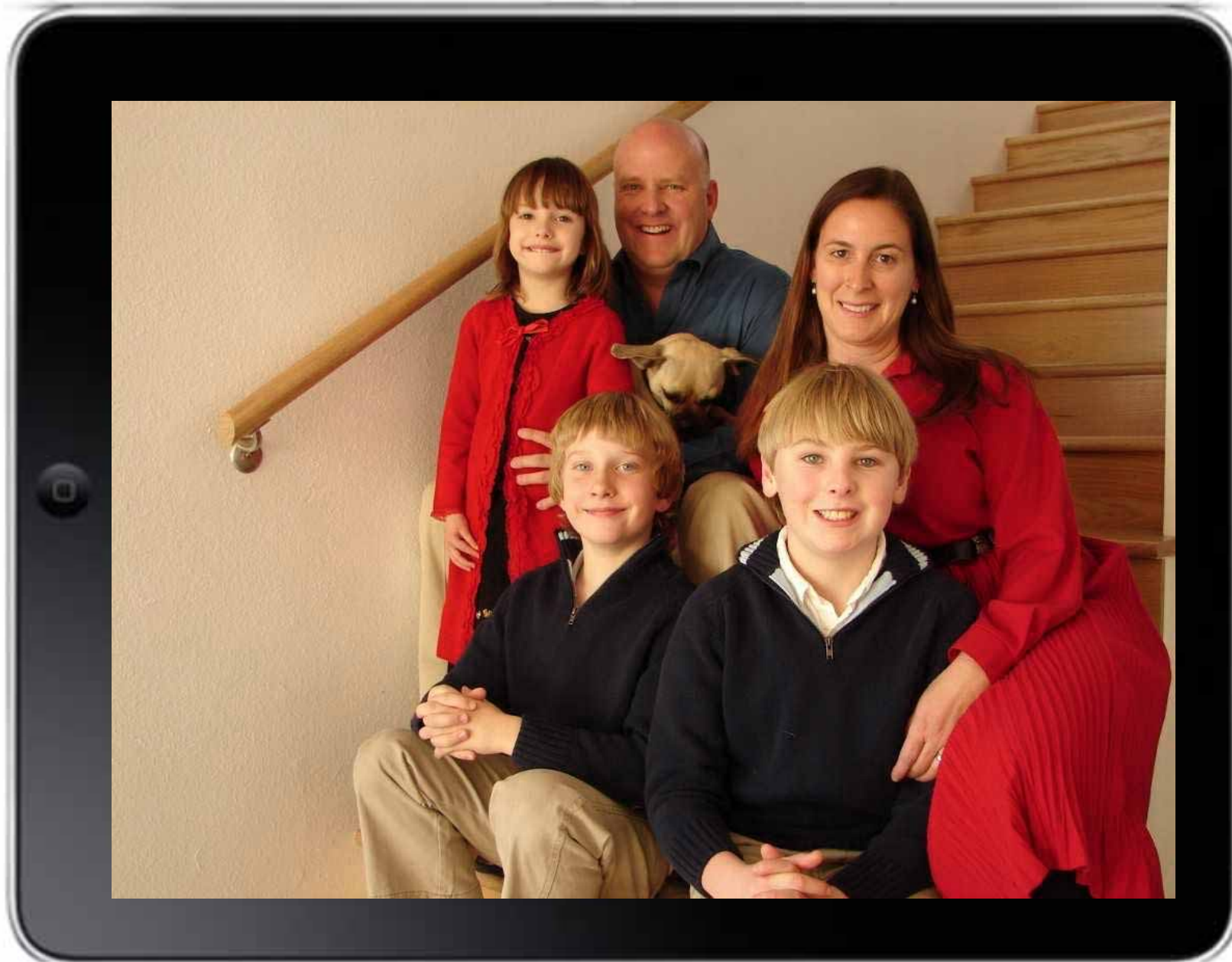
[Add Destination - Show options](#)

Get Directions

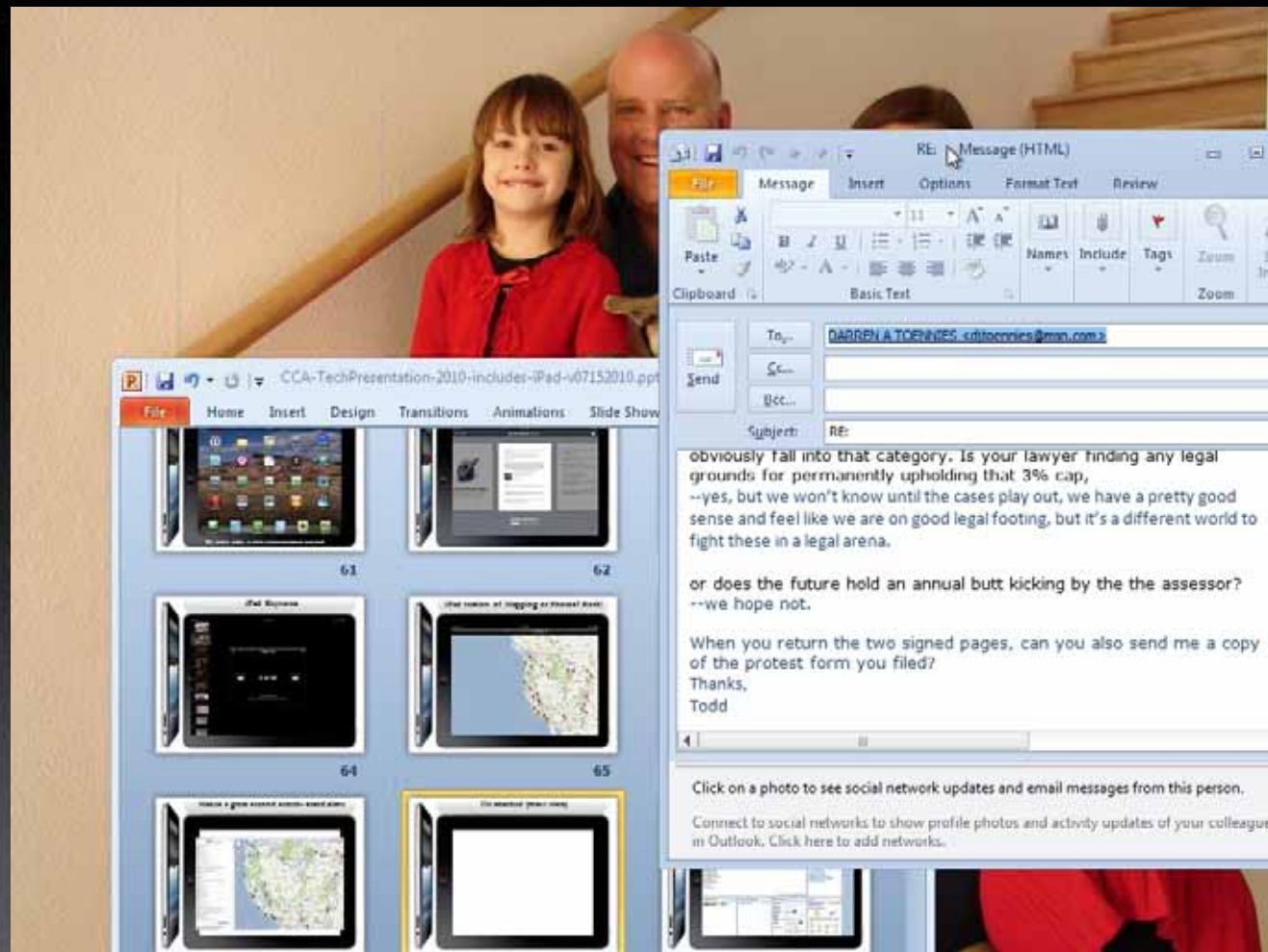
Driving directions to Bernalillo, NM
5,714 mi - about 3 days 21 hours



Or attached (maxi vista)



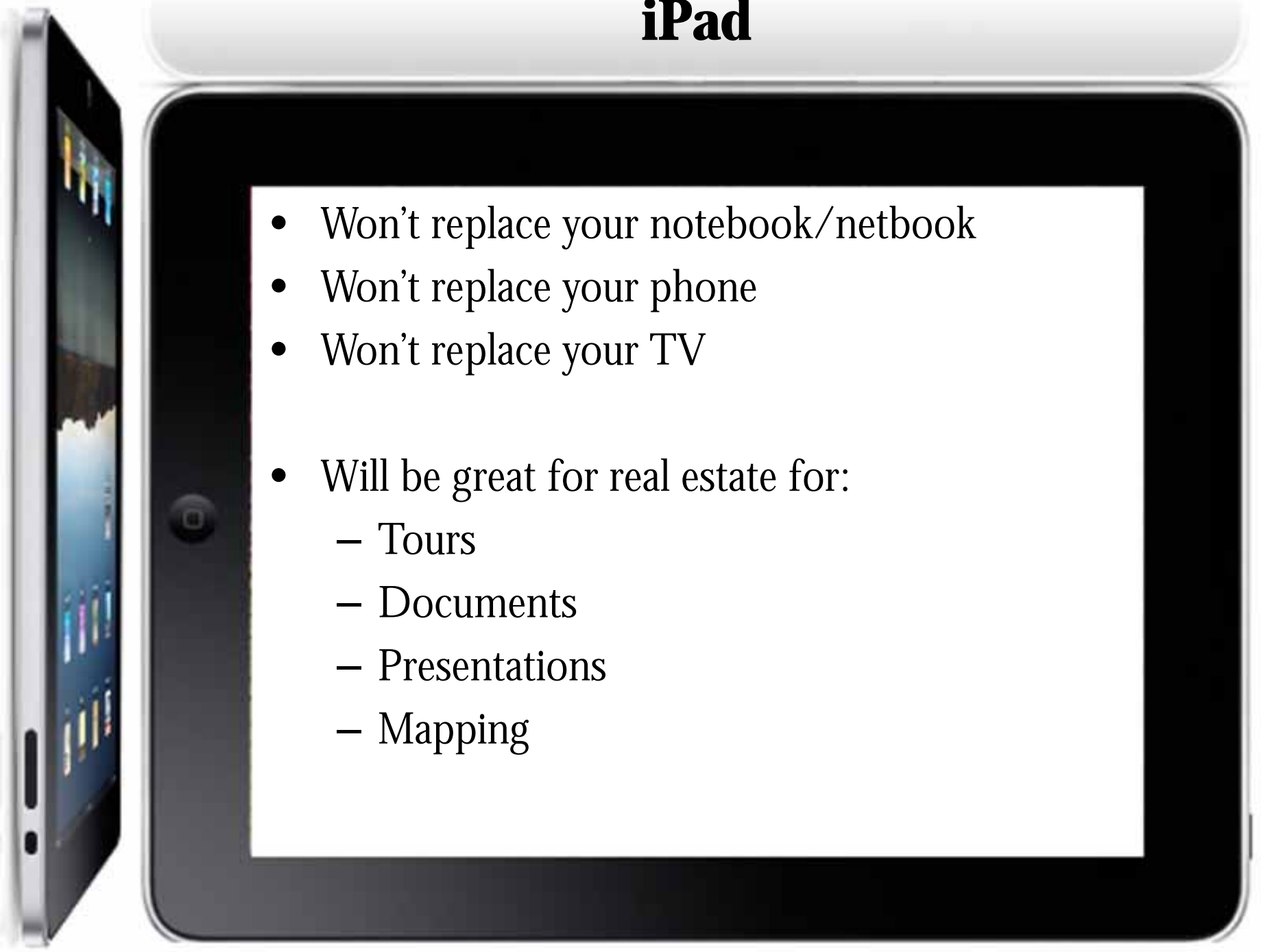
Or attached (maxi vista)



Works with some MLS's



iPad

- 
- Won't replace your notebook/netbook
 - Won't replace your phone
 - Won't replace your TV
 - Will be great for real estate for:
 - Tours
 - Documents
 - Presentations
 - Mapping

iPad con's – still perfecting printing...



<http://gizmodo.com/5517630/who-said-the-ipad-cant-print>

iPad con's – doesn't print well...



AT&T 4:02 PM 97%

My Documents

Abes-Ministorage-Flyer-v08062010.pdf

Home Albuquerque Map Value Survey Properties Property Financial Summary Comps Offering Memorandum Help

1 of 8

PREMIUM LOCATION NE HEIGHTS MINISTORAGE FOR SALE

**ABE'S STORAGE—7801 LOUISIANA, NE
Albuquerque, New Mexico**



Executive Summary	
284	units
2000	YOC
40,935	Total SF
144	Avg. unit Size in sf
\$96	Avg. Rent
\$0.66	Avg. Rent per sf

Investment Information	
\$2,036,856	List Price
\$ 7.172	\$/Unit
\$ 49.76	\$/sf
8.5%	Cap Rate
1st year	Potential Cash on Cash
10.3%	









Marketing by:

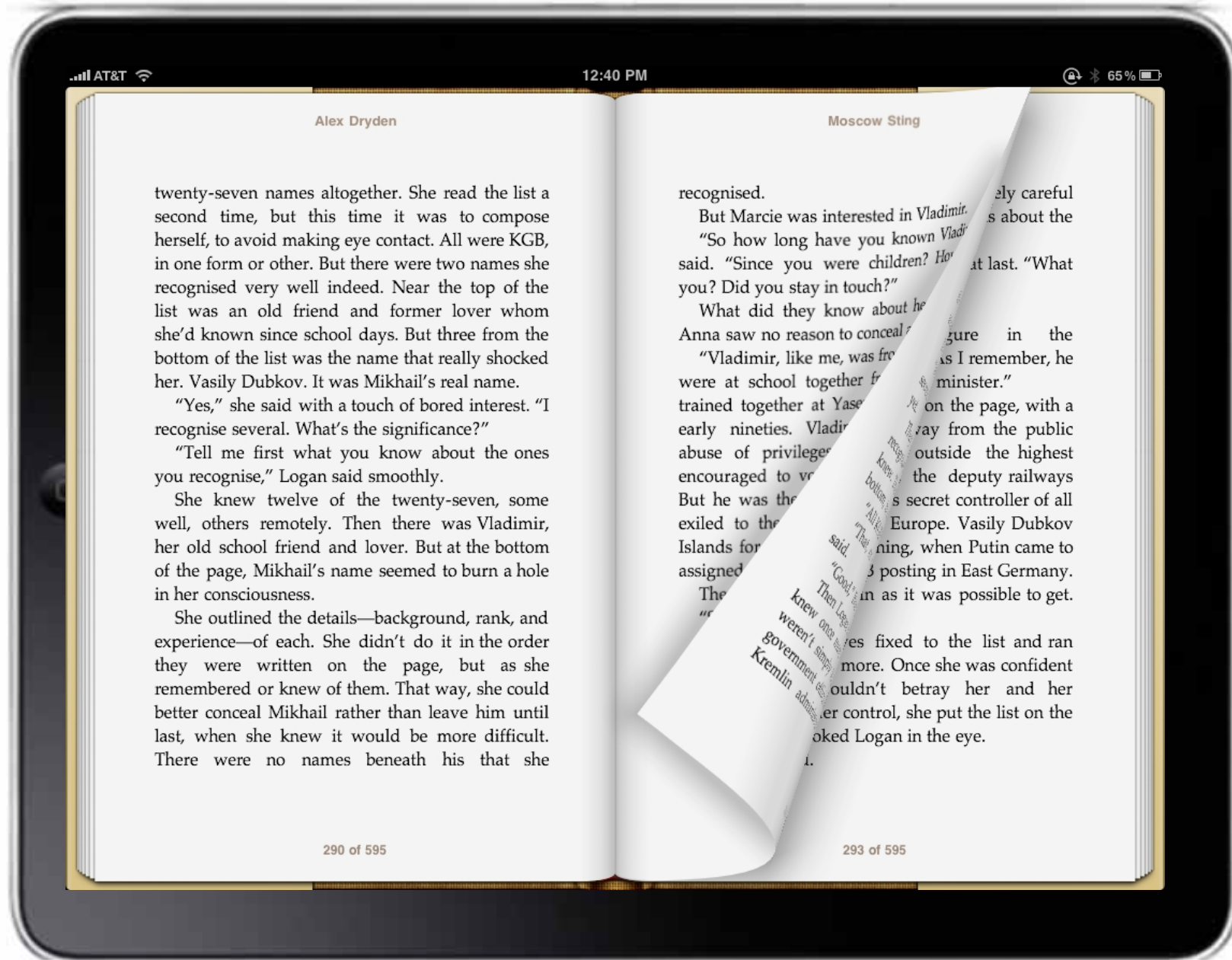
Lia Armstong
505.878.0001
lia@gotspaceusa.com
Maestas & Ward Commercial Real Estate

Todd Clarke CCIM
505.440.TODD
tclarke@nmapt.com
NM Apartment Advisors Inc.

& Maestas Ward COMMERCIAL REAL ESTATE

Please do not disturb residents or onsite management call listing agents for property tour with 72 hour notice. The information contained herein was obtained from sources believed reliable, however, the broker makes no guarantee, warranties or representations as to the completeness or accuracy thereof. Presentation of this property is submitted subject to errors, omissions, change of price, condition prior to sale or lease or withdrawal without notice.

Reading - books



Magazines on iPad



Reading – morning paper



Reading - comics



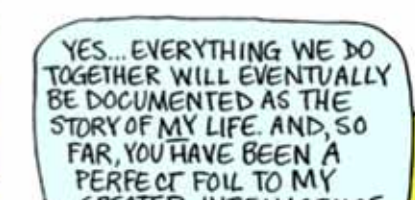
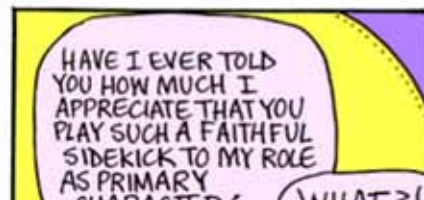
HI AND LOIS

BY BRIAN AND GREG WALKER




AGNES

BY TONY COCHRAN




New iOS4 & 5 offers

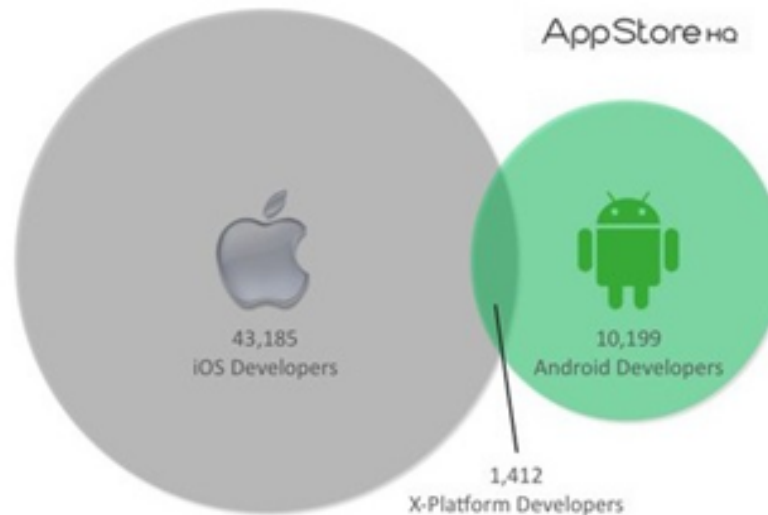
- 
- An iPad and an iPhone are shown on the left side of the slide. The iPad is in the foreground, displaying a white screen with a list of features. The iPhone is behind it, showing a colorful iOS home screen with various app icons.
- Some Printing
 - Folders
 - Multitasking
 - Airplay (to other devices)
 - Better connectivity

 - More integration with social networking
 - Better handling of messages/announcements

App Share - # of developers

iOS has a bigger dev army than Android, but will cross-platform apps rule the day?

By Vlad Savov  posted Jul 5th 2010 4:17AM



350,000 apps in iTunes, 130,000 apps in Android Market

<http://www.engadget.com/2010/07/05/ios-has-a-bigger-dev-army-than-android-but-will-cross-platform/>

Why do real estate companies need to consider developing Apps?

- Secure data
- Uniform interface
- Hassle free browsing
- Improved client experience
- Carry content daily
- Less IT issues
(which version of HTML, flash, etc.)



Examples: our firm wrote an app to help calculate property tax values in NM

- Focus is on adding value to the client
- Ease of access

Taxessor

Southwest Cyberport
Taxessor

Description
Taxessor allows the user to estimate their property's possible taxable value for Bernalillo County commercial properties. The underlying data was compiled from resolved cases from the 2010 tax year for apartments, hotels and commercial buildings. It does not include ...

Category: Finance
Released: Feb 21, 2011
Version: 1.0
iOS 4.0 Tested
Size: 0.5 MB
Language: English
Seller: Southwest Cyberport, L...
© Southwest Cyberport

Requirements:
Compatible with iPhone, iPod touch, and iPad.
Requires iOS 3.2.2 or later

Developer Web Site
App Support

Income Approach:

Rent Space 1	Rent Space 2	
\$51,000	\$0	
	\$51,000	Gross Income
Vac. Rate 10	(\$5,100)	Less Vacancy
	\$45,900	= A.G.I.
Exp. Rate 33	(\$15,147)	Less Expenses
	\$30,753	= N.O.I.
Value Ranges		
Low Cap Rate of 9.0	=	\$341,700

Customer Ratings
Click to rate ☆☆☆☆☆
We have not received enough ratings to display an average for the current version of this app.

Navigation icons: Home, Map, Tools, About, Settings, Updates

<http://itunes.apple.com/us/app/taxessor/id419811562?mt=8> or www.taxessor.com

Taxessor app



Results

Cantera Results

Property Information

Property: Bank of ABQ
Address: 5801 Montgomery NE
Building Type: Banks - 1985 & Older
UPC:

Rent Space 1 Size: 8000 sf
Rent Space 2 Size: 0 sf
Total Building Size: 8000 sf
Apartments: 0 units
Land Size: 1.00 acres
43560 sf

Comparable Sales Approach

Land Value: \$263,102
Building Value: + \$424,000
Total Value: \$687,102

AT&T 7:45 AM 100%

Banks - 1985 & Older
Coors E of Cottonwood

Property Name: Bank of ABQ
Address: 5801 Montgomery NE

Total Building Size (sq ft): 8000
Space 1 Size: 8000
Space 2 Size (If Applicable):
Ofc WH Ofc WH

No. of apt units: Land size (acres): 1 43560 sq ft

Calculate Email Results Clear Form

Readme Bldg. Type Areas Bldg. Info

And there are companies who will make apps for you

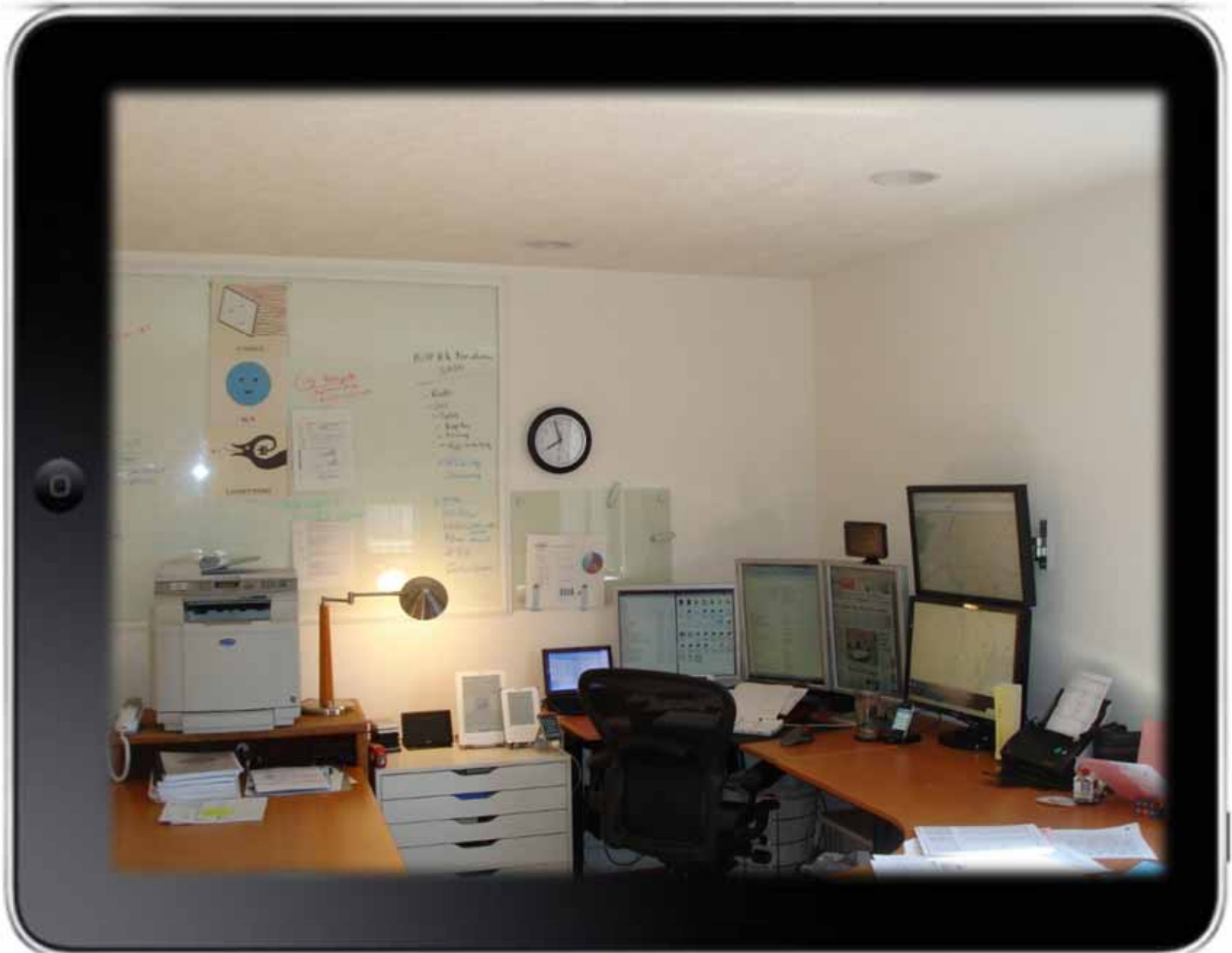


<http://blyn.cc>

Latest thoughts on iPad can be

- Found on tech blog at
- www.canteraconsultants.com/tech
- (click on or search for iPad to see all articles)
- Hooks up to iPhone and digital cameras
- Additionally:
 - Still cumbersome to get documents into
 - Either iTunes or separate email

That said, its not quite ready to replace my office





dware

Mobile Internet

- Wi-Fi
- Mi-Fi
- Tethered
- Xcom (global)
- 3g vs. 4g



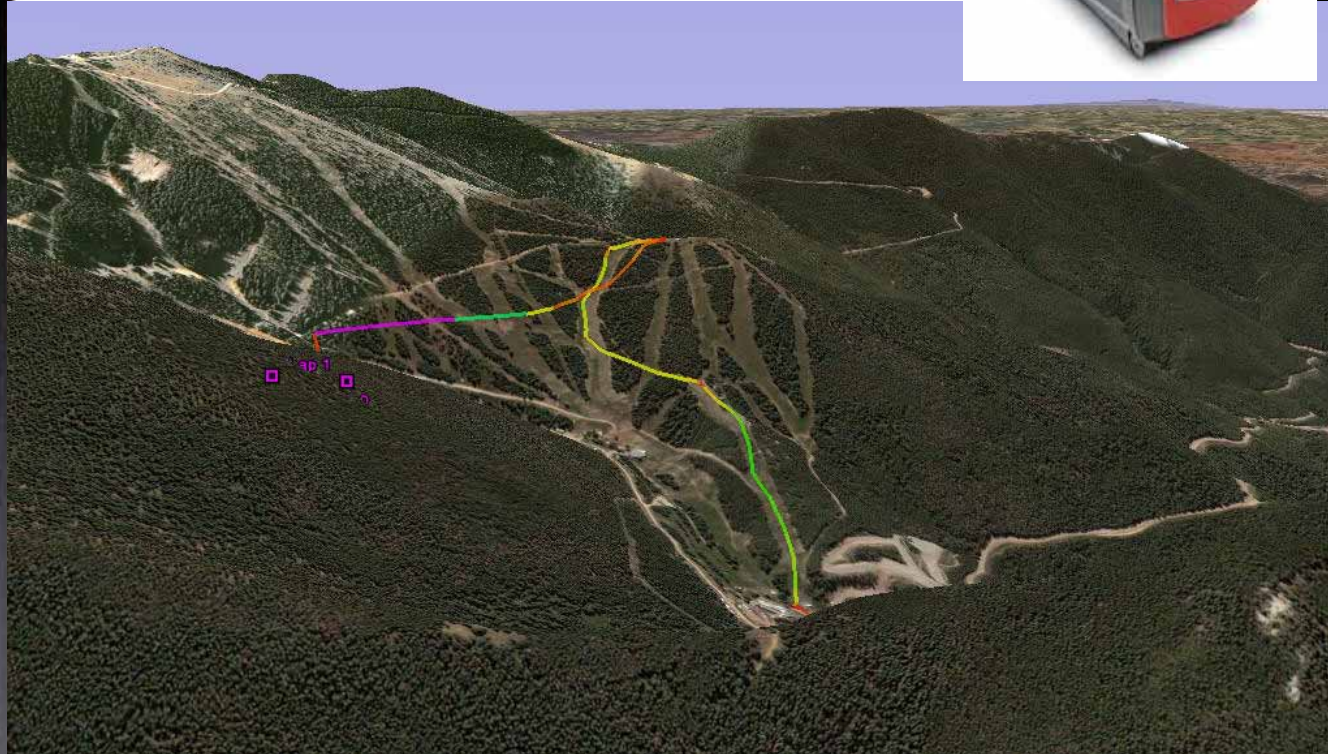
Camera's

- Look for one with a built in GPS
- Currently recommend Sony's HX5
 - 10 optical zoom
 - Panoramic mode
 - GPS/geocoding
 - Excellent at low light

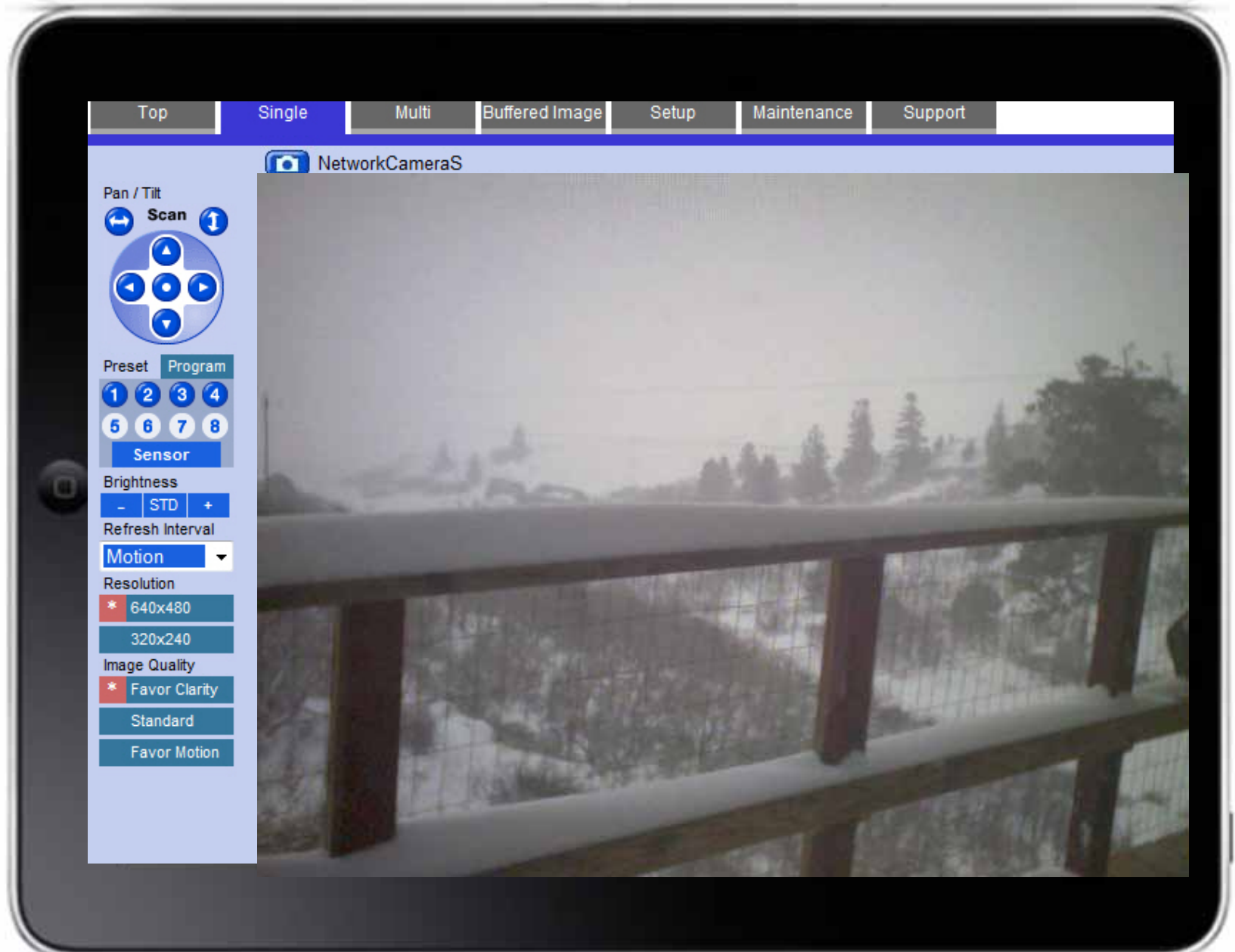


GPS

- If not an iPhone, a Garmin Forerunner watch



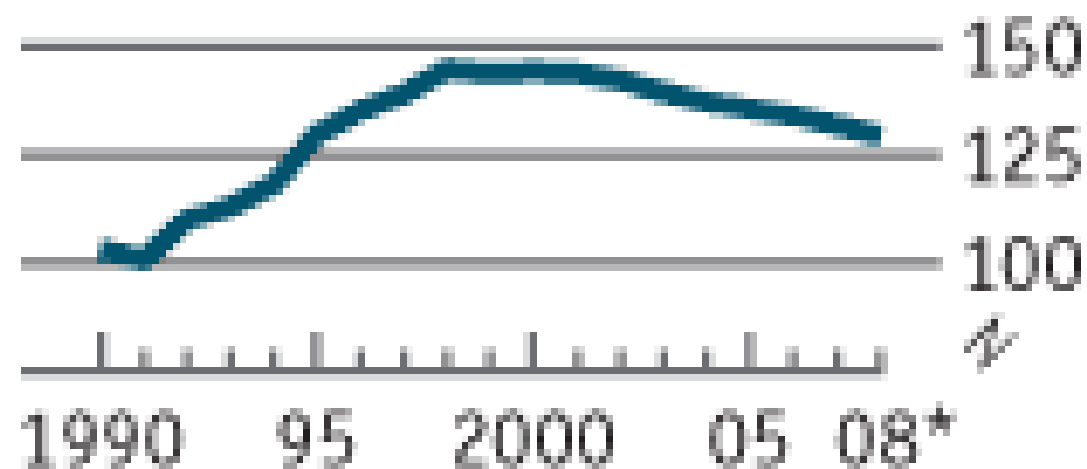
Webcams/ remote viewing



Are we going Paperless?

US paper usage

lb per white-collar worker



*Forecast

The IRR of paperless – 207%

www.nmapartment.com/tech

Assumptions

Hourly Rate = \$	100
Projected Savings =	2.5%
Hours saved per week =	1

n	\$	
0	\$ (2,500)	Purchase of computer, large monitor, scanner, jfax service, adobe acrobat
1	\$ 5,200	your hourly rate x 2,080 hours x projected savings *
2	\$ 5,200	your hourly rate x 2,080 hours x projected savings *
3	\$ 5,200	your hourly rate x 2,080 hours x projected savings *
4	\$ 5,200	your hourly rate x 2,080 hours x projected savings *
5	\$ 5,200	your hourly rate x 2,080 hours x projected savings *

* it would be appropriate to include reduction in staff time and storage space

IRR = 207%

** now multiply this times the number of agents/staff in your firm

Going Paperless – tools of trade

- More than one monitor
- Scanner
- Adobe Acrobat (more than reader)
- eFax or jFax
- Virtual closing room?
- process

Scanner

- Fujitsu Scansnap



Scanner

- Fujitsu Scansnap mobile



Two monitors



or more...



Backup Devices

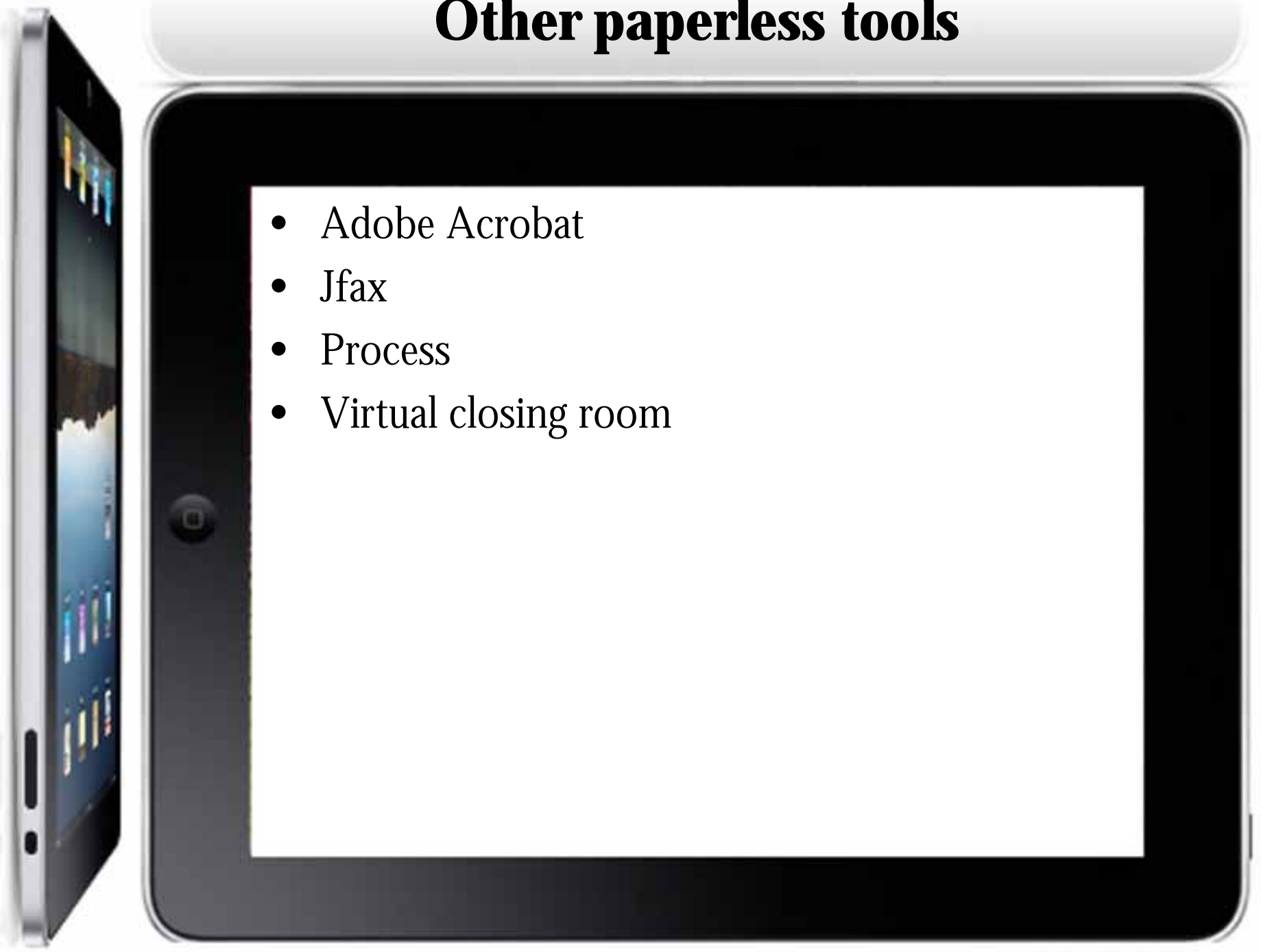
- Variety of formats



Backup Thoughts

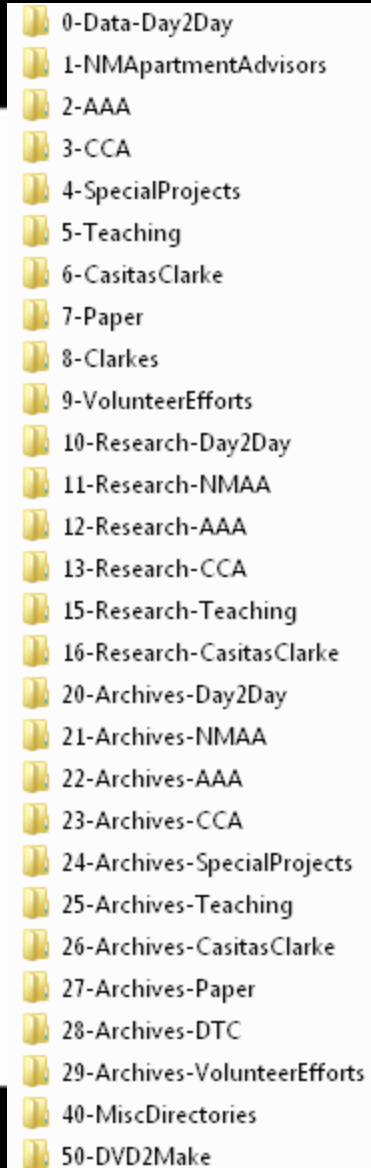
- Permanent
- Unalterable
- Reoccurring over time
- Off site

Other paperless tools

- 
- A large tablet is shown in the foreground, displaying a list of paperless tools. To its left, a smartphone is shown vertically, displaying a similar interface. Both devices are black with silver bezels.
- Adobe Acrobat
 - Jfax
 - Process
 - Virtual closing room

Data Organization

- Organize by frequency of data
- Top of the list – daily
- Bottom of the list – archive s - quarterly



- 0-Data-Day2Day
- 1-NMApartmentAdvisors
- 2-AAA
- 3-CCA
- 4-SpecialProjects
- 5-Teaching
- 6-CasitasClarke
- 7-Paper
- 8-Clarke
- 9-VolunteerEfforts
- 10-Research-Day2Day
- 11-Research-NMAA
- 12-Research-AAA
- 13-Research-CCA
- 15-Research-Teaching
- 16-Research-CasitasClarke
- 20-Archives-Day2Day
- 21-Archives-NMAA
- 22-Archives-AAA
- 23-Archives-CCA
- 24-Archives-SpecialProjects
- 25-Archives-Teaching
- 26-Archives-CasitasClarke
- 27-Archives-Paper
- 28-Archives-DTC
- 29-Archives-VolunteerEfforts
- 40-MiscDirectories
- 50-DVD2Make

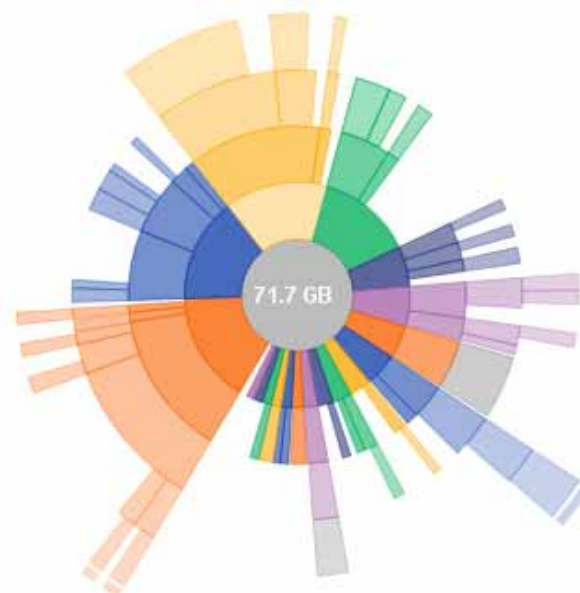
My current work and personal data

- Totals 71.7 gigabytes
- Doesn't include music (60 gigs), movies (300 gigs), or hi res photos (16 gigs)

D:\Data

Top List

21-Archives-NMAA	11.4 GB
23-Archives-CCA	10.7 GB
8-Clarkes	10.5 GB
Photos	9.88 GB
5-Teaching	4.13 GB
1-NMApartmentAdv...	4.10 GB
0-Data-Day2Day	3.41 GB
3-CCA	3.39 GB
25-Archives-Teach...	2.24 GB
11-Research-NMAA	1.98 GB
Others	9.80 GB



Virtual Closing Rooms

Online Virtual Closing Room

NM Apartment Advisors has pioneered technologies use in commercial real estate – and the latest tool they've brought online for its clients is a online virtual closing room – this closing room allows buyers, sellers, title companies, buyer's agents, lender's and attorneys to all have access to the same information – purchase agreements, addendum's, modifications, inspections, due-diligence reports, closing statements, and each party to the transaction can upload files to share with all other parties who receive a notification of recently updated files and changes to the timeline.

Virtual Closing - 805 17th N

Property Name: 805 17th N
Address: 805 17th N
City: Las Cruces
State: NM
Submarket: 17th/5th
Property Type: 17th/5th
Status: PENDING
Units: 10 units
Property Price: \$1,000,000
GPM: 5.04
CAP: CAP 10.1 %
Create Date: 04/02/2005
Opening Date: 04/02/2005
Closing Date: 01/02/2005
Comments: 10/10/05
Created By: 10/10/05

805 17th N

Amelia West CPA

Event List

Event Date	Item	Milestone	Role	Deadline	Completed	Comments
04/02/2005	Closing	Closing	Agent		No	Autogenerated Event
04/05	Inspection	Inspection	Buyer	04/15/2005	No	evidence of work in 30 units
01/02/2005	preclosing walkthru	Closing	Buyers Agent	01/02/2005	No	

Calendar

April 2005 May 2005 June 2005

Directory Listing

Name	Created By	Create Date	Comments
Purchase agreement draft v2.doc	10/10/05	04/02/2005 09:04:14 pm	
Callers City Truck 22 07C.xls	10/10/05	04/02/2005 03:04:19 pm	

Contact List

First Name	Last Name	Company Name	Contact Type	Street	City	State	Zip	Email	Website	Phone	Fax	Cell
Salvador	Buyer		Buyer									
Karlson	Clarke	NM Apartment Advisors	Buyers Agent	612 Kalerth 100	Albuquerque	NM	87102	clarke@nmapt.com	www.nmapt.com	505 480 8885		
Karlson	Clarke	NM Apartment Advisors	Buyers Agent	612 Kalerth 100	Albuquerque	NM	87102	clarke@nmapt.com	www.nmapt.com	505 480 8885		
Amelia	West	NM Apartment Advisors	Listing Agent	612 Kalerth 100	Albuquerque	NM	87102	awest@nmapt.com	www.nmapt.com	505 550 6405		

Basic Property Info can be found here

A timeline of events between now and closing

A list of all parties involved in the transaction is here.

NM Apartment Advisors creates each virtual closing room assigning each of the parties in the transaction secure access to the Virtual Closing Room.

By providing simultaneous access to documents, we can expedite closing and minimize long distance fax or over night fedex/ups charges.

This also allows you to check on the status of your deal 24/7/365.

Closing timeline with milestones on calendar here

List of files uploaded – as you upload a file, you select who gets to view it.

Or a Blog or content management tool

Recommended Blog tool – Wordpress:

CONFESSIONS OF A COMMERCIAL REAL ESTATE CONSULTANT

VIEW CARTERA CONSULTANTS & ADVISORS INC. RECENT CONSULTING ASSIGNMENTS



ABQ Uptown - Phase III (mixed-use)

[CLIENTS](#) [CONTACT INFO](#) [REFERENCES](#) [SERVICES](#) [TESTIMONIALS](#) [ASSIGNMENTS](#)

FROM BRICKS AND MORTAR TO CLICKS AND FLIPS

[Retail Comments \(0\)](#)



Ever wonder why there are more and more Walgreen's and less and less clothing stores?

It is a reflection of our shopping patterns as more and more of us choose to order online or from catalogue vs. visiting a physical store - a long term trend known as bricks/mortar to clicks/flips.

UNEMPLOYMENT TRENDS

ACROSS THE COUNTRY - GOOD OR BAD FOR YOUR AREA?

Click on this link for an animated video showing county by county unemployment levels and watch as most of the country turns purple in unemployment.

[More on page 713](#)

NOW YOU REALLY CAN HAVE AN OFFICE ANYWHERE!

Pop Up from above on Vimeo. Believe it or not, this office folds flatter than an IKEA flat pack!

[More on page 705](#)

POSSIBLE SOLUTION FOR ZONING ISSUES?

This make look like any ordinary residential area in California, but would you believe it if I told you it was actually a factory? Click here

ABOUT D. TODD CLARKE CCIM

D. Todd Clarke Resume
Todd Clarke Bio
Todd Clarke vCard

COURSE OFFERINGS

10/12-17/2010 - CCIM 102 - Moscow, Russia
10/25-29/2010 - CCIM 102 - Scottsdale, AZ
11/12/2010 - Technology Luncheon (ABQ) - 11am to 1pm
12/06-13/2010 - CCIM 102 (new!) - Los Angeles
4/15/2010 - Understanding NM's property tax system
4/18-20/2010 - CCIM CCR & Final Exam
4/23-26/2010 - CCIM 102 - San Diego
5/8/2010 - Technology & Social Networking - Sacramento, CA
5/7-11/2010 - CCIM 102 - Santa Ana, CA
6/14/2010 - Technology & Social Networking - Santa Fe, NM
9/27-10/1/2010 - CCIM 102 - Nashville, TN
9/9/2010 - Confessions of a Commercial Real Estate Consultant
CCIM/IREM - Los Angeles Chapter - Keynote

www.canteraconsultants.com

Paperless Reading

- Kindle 2
- Kindle DX
- Nook
- Sony eReader
- Apple iPad



What to look for in an eReader



- Reads PDF files
- Widest range of books
- Compatible “app” for your phone
- Direct download of books
- Keyboard search
- Ability to take notes
- Sync to computer
- Know you are locked in

The cost of analog vs. digital books



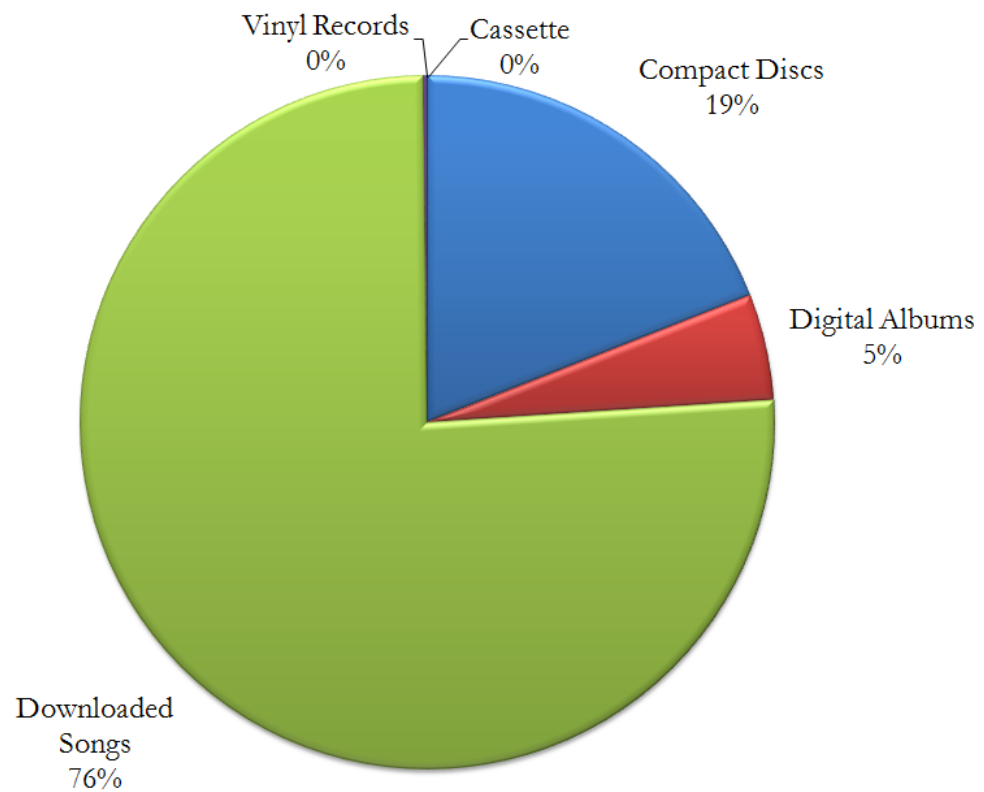
	Hardcover	Ebook
Price you pay	\$26	\$12.99
Printing, storing, shipping	-\$3.25	X
Design, typesetting, copyediting	-\$0.80	-\$0.50
Marketing	-\$1	-\$0.78
Author payment	-\$3.90	-\$3.25
Bookseller	-\$13	-\$3.90
Publisher's take	\$4.05	\$4.56

<http://gizmodo.com/5482774/how-much-it-actually-costs-to-publish-an-ebook-vs-a-real-book>

Analog to Digital

Compact Discs	301,000,000
Digital Albums	78,000,000
Downloaded Songs	1,200,000,000
Vinyl Records	2,500,000
Cassette	34,000

WSH/Nelson - 3/11/2010





STOP HERE

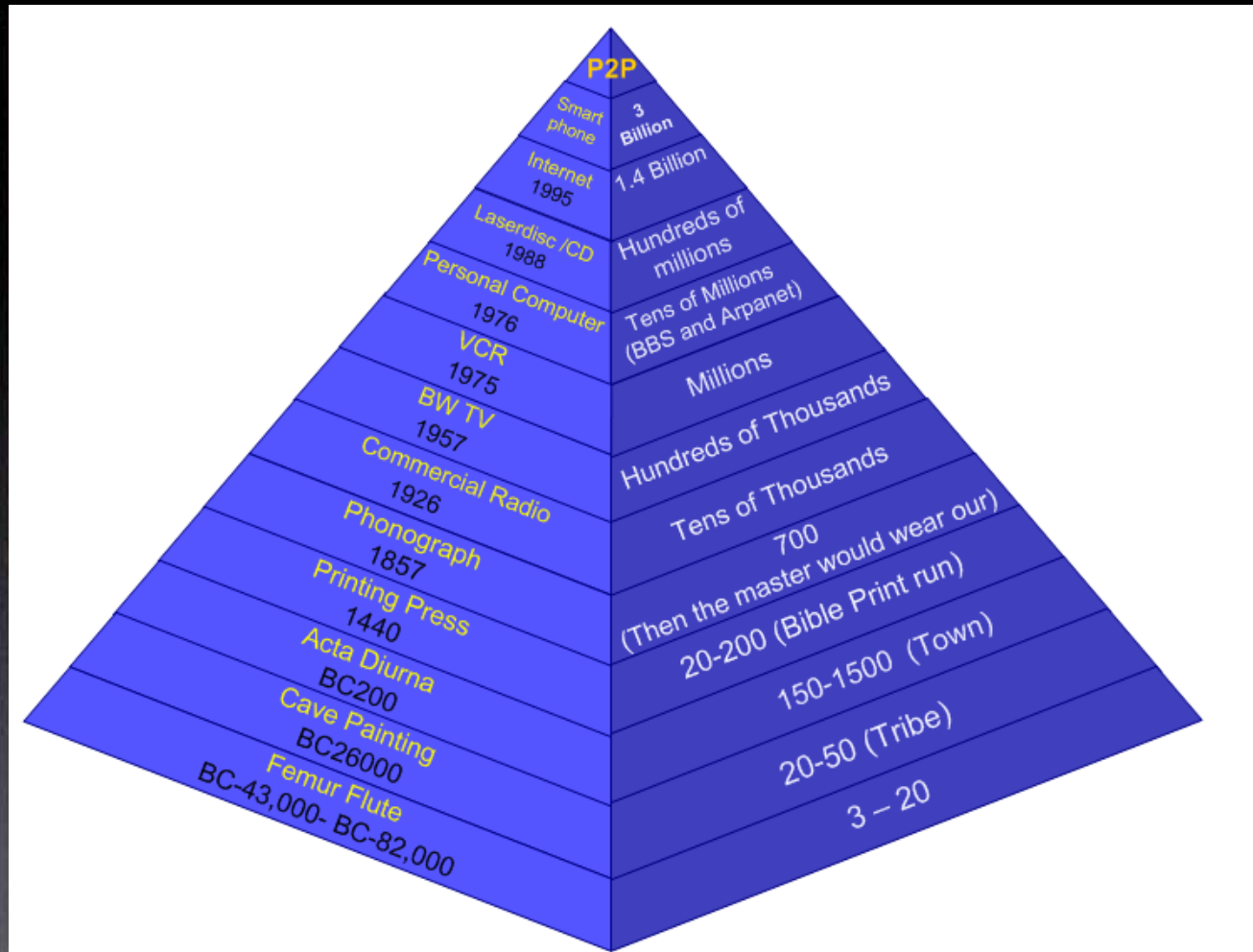
There isn't time
to do Marketing &
Research in Social
Networking





ing

History of Audience size...



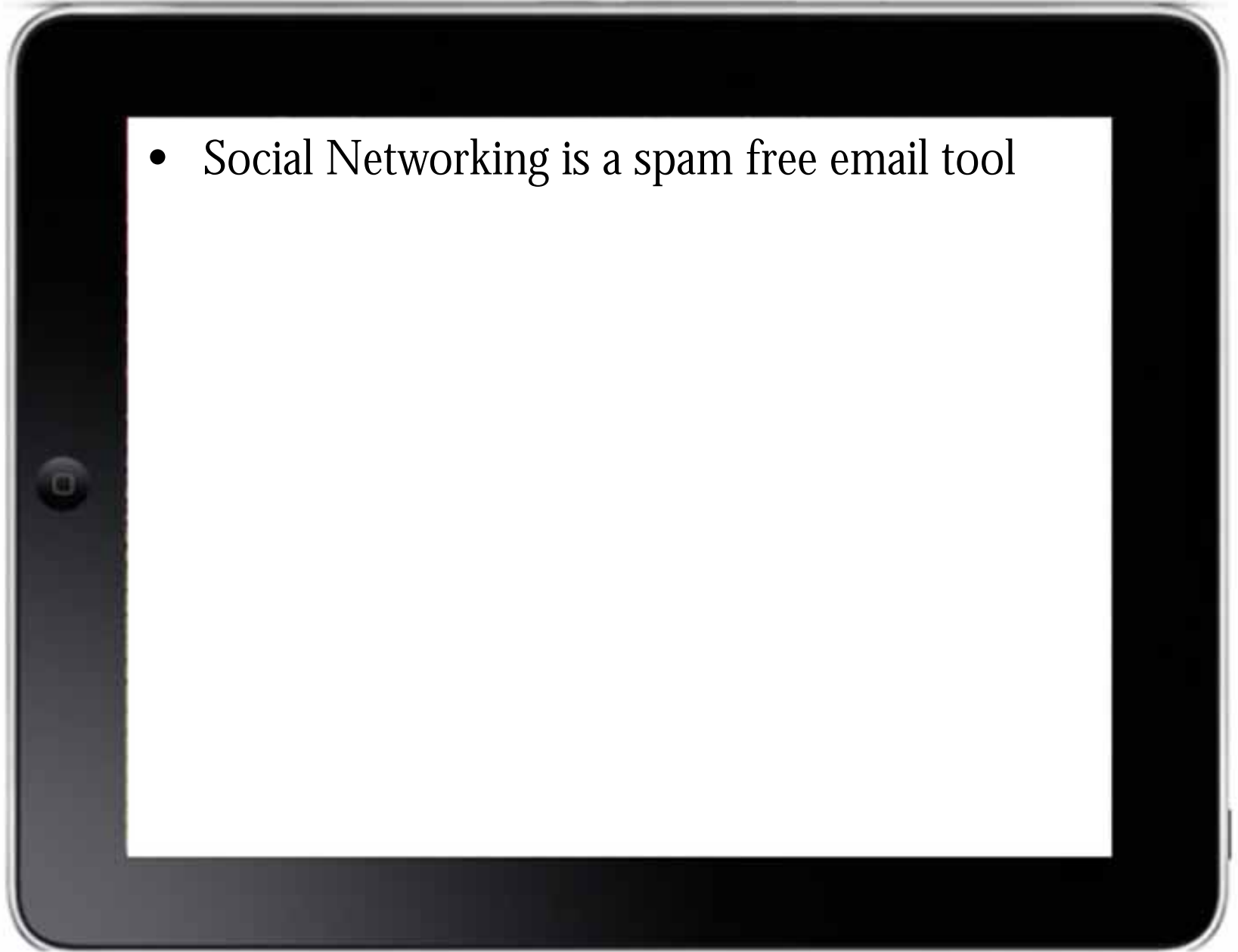
Social Networking

- A social network service focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities.
- A social network service essentially consists of a representation of each user
- Contain category, means to connect or recommendations for trust
- Contains:
 - User representation (often a profile)
 - his/her social links,
 - variety of additional services.

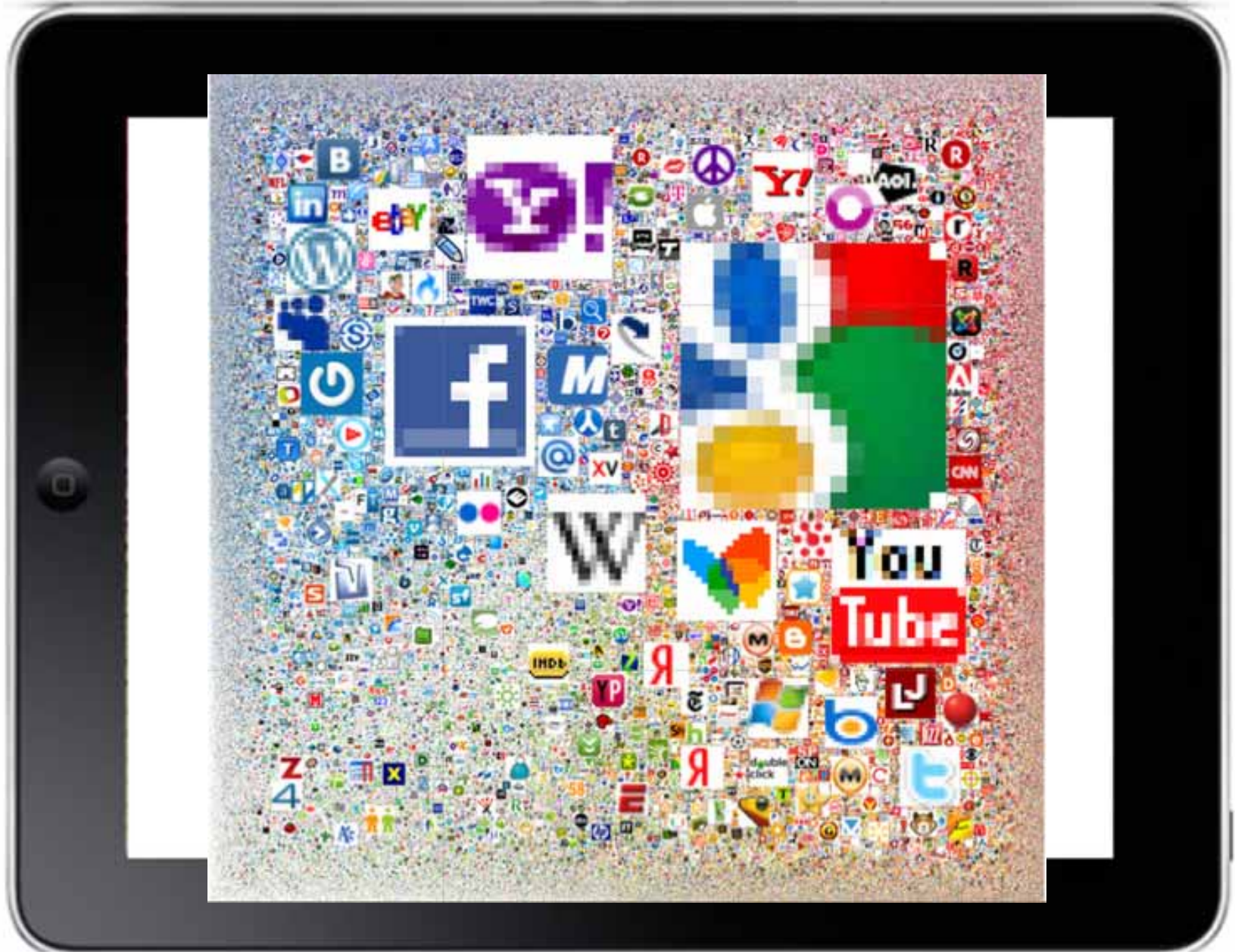
http://en.wikipedia.org/wiki/Social_networking

In it's purest form

- Social Networking is a spam free email tool



Social Networking/ Marketing – which ones?



Social Networking

Which one
to use for:
family
friends
business



http://en.wikipedia.org/wiki/Social_networking

How big is social networking?

Rank	Country / Territory	Population	Date Last Updated	% of World Population
1	 China ^[5]	1,336,300,000	March 11, 2010	19.63%
2	 India	1,178,099,000	March 11, 2010	17.31%
3	 facebook	800,000,000	March 11, 2010	4.54%
4	 Indonesia	231,369,500	July 2009	3.4%
5	 Brazil	192,598,000	March 11, 2010	2.83%
6	 Pakistan	168,942,500	March 11, 2010	2.48%
7	 Bangladesh	162,221,000		2.38%
8	 Nigeria	154,729,000		2.27%
9	 Russia	141,927,297	January 1, 2010	2.08%
10	 Japan	127,430,000	February 1, 2010	1.87%
11	 Mexico	107,550,697	July 1, 2009	1.58%
12	 Philippines	92,226,600	Mid-2009	1.35%
13	 Vietnam	85,789,573	April 1, 2009	1.26%
14	 Germany	81,757,600	January 1, 2010	1.2%
15	 Ethiopia	79,221,000	July 2008	1.16%

Linked in

60,000,000

A satirical map of the world where landmasses are shaped like and labeled with the names of social media and tech companies. Facebook is the largest landmass in the center, labeled "FACEBOOK 500 MILLION". Other large landmasses include Habbo (178 million), Bebo (117 million), and Friendster (115 million). Smaller landmasses include Twitter (114 million), Orkut (100 million), and Hi5 (70 million). The map also features various geographical features like "SEA OF PERSONAL INFORMATION", "VOLCANIC ISLAND OF IPHONE APPS", and "SEA OF FORGOTTEN MEMES". The map is drawn in a simple, hand-drawn style with a yellowish-brown color palette.

<http://gizmodo.com/5608042/explore-the-social-network-planet>
















Facebook is approaching

- 800,000,000 users
- 1 in 5 people on the internet

Social Networking Market Share

Top 20 Social Networking Websites

The following report shows **websites** for the industry '**Computers and Internet - Social Networking and Forums**', ranked by **Visits** for the week ending **02/06/2010**.

Rank	Website	Visits
1.	Facebook	49.64% 
2.	MySpace	15.82% 
3.	YouTube	14.85% 
4.	Tagged	1.24% 
5.	Yahoo! Answers	1.12% 
6.	Twitter	1.10% 
7.	Yahoo! Profiles	0.80% 
8.	Meebo	0.60% 
9.	myYearbook	0.57% 
10.	Windows Live Home	0.53% 
11.	Classmates	0.30% 
12.	Linkedin	0.27% 
13.	MocoSpace	0.27% 
14.	Yahoo! Groups	0.26% 
15.	Club Penguin	0.20% 

Facebook

- 800 million users



Facebook

- 250 M in July, 300 M by September 2009, and in 2010? 400M!, 10/2011 now 750M

Facebook on 9/17/09: <http://www.facebook.com/press/info.php?statistics>

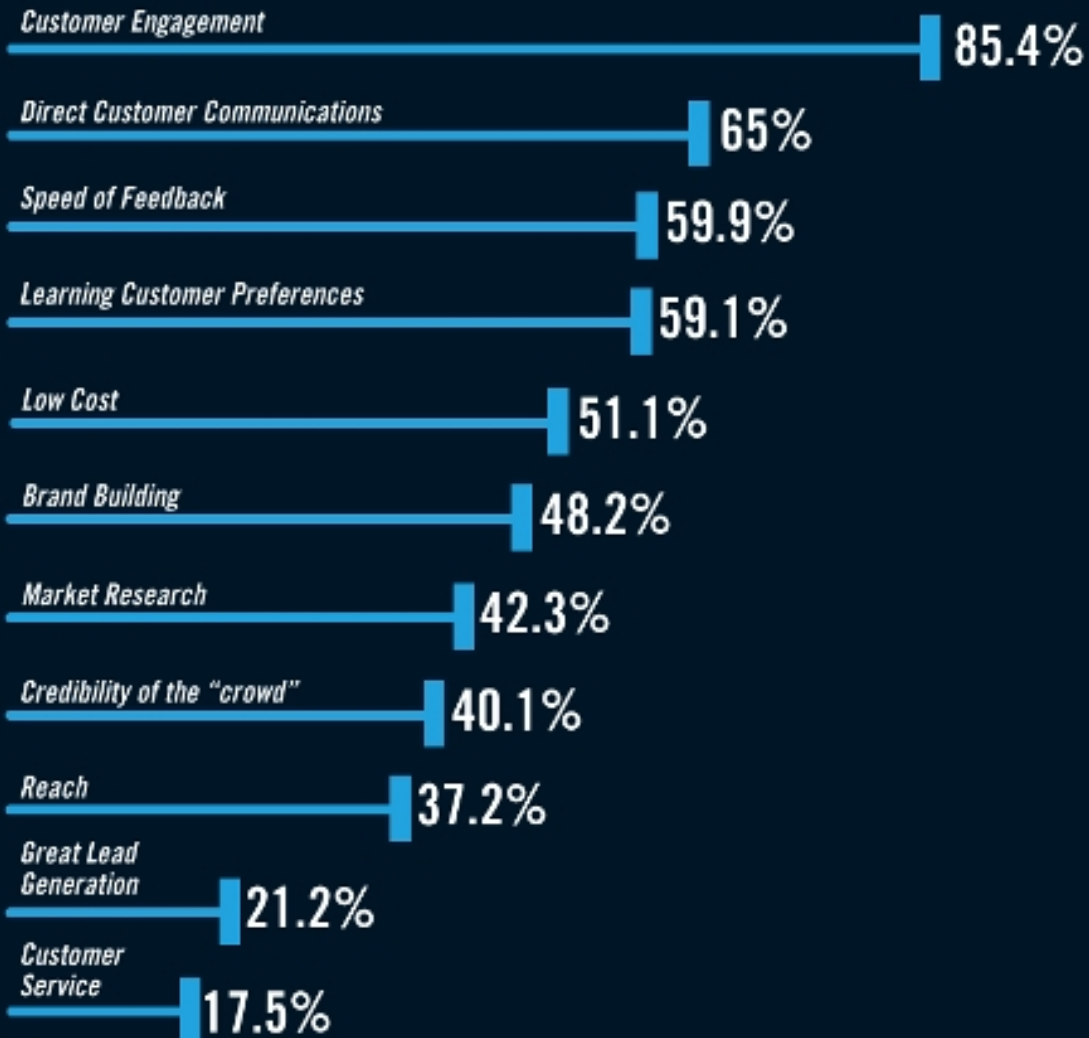
- 50% of our active users log on to Facebook in any given day
 - More than 35 million users update their status each day
 - More than 60 million status updates posted each day
 - More than 3 billion photos uploaded to the site each month
 - More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
 - More than 3.5 million events created each month
 - More than 3 million active Pages on Facebook
 - More than 1.5 million local businesses have active Pages on Facebook
 - More than 20 million people become fans of Pages each day
 - Pages have created more than 5.3 billion fans
-
- # of friends per user on avg. = 130
 - # of friend requests sent per month = 8
 - Avg. amount of time per user on FB = 55 minutes (that is 22 Billion minutes!)
 - Avg. of I “like” that clicks per month = 9
 - Avg. of use written comments per month = 25
 - Avg. of “become a fan” per month = 4
 - Avg. # of invitations for events per user per month = 3
 - Avg. # of groups user is a member of = 13

<http://www.web-strategist.com/blog/2010/01/19/a-collection-of-social-network-stats-for-2010/>

Corporate responses as to why use SN

MAIN BENEFITS OF SOCIAL MEDIA

In a survey, eMarketers asked U.S. Marketing Executives what they felt were the main benefits of marketing through social media. Not surprisingly, only half of the respondents felt that 'low cost' was a benefit. Below are the results by percentage of respondents.



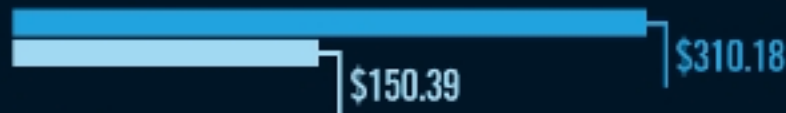
Quantify value of SN/Fans

FACEBOOK FANS

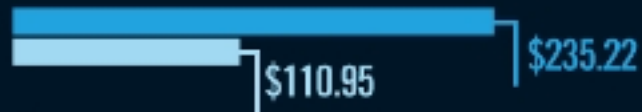
In a recent survey conducted by Syncapse, 20 brands were evaluated to see the economic potential of having fans on Facebook. Below are some of the results for the most recognized brands.

■ Avg. amount spent by a Facebook Fan
■ Avg. amount spent by a non-Facebook Fan

McDonald's



Starbucks



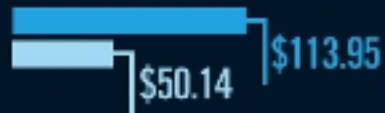
Xbox



Playstation



Nutella



Coca-Cola



Nike



Victoria's Secret



Motorola



Nokia



Its part SEO, part sales...

- Add value!

facebook

Search

Todd's Profile · Todd's Wall



Todd Clarke

Commercial and Residential Realtors and investors - I think you might like this app - MyAnalyst helps you perform mortgage calculators, IRR calculations, NPV calculations and so much more - <http://www.canteraconsultants.com/tech?p=813>



Todd Clarke's Technology Corner v2.0
www.canteraconsultants.com

MyAnalyst is a must have tool for every commercial Realtor. CCIM's and investors will appreciate the mortgage calculator, the t-bar with IRR and NPV calculations as well as the investment and lease/own analysis tools, appraisers will love the ability to measure a property from aerial photos and own

6 hours ago · Like · Comment · Share

Evan Huynh and Stacy Sump like this.



Evan Huynh I will definitely buy this app.

7 minutes ago · Like

Be genuine...

- And authentic



CCIM Institute added 5 new photos to the album April 2011 New Designees.



April 2011 New Designees

Why fans?

- Facebook

Fans are 28% more likely than non-fans to continue using the brand.



Fans are 41% more likely than non-fans to recommend a fanned product to their friends.



Can you be too successful?

Pool Party Out of Control Due to Facebook

Estimated 2,000 Show Up at Apartments

BY STEVEN K. PAULSON
The Associated Press

FORT COLLINS, Colo. — An apartment complex near Colorado State University that used Facebook to advertise “the biggest pool party of the year” got more than it bargained for — at least 2,000 people, most of them college students, showed up.

It wasn't long before the police followed.

Four people, including two CSU football players, were arrested at the Fort Collins apartment complex on Saturday.

Ten people were taken to the hospital, most of them for overconsumption of alcohol or minor injuries.

“Some people came from as far away as Denver for this back-to-school party,” Fort Collins police Lt. Hal Dean said on Monday.

The party's Facebook page had nearly 3,000 registered people.

Dean said police estimated at least 2,000 people showed up at the complex about 65 miles north of Denver. Officers had to shut down surrounding streets while they cleared the



DAWN MUDURA/THE ASSOCIATED PRESS

Tyson Roehrkasse looks for his missing bandana amid beer cans, broken glass and discarded clothing around a pool at the Rams Pointe apartment complex in Fort Collins, Colo. A huge party got out of control at the complex.

The use of social networks such as Twitter and Facebook to spread word of everything from parties to freedom movements has increased exponentially in recent months.

In some cases, the events have led to street trouble.

In Los Angeles in July, a simple tweet by DJ Kaskade telling his followers about a free block party lured thousands of raucous ravers to the landmark Grauman's Chinese Theatre.

Things turned rowdy, with revelers hurling bottles at police and some

jumping on a squad car.

In Fort Collins, firefighters and ambulance crews told police of the out-of-control party at the Ram's Pointe apartment complex.

Dean said police weren't monitoring the Facebook party site — something some police agencies have begun to do after social media was used by rioters in England to organize looting and by organizers of so-called flash mobs in several U.S. cities.

The apartment complex did not respond to telephone calls seeking comment Monday.

Police said complex management could be cited under the city's nuisance gathering ordinance.

Police said Monday that James Skelton, 21, was cited for third degree assault. The charges were related to a fight. Zachary Tiedgen, 21, was cited for disorderly conduct.


Two others were charged.

Skelton is a linebacker and Tiedgen a defensive end on the CSU Rams football team, assistant athletic director Gary Ozello said. Head coach Steve Fairchild refused comment and said the incident is under investigation.

Ozello said the athletic department has a strict social media policy that warns players not to post anything to embarrass the team.

LinkedIn

- Good for finding and being introduced to business contacts
- Over 75 Million




LinkedIn Home Profile Contacts Groups Jobs Inbox (1) More...


[Exec. Leadership Training - Learn Ivy League Leadership At](#)

Inbox (1 unread)



Tom Keesing Invitation to connect Jan 23 take action ▾

Action items: [Invitations \(4\)](#), [Recommendations \(1\)](#), [See all messages »](#)

Network Updates  [See more updates »](#)

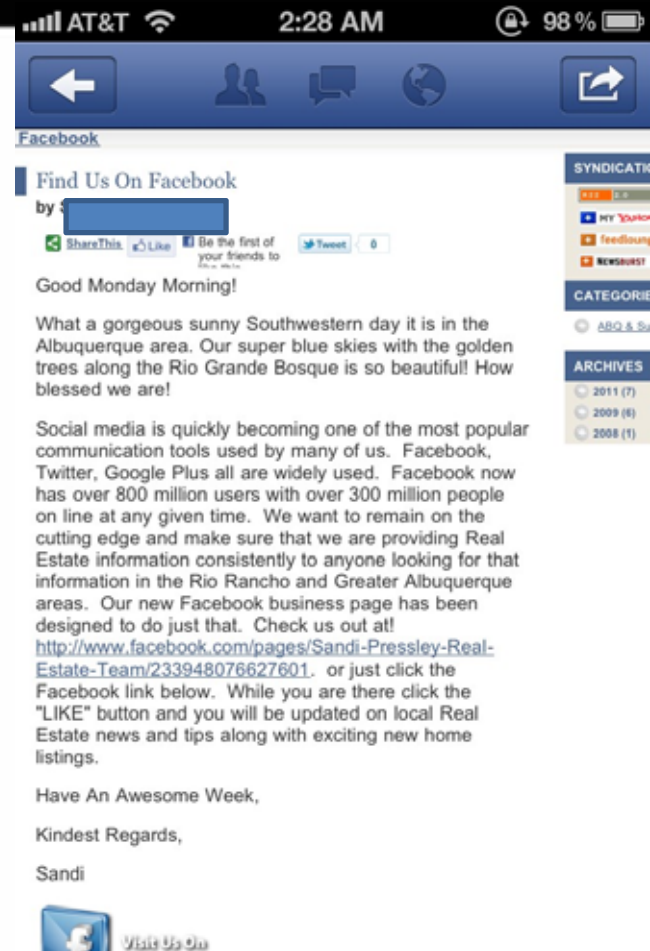


Todd Clarke CCIM just completed over a quarter billion dollars of property tax protests in Bernalillo County - a special thanks to the assessor and her staff 1 month ago

  [Share](#)

So many wrongs...

- Don't Lie
(the sun didn't come up at 2am)
- No your stuff
- there is no you in your client
- What value are you adding?
- Why would I click on "Like"?
- Agents FB posts are only listings
- Agents photo on FB was from High school (almost) and she graduated in 1970s...



Twitter

- 140 character blog (like txt'ing)

US Adult Twitter Users, 2008-2010 (millions and % of adult Internet users)

2008	6.0 (3.8%)
2009	12.1 (7.4%)
2010	18.1 (10.8%)

Note: ages 18+; Internet users who access Twitter via any platform at least monthly

Source: eMarketer, April 2009

102701

www.eM

ccim

✓ Following

Over a 1/4 of small banks' assets are in #cre. If you're looking for #REO opportunities, read this CIRE article <http://bit.ly/9N7DWw>

@DePereChamber Search for members by location using our member directory <http://bit.ly/9N7DWw>

@ccimredex CCM TECH integrates the ClientLock System. <http://www.ccmredex.com/press/04-01-09-CCMTECH>

<http://www.emarketer.com/Article.aspx?R=1007059>

Business Forecasting using Twitter



The image shows a tablet displaying the BBC News website. The article is titled "Twitter used to predict box office hits" by Jonathan Fildes, a technology reporter at BBC News. The article discusses how micro-blogging service Twitter can be used to predict the future box-office takings of blockbuster films, according to researchers at Hewlett Packard (HP). It mentions that computer scientists studied 3 million messages (tweets) - about 25 movies, including Avatar. The article also states that they found the rate at which messages were produced could be used to accurately predict the box office takings before the film opened. Further analysis of the content of the messages could predict ongoing success. A quote from Bernardo Huberman, head of the social computing lab at HP, is included: "Our predictions were incredibly close," Bernardo Huberman, head of the social computing lab at HP, told BBC News. An example is given: For example, he said, the system predicted that zombie film The Crazies would take \$16.8m in its first weekend in the US. It actually took \$16.06m. A quote from Jan Saxton, Adams Media Research, is also included: "Word of mouth builds audience". The article is dated Friday, 9 April 2010 19:45 UK. There is also a sidebar with navigation links and an advertisement for Audible.com.

BBC Low graphics Help Search

NEWS Watch ONE-MINUTE WORLD NEWS

Page last updated at 18:45 GMT, Friday, 9 April 2010 19:45 UK

News Front Page

Africa
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South Asia
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Twitter used to predict box office hits

By Jonathan Fildes
Technology reporter, BBC News



The researchers studied films such as Avatar

Micro-blogging service Twitter can be used to predict the future box-office takings of blockbuster films, according to researchers at Hewlett Packard (HP).

The computer scientists studied 3 million messages - known as tweets - about 25 movies, including Avatar.

They found the rate at which messages were produced could be used to accurately predict the box office takings before the film opened.

Further analysis of the content of the messages could predict ongoing success.

"Our predictions were incredibly close," Bernardo Huberman, head of the social computing lab at HP, told BBC News.

For example, he said, the system predicted that zombie film The Crazies would take \$16.8m in its first weekend in the US. It actually took \$16.06m.

"Word of mouth builds audience"

Jan Saxton
Adams Media Research

<http://news.bbc.co.uk/2/hi/technology/8612292.stm>

Twitter is like a CB radio

HOMELESSNESS IN ABQ UPDATE

[Albuquerque](#), [Apartment Investor](#), [Homelessness](#), [Housing](#), [NM Real Estate](#), [Todd Clarke](#)
[Comments \(0\)](#)

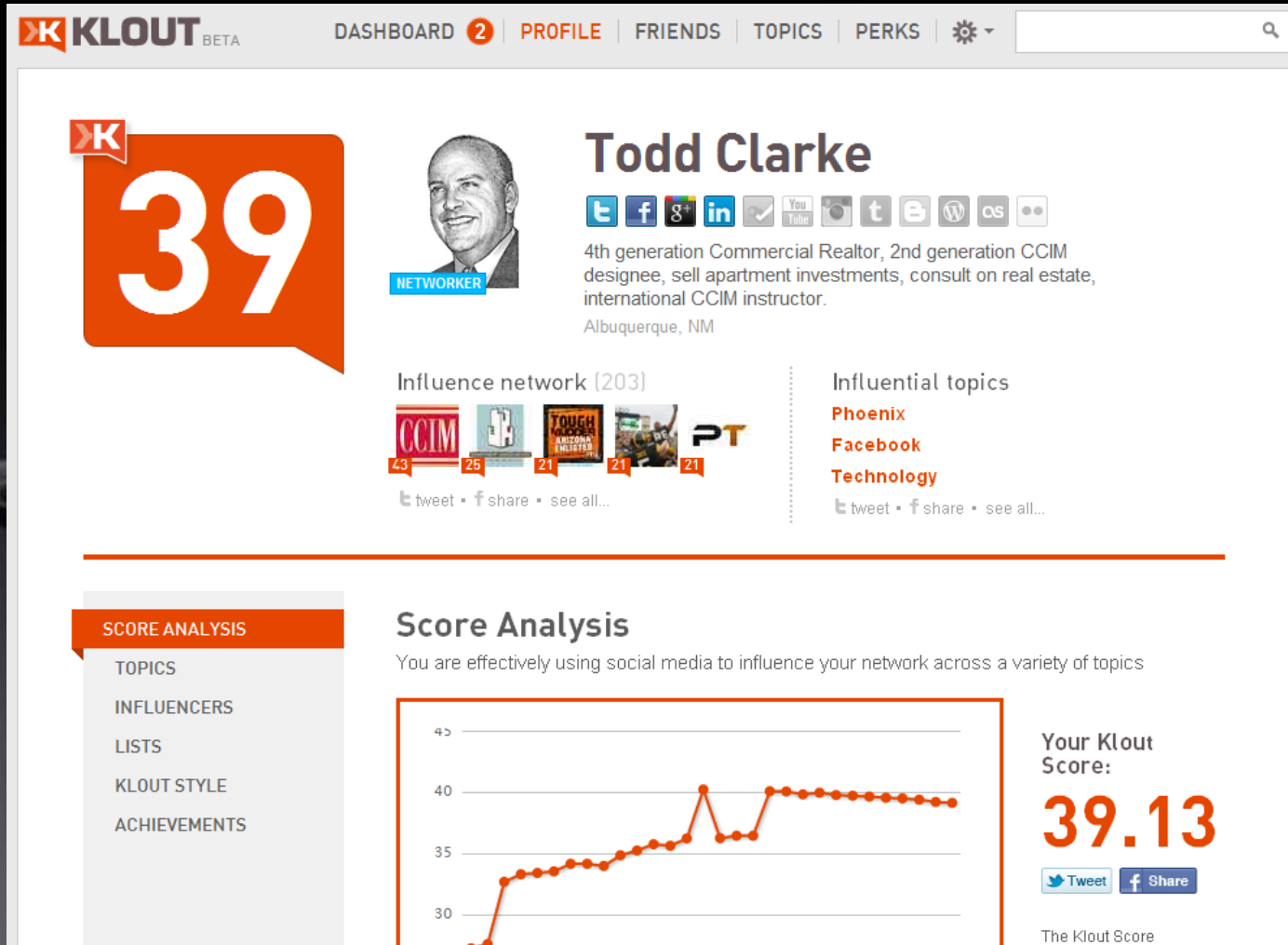


The Albuquerque Journal has an update on the homeless [survey](#) that was performed earlier this year.

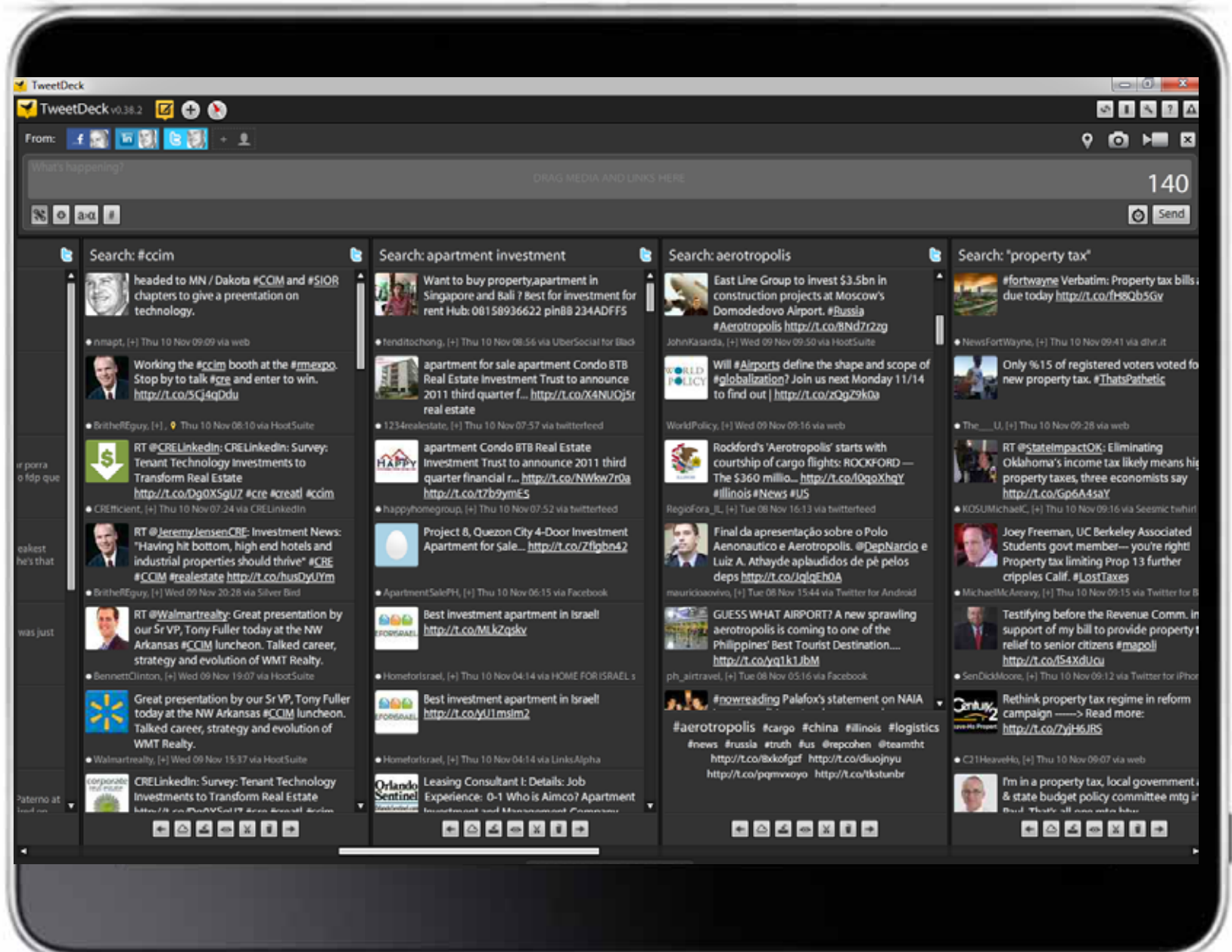
As you may remember, I participated in the survey earlier this year, and was dumbstruck by the stories the individuals I met shared.

Although the focus on the article is about one individual who has made it into housing, then fallen out, and is working to get back in, the part of the story that left me the saddest was the number of people who have died since we surveyed them.

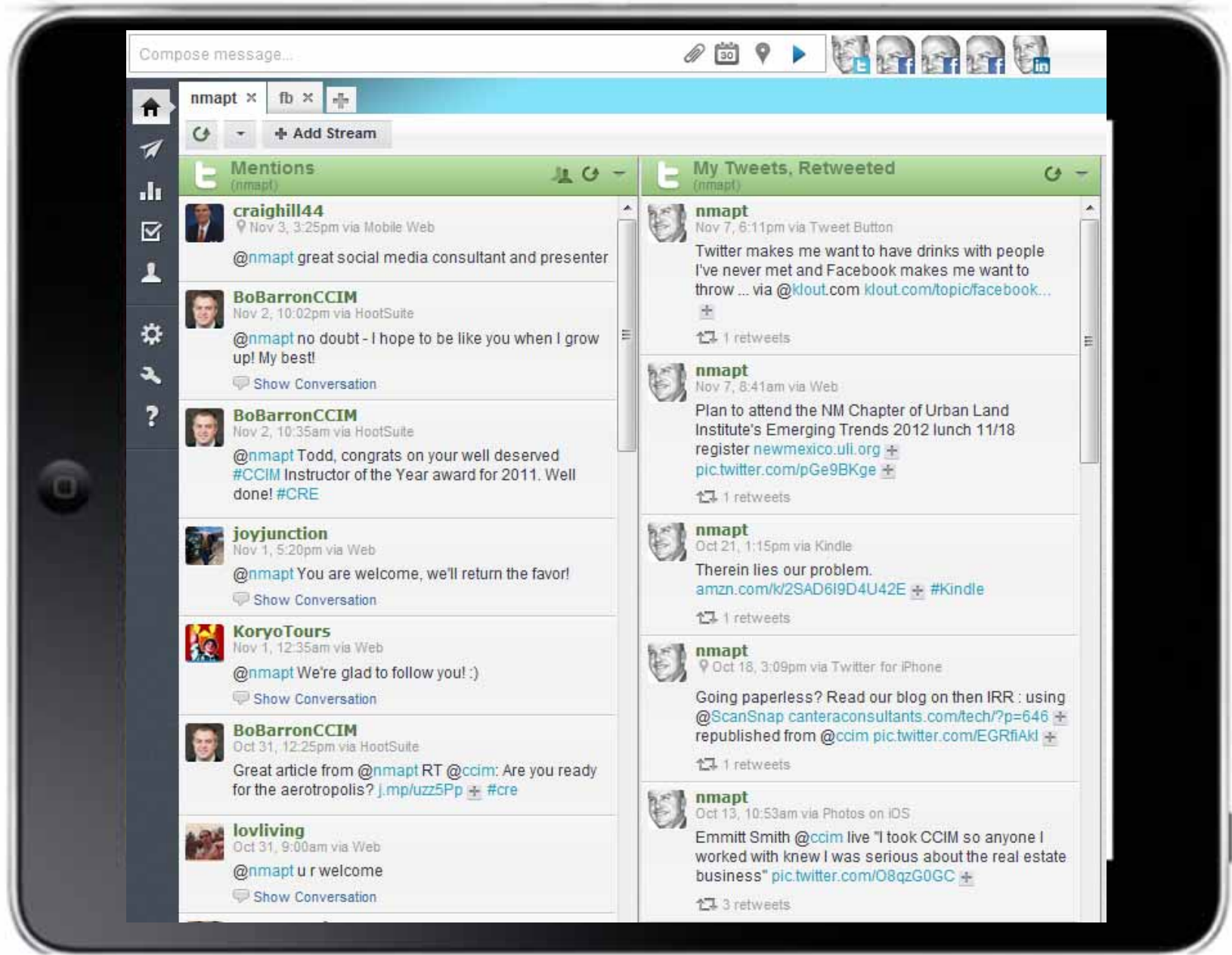
Klout



Listen using TweetDeck



Manage using Hootsuite



Plaxo

- 20 Million users
- Great for keeping track of business cards/contacts
- Owned by Comcast (paid \$7/user)

plaxo Home Address Book Stream More ▾


Sync with Outlook and keep your address book up to date

Address Book 2,560 Contacts **Contact Info**

Search Contacts

Search

Contact and Event De-Duper Import Contacts

 **Todd Clarke**
NM Apartment Advisors...
Albuquerque

Work Email tclarke@mapartment.com
Work Phone 505-247-1411
Work IM Add Now

http://news.cnet.com/8301-13953_3-9944352-80.html

Apple's Ping

Store Advanced Help

itunes

Search Store

Music Movies TV Shows App Store Podcasts Audiobooks iTunes U Ping

Welcome to Ping

Welcome TODD!







Search for People or Artists

Search by name




Invite Your Friends By Email

Invite

Artists We Recommend You Follow 1-6 of 53

 Armin van Buuren 12,982 Followers Follow	 Black Label Society 4,749 Followers Follow	 Cher 5,016 Followers Follow
 Empire of the Sun 7,577 Followers Follow	 Gwen Stefani 15,018 Followers Follow	 How to Destroy Ang... 7,044 Followers Follow

People We Recommend You Follow 1-3 of 3

 Rick Rubin Follow	 Jason Bentley Alternative, Electronic, ... Follow	 Alexandra Patsavas Follow
--	---	--

Even the kids have...Club Penguin

- 12+ Million users
- Bought by Disney for about \$29/user (2007)
- About 10% are paid members \$59.95 a year = GSI of \$6/user



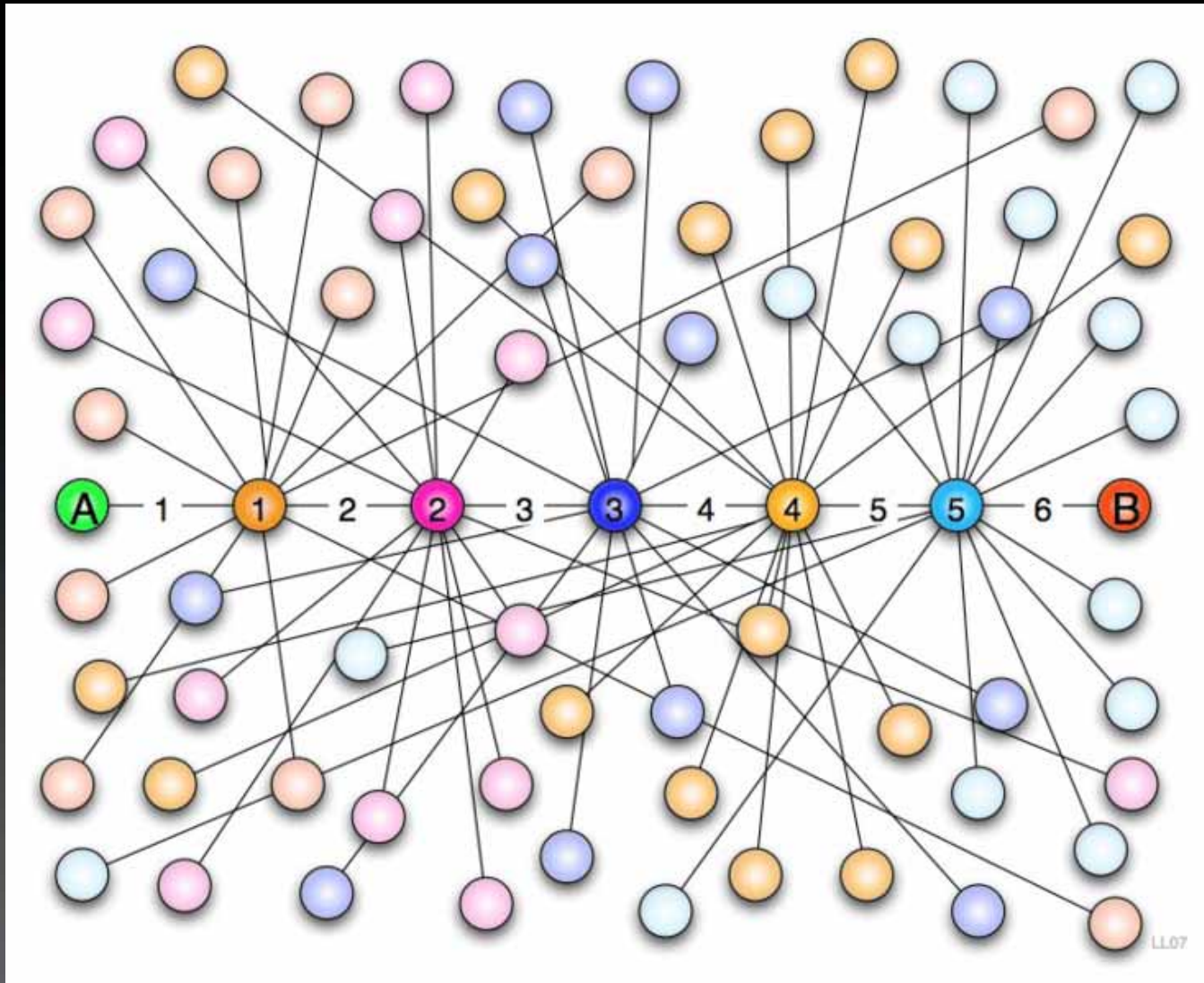
<http://techcrunch.com/2007/08/01/disney-acquires-club-penguin/>

Club Penguin

- 20 Million users
- Great for keeping track of business cards

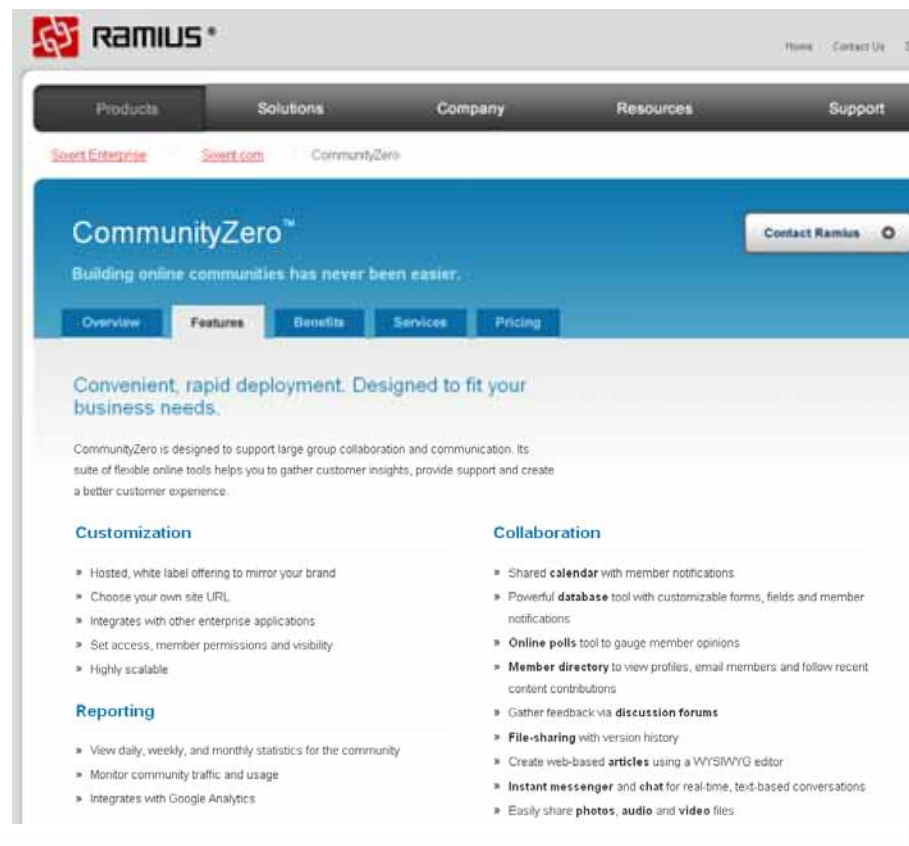


Social Networks – what are they really about?



And reforming our conception of community

Including do-it-yourself community networks



The screenshot shows the Ramius CommunityZero website. The header includes the Ramius logo and navigation links: Products, Solutions, Company, Resources, and Support. Below the header, there are links for Smart Enterprise, Smart.com, and CommunityZero. The main section features the CommunityZero logo and the tagline "Building online communities has never been easier." A "Contact Ramius" button is visible. Below this, there are tabs for Overview, Features, Benefits, Services, and Pricing. The main content area is divided into three columns: Customization, Collaboration, and Reporting. Each column contains a list of features and benefits.

RAMIUS® Home / Contact Us

Products Solutions Company Resources Support

Smart Enterprise Smart.com CommunityZero

CommunityZero™ Contact Ramius

Building online communities has never been easier.

Overview Features Benefits Services Pricing

Convenient, rapid deployment. Designed to fit your business needs.

CommunityZero is designed to support large group collaboration and communication. Its suite of flexible online tools helps you to gather customer insights, provide support and create a better customer experience.

Customization

- » Hosted, white label offering to mirror your brand
- » Choose your own site URL
- » Integrates with other enterprise applications
- » Set access, member permissions and visibility
- » Highly scalable

Collaboration

- » Shared **calendar** with member notifications
- » Powerful **database** tool with customizable forms, fields and member notifications
- » **Online polls** tool to gauge member opinions
- » **Member directory** to view profiles, email members and follow recent content contributions
- » Gather feedback via **discussion forums**
- » **File-sharing** with version history
- » Create web-based **articles** using a WYSIWYG editor
- » **Instant messenger** and **chat** for real-time, text-based conversations
- » Easily share **photos, audio** and **video** files

Reporting

- » View daily, weekly, and monthly statistics for the community
- » Monitor community traffic and usage
- » Integrates with Google Analytics

It's a matter of numbers

And some people are buying friends and fans...



usocial

FRONT PAGE SERVICE PRESS RELEASES BLOG FAQ CONTACT

services

- Front Page Services
- Press Release Distribution
- Facebook Marketing Services
- Twitter Marketing Services
- YouTube Marketing Services

resources

- About Us
- Media
- Charity Fund
- FAQ

blog

Read it Now!

WANT MORE FOLLOWERS? BUY THEM NOW!

[shop now](#)

25% OFF TWITTER MARKETING! SERIOUSLY BOOST YOUR TWITTER FOLLOWING RIGHT NOW! Hurry! Discount available for one week only!

facebook marketing services...

There are more than 200 million people on Facebook -- find out how you can make the most of one of the world's most utilized websites.

Did you know that Facebook has recently been valued at \$16 billion? Do you have any idea why a community site like this could be worth so much? It's simple -- because it's a massive advertising platform.

Since the inception of Facebook, people have been feverishly trying to get as many friends or fans as they can in order to market their product or services to. The simple fact is that with a large following on Facebook, you have an instant and targeted group of people you can contact and promote whatever it is you want to promote.

But you don't have a large following on Facebook, do you? Well, that's where uSocial can help. We've just launched a work-first range of products which will enable you to invest in packages of up to 5,000 targeted Facebook friends, or up to 10,000 targeted Facebook fans which we will deliver to your very own profile in a matter of weeks.

To find out more about how we can grow your business and sales on Facebook, click one of the buttons below to read more and how you can begin reaping the benefits now!

BUY FACEBOOK FRIENDS [click here](#)

BUY FACEBOOK FANS [click here](#)

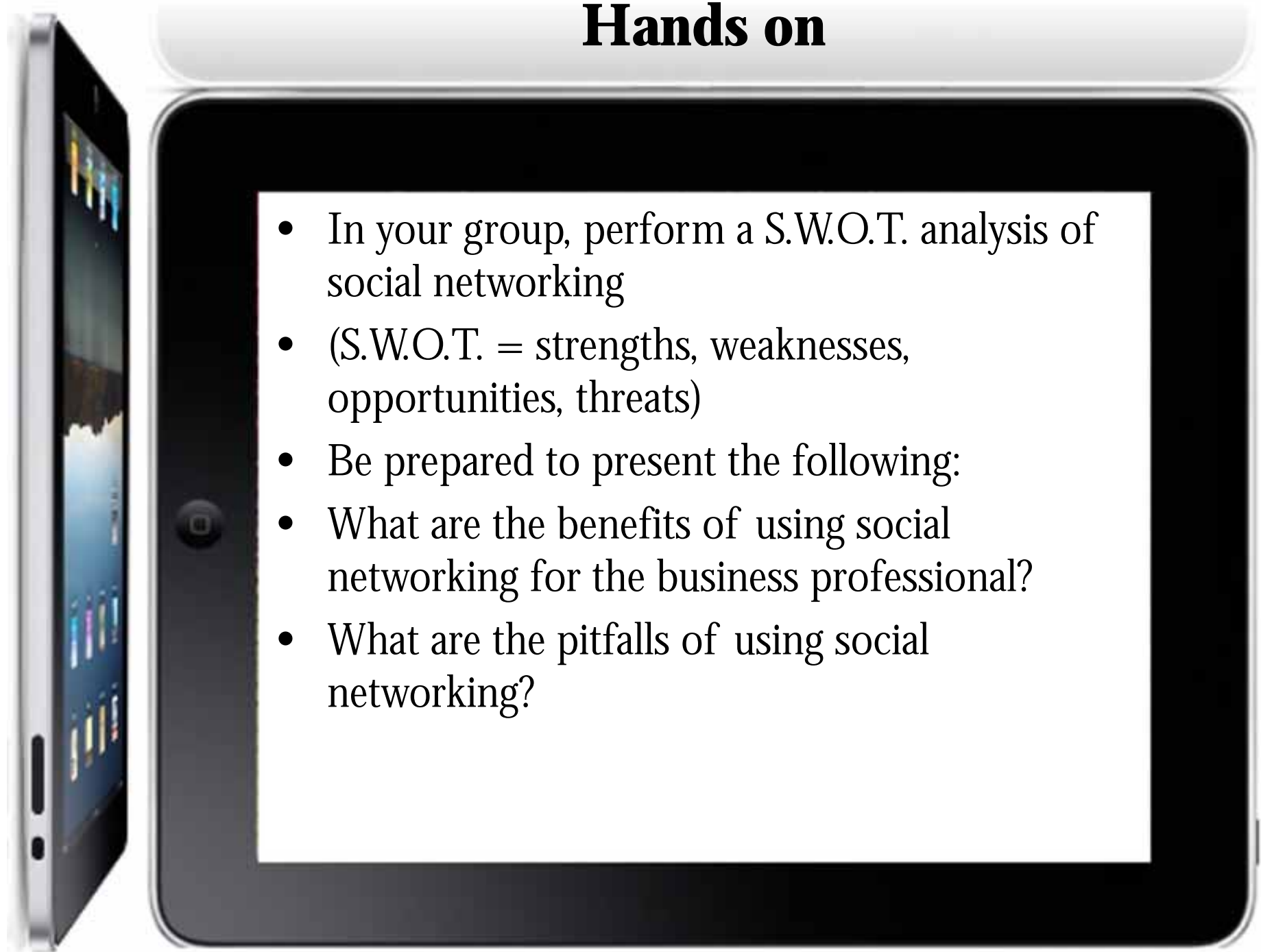
Where do people go for?

- Questions:

Question Type	Percent	Example
Recommendation	29%	Building a new playlist – any ideas for good running songs?
Opinion	22%	I am wondering if I should buy the Kitchen-Aid ice cream maker?
Factual knowledge	17%	Anyone know a way to put Excel charts into LaTeX?
Rhetorical	14%	Is there anything in life you're afraid you won't achieve?
Invitation	9%	Who wants to go to Navya Lounge this evening?
Favor	4%	Needing a babysitter in a big way tonight... anyone??
Social connection	3%	I am hiring in my team. Do you know anyone who would be interested?
Offer	1%	Could any of my friends use boys size 4 jeans?

<http://gigaom.com/2010/02/22/what-do-people-ask-their-social-networks/>

Hands on

- 
- In your group, perform a S.W.O.T. analysis of social networking
 - (S.W.O.T. = strengths, weaknesses, opportunities, threats)
 - Be prepared to present the following:
 - What are the benefits of using social networking for the business professional?
 - What are the pitfalls of using social networking?

Apps 550,000+

70% of users engage with apps each month

There are 1 million app developers

Zynga, the top app developer, made \$250 million in 2009.

→ \$80-150 million of that is estimated to be profit, more net profit than Facebook itself made! (according to Reuters)

Users 500,000,000+

200 million users use it daily
Average time: 55 minutes a day

If those users were all working at \$5.00/hour instead of going on Facebook, they would collectively earn

\$916,000,000
a day

Pages 1,500,000+ (active)

Average value per fan: **\$136.38**
(according to Syncapse)

Extrapolating on that, the following pages would be worth:

Page:	Fans	Value:
Michael Jackson	13.3 Million	\$1.8 Billion
Family Guy	9.5 Million	\$1.3 Billion
Lady Gaga	9.1 Million	\$1.2 Billion
Barack Obama	9.1 Million	\$1.2 Billion
Vin Diesel	9 Million	\$1.2 Billion
Starbucks	8.2 Million	\$1.1 Billion
South Park	6.2 Million	\$845 Million

Advertisers

176 billion display ads in Q1 2010

or
16% of display ad market

Facebook says its advertisers have quadrupled since 2009 (undisclosed total).

If Facebook were a country...
It would be the 3rd most populous in the world



<http://www.visualeconomics.com/wp-content/uploads-2010-06-facebook-economy.jpg>

Today's valuation: \$7.9-11 billion

So what are people using FB for?

- Book promotion
- Listing promotion (doesn't work well)
- Hookups
- Building a sense of community
- Supplementing their blogs



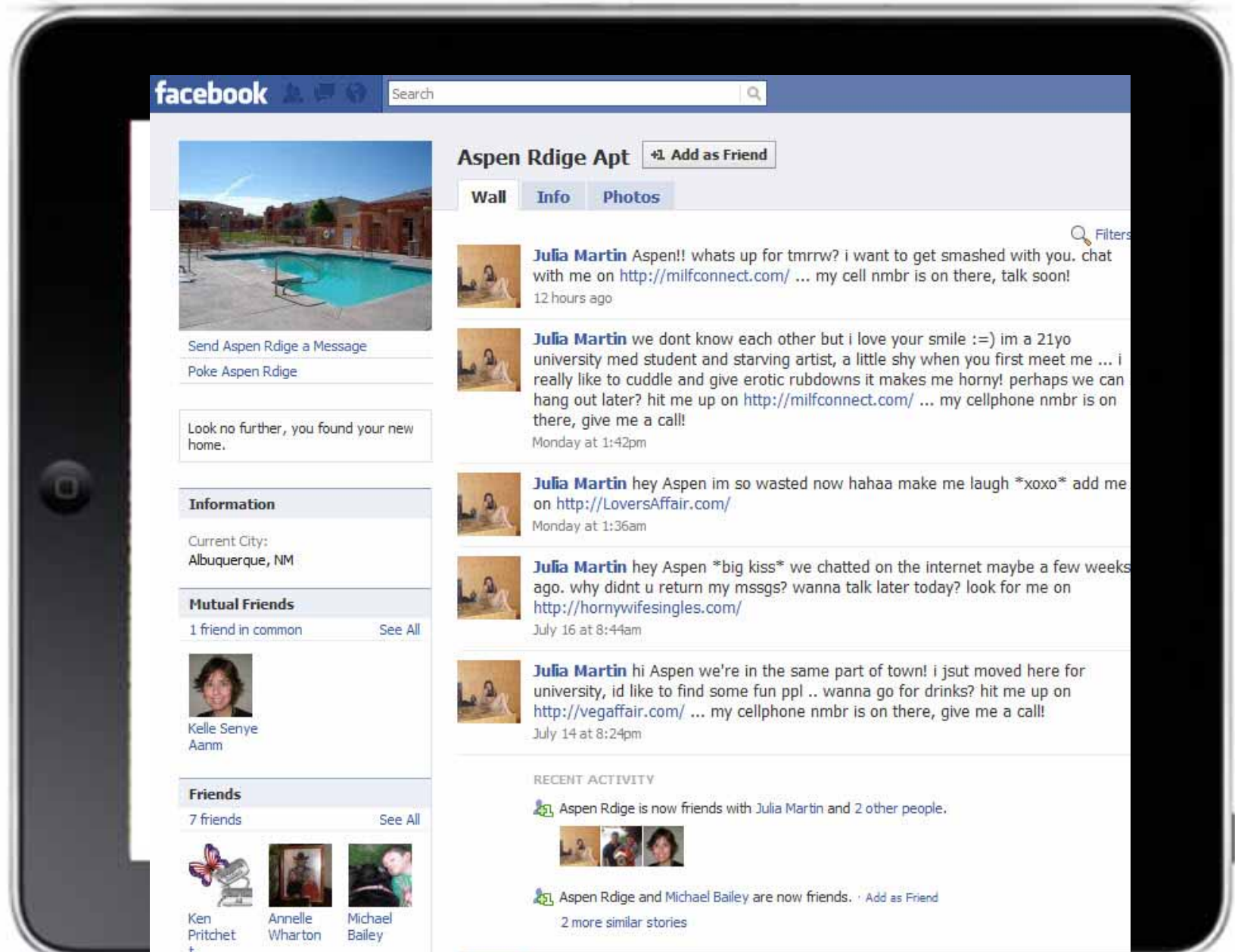
Trade Association Communication



Kelle Senyé
Executive Director
 

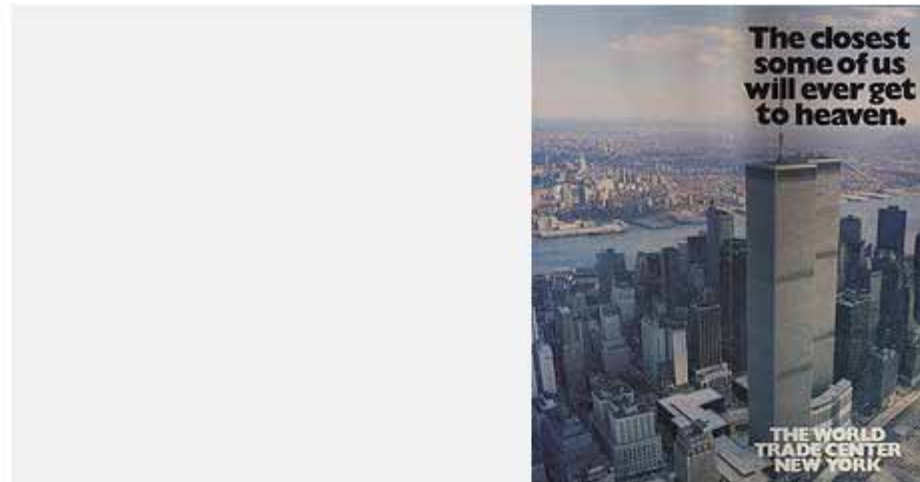
- “I’m sure you’ve heard the same pushback that I do, that it’s “too time consuming” or “trendy.”
- Last week, she posted something about “Marketing Multifamily Properties in Rural Areas.” I thought it would be a great offering for AANM, so I asked her to contact me when she was ready to teach it. Today we signed the agreement to offer the class in November via WebEx!
- We have been trying to extend the same benefits that ABQ and Santa Fe have with education to our outlying communities – the Clovis, Silver City, Farmington's of the state. I never would have known about her class, had it not been for the fact that we are connected on Facebook.
- I would encourage anybody to spend time daily networking through these various sites. I have found several ways to link my accounts together – including using tools like TweetDeck to alleviate the need to repost in several areas. And any time I can find an article that I think would be useful (having been a property manager, those are the easiest for me to spot) it’s an easy way to share it – and appear the “authority” on the matter.”

Apartment Communities



Connect with old friends

- and hear their amazing stories



I'm so grateful for the last 9 years of life I fought so very hard to have. Tomorrow is about remembering those of us that did not make it out of the buildings and planes. It is NOT about a Mosque being built or an ignorant man burning Quran's. Thank you to all people in harms way fighting for our country! God Bless America!

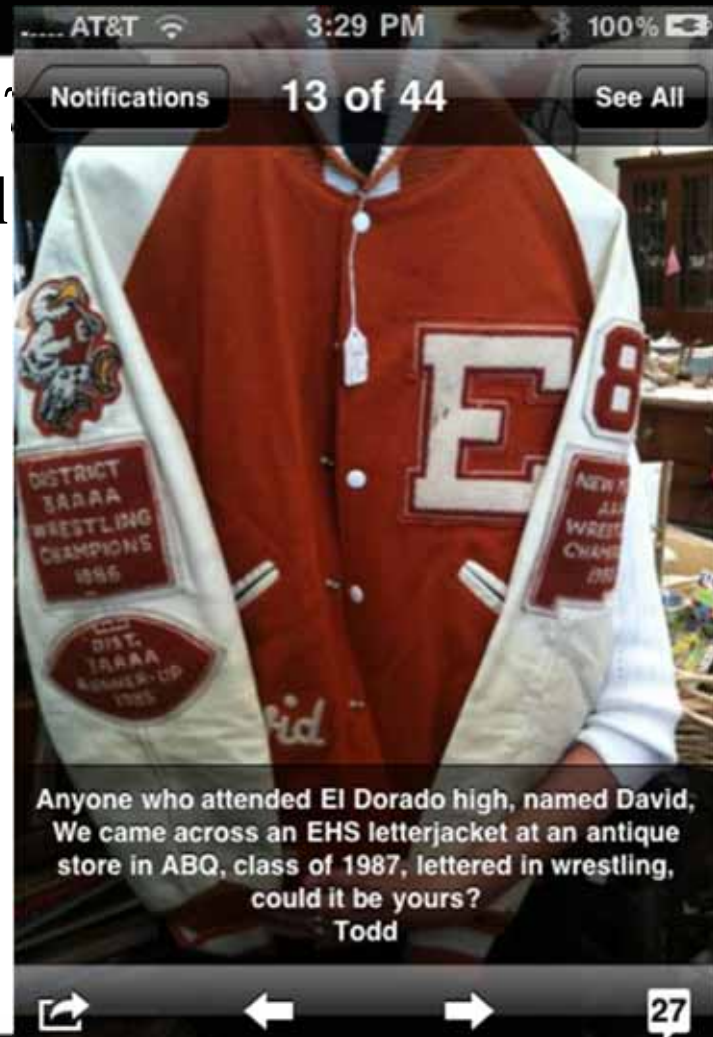
Real Estate Advertisement



- The one response we received was from a tenant in the property...

Matching Antiques...

- Letter jacket from 1987
- Eldorado High School
- “David”



with their owners.

- Posted on fb
- 30+ posts/responses
- Found owner in less than 30 minutes
- Thought his mom had it stored in her closet...
- She donated it!



Promotion of books & events

facebook 



Jonathan Miller

[View Photos of Jonathan \(13\)](#)

[Send Jonathan a Message](#)

[Poke Jonathan](#)

Wednesday, February 11, 2009
*****REVIEW ~La Bajada
Lawyer~~
By: Author/ Attorney JONATHAN MILLER

AN ENGROSSING THRILLER!

Jonathan Miller I want to give a shout out to my friend Nick Nello who runs the Ragin Shrimp restaurant on Central. We ate there last night and had a great meal. Not all shrimp is ruined by the spill! 4 hours ago

Wall **Info** **Photos** **Boxes** **Video**

Attach:  [Share](#)

 **Jonathan Miller** I want to give a shout out to my friend Nick Nello who runs the Ragin Shrimp restaurant on Central. We ate there last night and had a great meal. Not all shrimp is ruined by the spill! 4 hours ago · [Comment](#) · [Like](#)

 **Jonathan Miller** I'm doing a secret signing this Saturday somewhere in Albuquerque. (at a store that sells books). The first person who finds me and mentions facebook gets a free copy of Conflict Contract. Best time is between one and two. 4 hours ago · [Comment](#) · [Like](#)

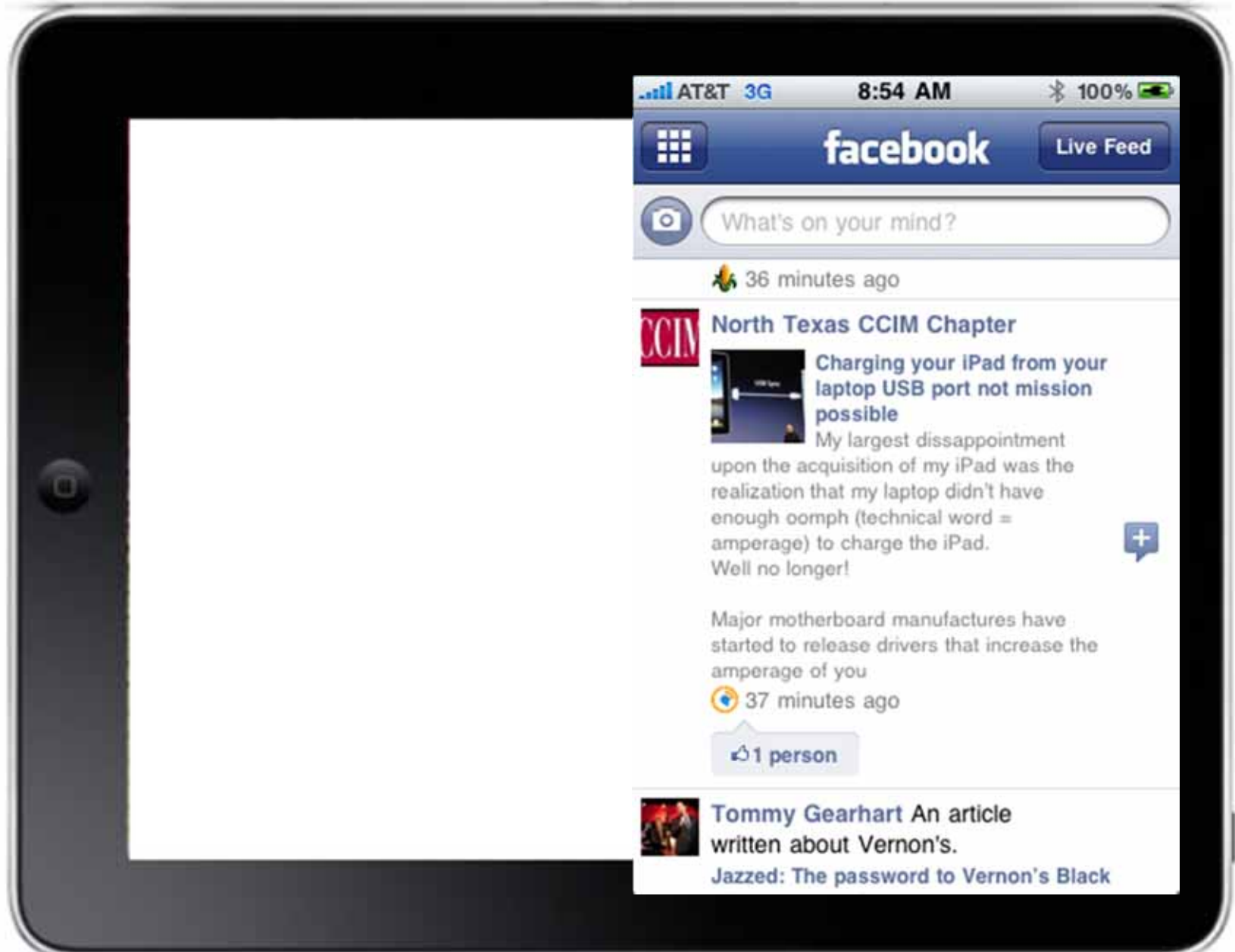
 **Mary Hanrahan** likes this.

 [View all 5 comments](#)

 **Jonathan Miller** A Conflict contract attorney takes cases the public defender cannot. For example two people rob a bank and they are blaming each other. Public defender gets one and conflict attorney gets the other

Connected by MOTOBLUR™ on T-Mobile
about an hour ago via [Email](#) [Reply](#) · [Like](#)

CCIM Chapter promotion of meeting



Social Etiquette

Check out www.canteraconsultants.com/tech for this ongoing dialogue



Todd Clarke I'm working on an article and presentation, and I'd like to hear from any of my FB friends that are having sucess with social media in their business.

Yesterday at 8:33am · [Comment](#) · [Like](#)



Michelle Brigante likes this.



Gary Goldblum I use craigslist and linked in quite a bit... Check out my website.... Taffyproductions.com

Yesterday at 3:47pm · [Delete](#)



Carrie Nichols Fouser if you can, check out my FB friend Mike Merrill - he is the King!

Yesterday at 5:15pm · [Delete](#)



Brendan Doherty so many more don'ts than do's.

Yesterday at 8:09pm · [Delete](#)

Remember its all public!



DAVID ZALUBOWSKI/ASSOCIATED PRESS

Denver-based divorce attorneys Leslie, left, and Ken Matthews estimate that one in 10 of their cases involves evidence plucked from social networking sites.

Facebook used to nab divorce-court liars

■ *Lawyers routinely check websites, find incriminating photos and comments*

BY LEANNE ITALIE
The Associated Press

Forgot to de-friend your wife on Facebook while posting vacation shots of your mistress? Her divorce lawyer will be thrilled. Oversharing on social networks has led to an overabundance of evidence in divorce cases. The American Academy of Matrimonial Lawyers says 81

percent of its members have used or faced evidence plucked from Facebook, MySpace, Twitter and other social networking sites, including YouTube and LinkedIn, over the past five years.

"Oh, I've had some fun ones," said Linda Lea Viken, president-elect of the 1,600-member group. "It's very, very common in my new cases."

Facebook is the leader for turning virtual reality into real-life divorce drama, Viken said. Sixty-six percent of the lawyers surveyed cited Facebook as the source of online evidence, she said. MySpace followed with 15 percent, followed by Twitter at 5 percent.

About one in five adults uses Facebook for flirting, according to a 2008 report by the Pew Internet and American Life Project. But it isn't just kissy pix with the mistress (or manstress) that show up as evidence. Think of Dad forcing son to de-friend mom, bolstering her alienation-of-affection claim against him.

"This sort of evidence has gone from nothing to a large percentage of my cases coming in, and it's pretty darn easy," Viken said. "It's like, 'Are you kidding me?'"

See **FACEBOOK** on **PAGE E5**

Facebook used in divorces

from **PAGE E1**

Neither Viken, in Rapid City, S.D., nor other divorce attorneys would besmirk the attorney-client privilege by revealing the identities of clients, but they spoke in broad terms about goofs they've encountered:

■ **Husband goes on Match.com** and declares his single, childless status while seeking primary custody of said nonexistent children.

■ **Husband denies anger-management issues** but posts on Facebook in his "write something about yourself" section: "If you have the balls to get in my face, I'll kick your ass into submission."

■ **Father seeks custody of the kids**, claiming (among other things) that his ex-wife never attends the events of their young ones. Subpoenaed evidence from the gaming site World of Warcraft tracks her there

with her boyfriend at the precise time she was supposed to be out with the children. Mom loves Facebook's Farmville, too, at all the wrong times.

■ **Mom denies in court** that she smokes marijuana but posts pot-smoking photos of herself on Facebook.

The disconnect between real life and online is hardly unique to partners de-coupling in the United States. A DIY divorce site in the United Kingdom, Divorce-Online, reported the word "Facebook" appeared late last year in about one in five of the petitions it was handling. (The company's caseload now amounts to about 7,000.)

Divorce attorneys Ken and Leslie Matthews, a husband-and-wife team in Denver, don't see quite as many online gems. They estimated one in 10 of their cases involves such evidence,

compared to a rare case or no cases in each of the past three years. It's powerful evidence to plunk down before a judge, they said.

"You're finding information that you just never get in the normal discovery process — ever," Leslie Matthews said.

"People don't yet quite connect what they're saying in their divorce cases is completely different from what they're saying on Facebook. It doesn't even occur to them that they'd be found out."

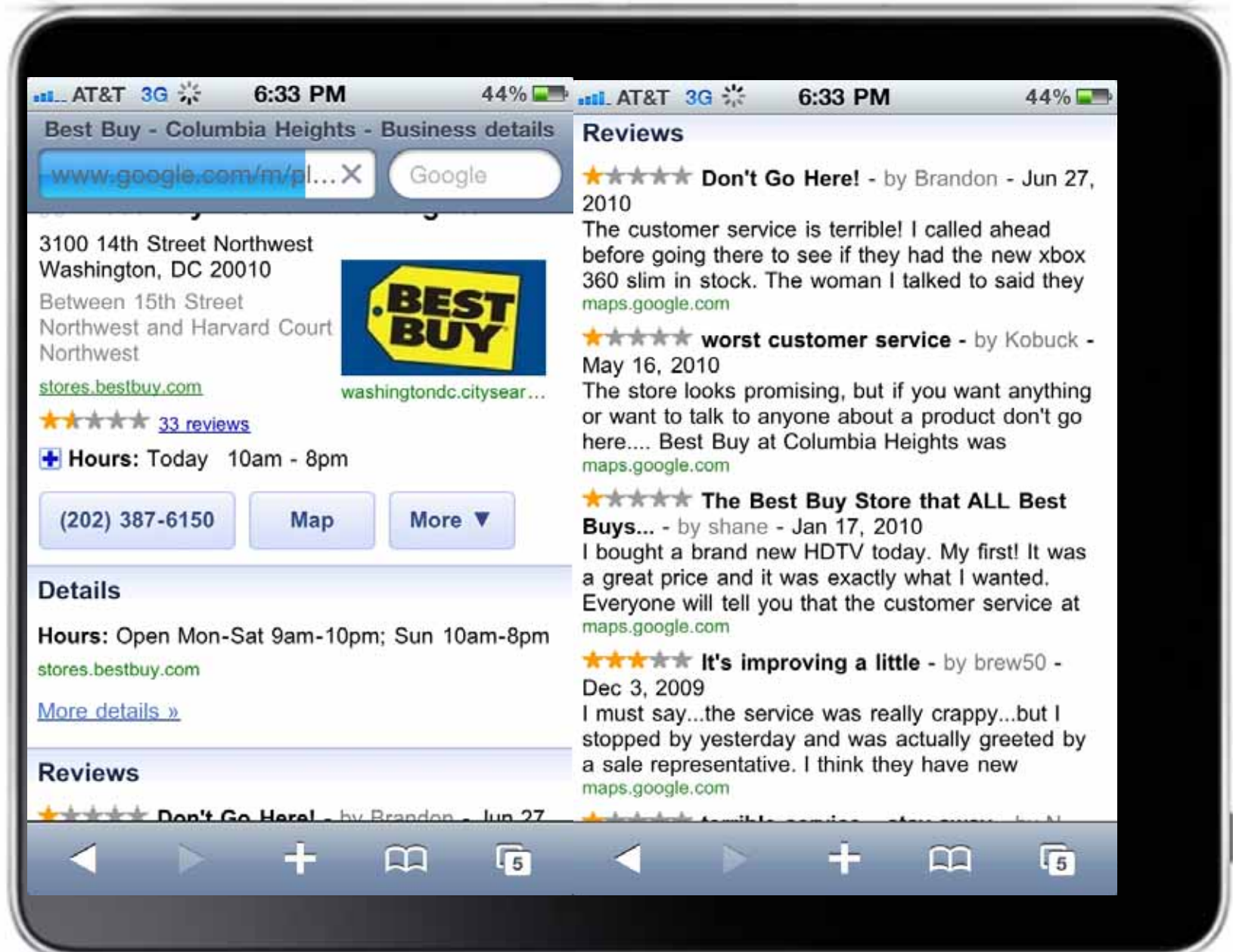
Social networks are also ripe for divorce-related hate and smear campaigns among battling spousal camps, sometimes spawning legal cases of their own.

"It's all pretty good evidence," Viken said. "You can't really fake a page off of Facebook. The judges don't really have any problems letting it in."

FB do's

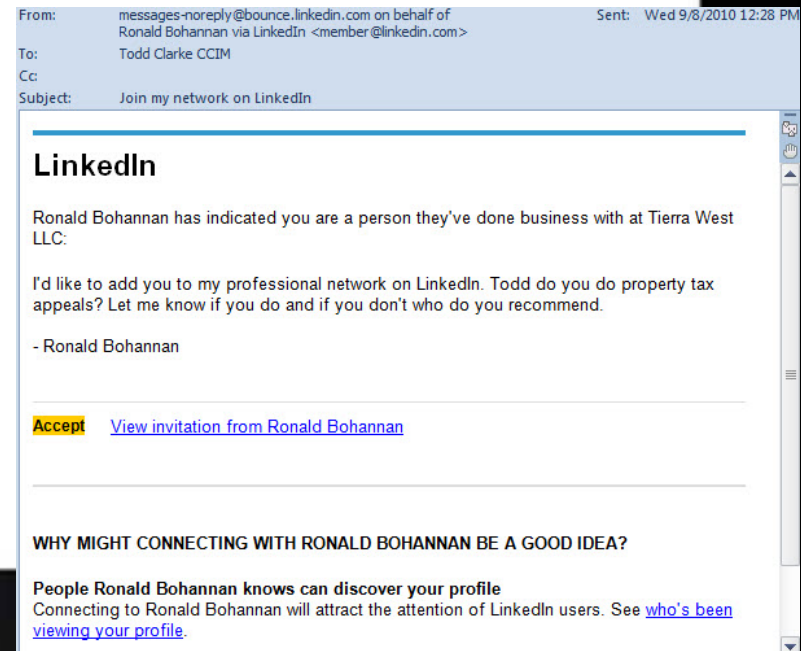


Business Don't on FB



Invite's

- Decide early on if you are going to mix friends, family and business (or not)
- Suggestion: Facebook-friends/family
- Linked in/Plaxo - business

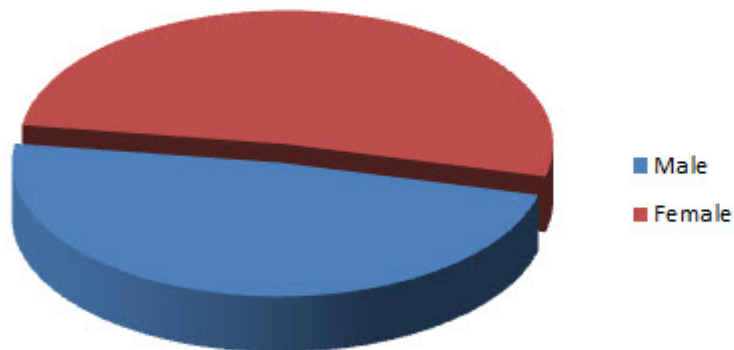


Your Facebook demographics

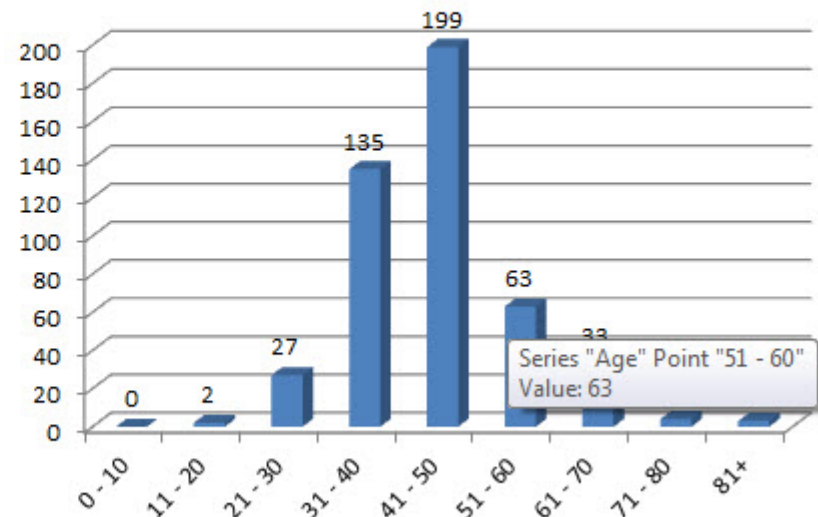
- 1,565 “friends”
- Limits is 5,000
- After that you have to setup a “fan” page
- Demographics of my “friends”

Facebook Demographics as of 9/7/2010

Friend mix by gender



Friend Ages



Differentiate between your

- Personal page
- Business/company pages



Are these saved somewhere? Yes!

Your Past and Future Tweets Will Be Archived At the Library of Congress

Library to acquire ENTIRE Twitter archive -- ALL public tweets, ever, since March 2006! Details to follow.

about 3 hours ago via web



librarycongress
Library of Congress

Maybe you'll be taking that next tweet a little more seriously, Joe Twitterer: the Library of Congress announced today that they'll be archiving every public tweet made since 2006. That's right: Twitter is now your legacy.

The LoC has moved towards more active web archiving since 2000, when they began keeping track of presidential and congressional campaign websites. But bringing the billions of idle tweets that have accumulated over the last few years under the tent takes things to an entirely different level.

It's too late to change the past and scrub all those ill-conceived drunken 140 character messages of ages past, so don't dwell on that. Instead, look to the future, and the chance to carve out an alternate Twitter identity for yourself in which the things you do and say actually matter! Some examples to get you started:

<http://gizmodo.com/5517180/your-past-and-future-tweets-will-be-archived-at-the-library-of-congress>

Is it public?

- YES!!!!
- You would be amazed at what I've seen
- Don't put anything about your work or your boss that you wouldn't say in person
- Check and read the small print
- Know that as they work towards monetizing their service, they may sell your privacy...

Can it be used against you?

- Companies that specialize in digging up your social profile
- Or deep search the web like www.pipl.com
- Or 123people.com

spokeoTM

Home Business Law Enforcement Recruiting



Everyone leaves a trail on the web

74% of Americans have profiles on at least one of 44 social networks that Spokeo tracks.* Enhance your investigation with digital profiles, photos and videos.

TRY BUSINESS EDITION

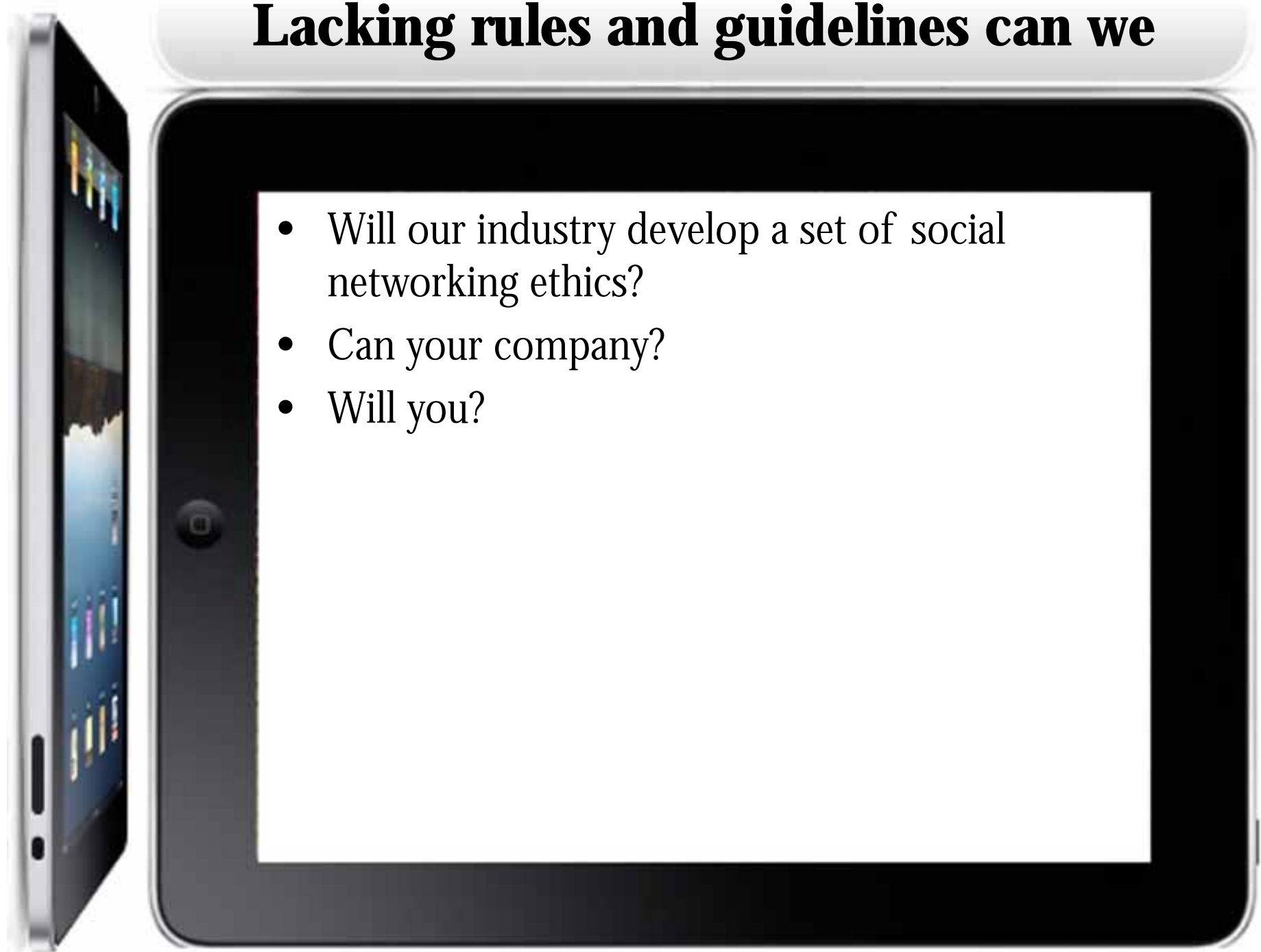
or [learn more](#)

SEARCH 40+ SITES IN SECONDS





Lacking rules and guidelines can we

- 
- Will our industry develop a set of social networking ethics?
 - Can your company?
 - Will you?

Social Network Policy

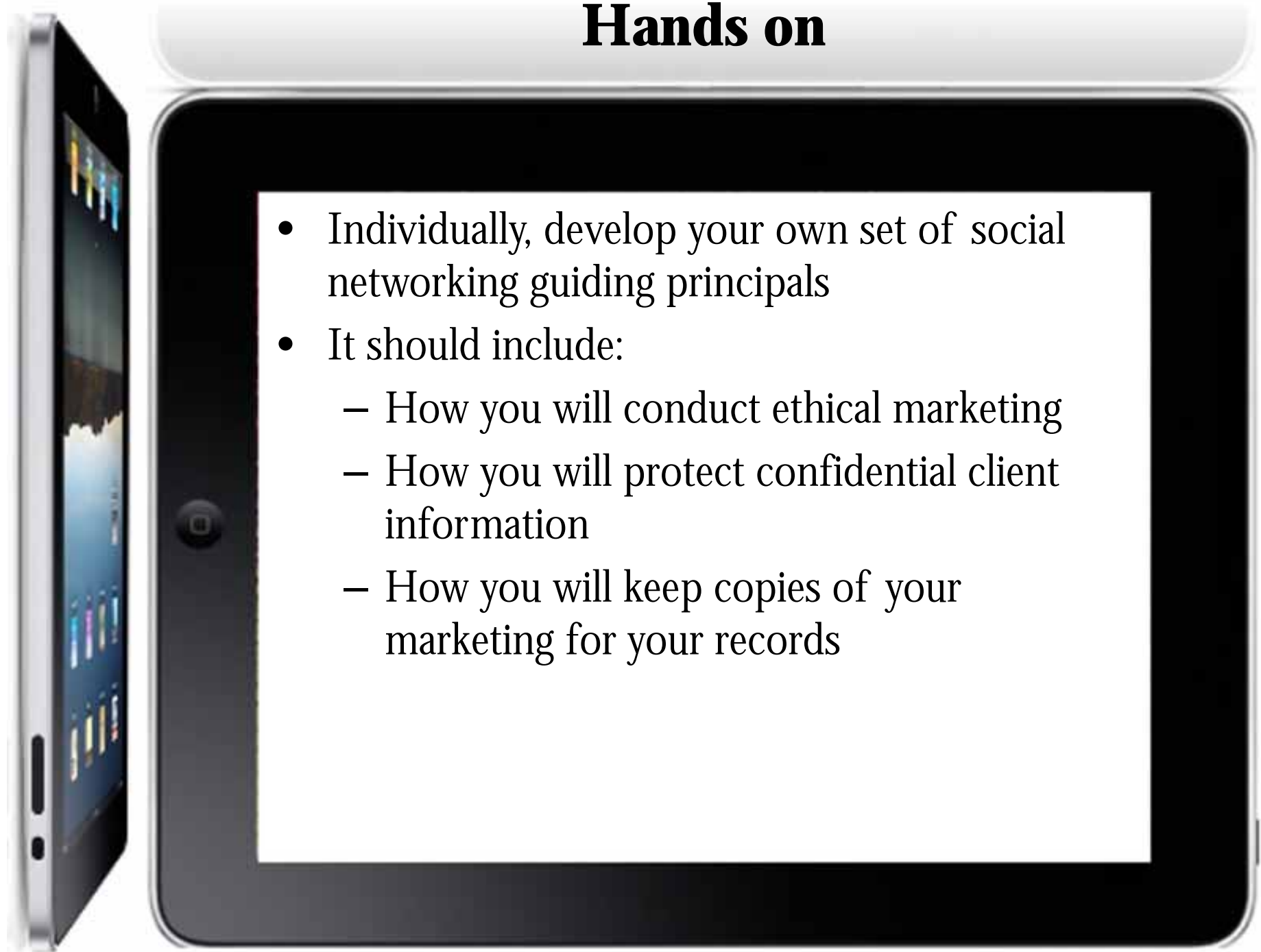
Let's borrow Coca-Cola's social networking policy:

1. Be Certified in the Social Media Certification Program.
2. Follow our Code of Business Conduct and all other Company policies.
3. Be mindful that you are representing the Company.
4. Fully disclose your affiliation with the Company.
5. Keep records.
6. When in doubt, do not post.
7. Give credit where credit is due and don't violate others' rights.
8. Be responsible to your work.
9. Remember that your local posts can have global significance.
10. Know that the Internet is permanent.

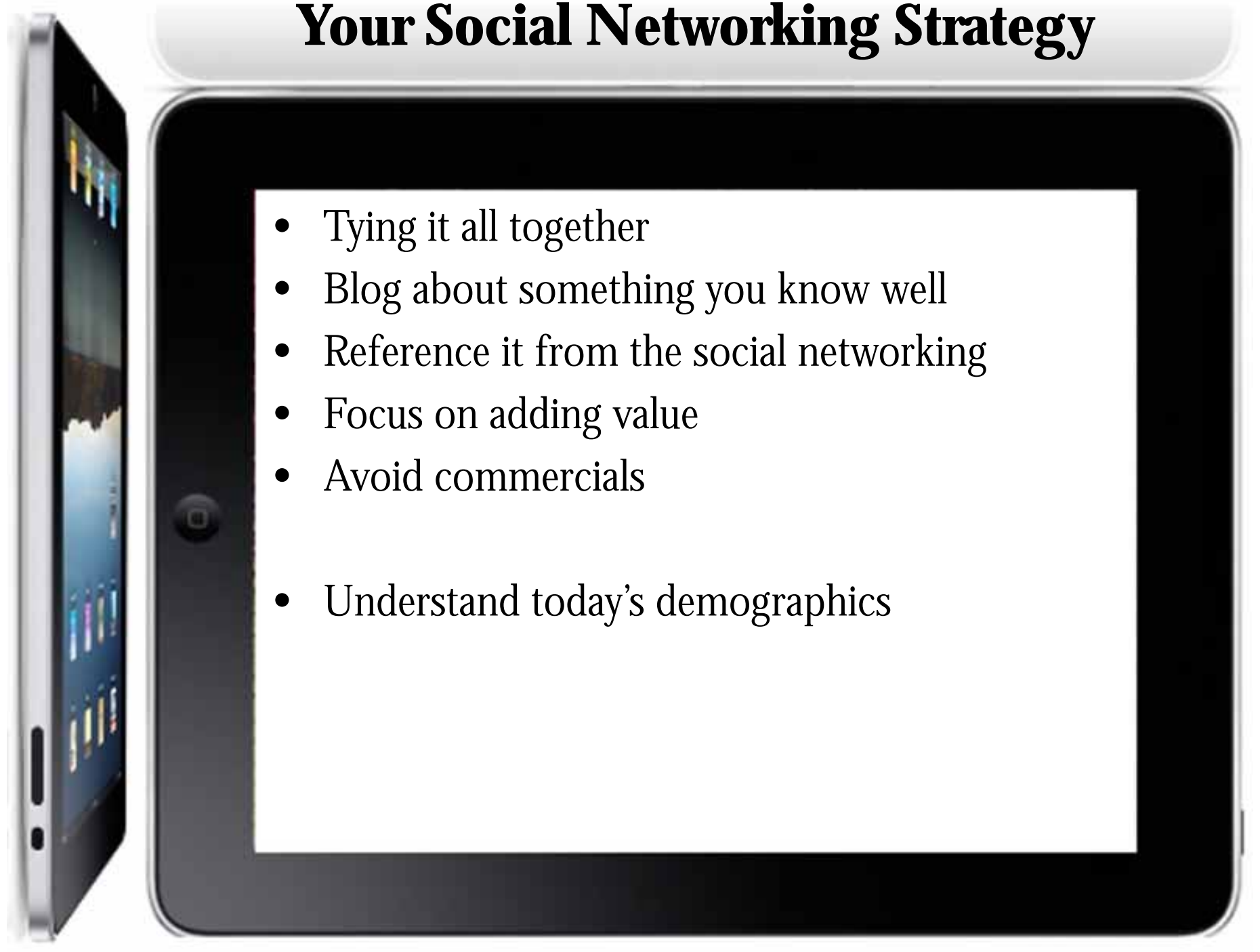


<http://www.digitalbuzzblog.com/coca-cola-launches-new-social-media-policy/>

Hands on

- 
- The image features a large tablet with a black bezel and a white screen. On the screen, there is a list of tasks. To the left of the tablet, a smartphone is shown vertically, displaying a colorful app drawer. The tablet has a circular home button on the left side of its bezel.
- Individually, develop your own set of social networking guiding principals
 - It should include:
 - How you will conduct ethical marketing
 - How you will protect confidential client information
 - How you will keep copies of your marketing for your records

Your Social Networking Strategy

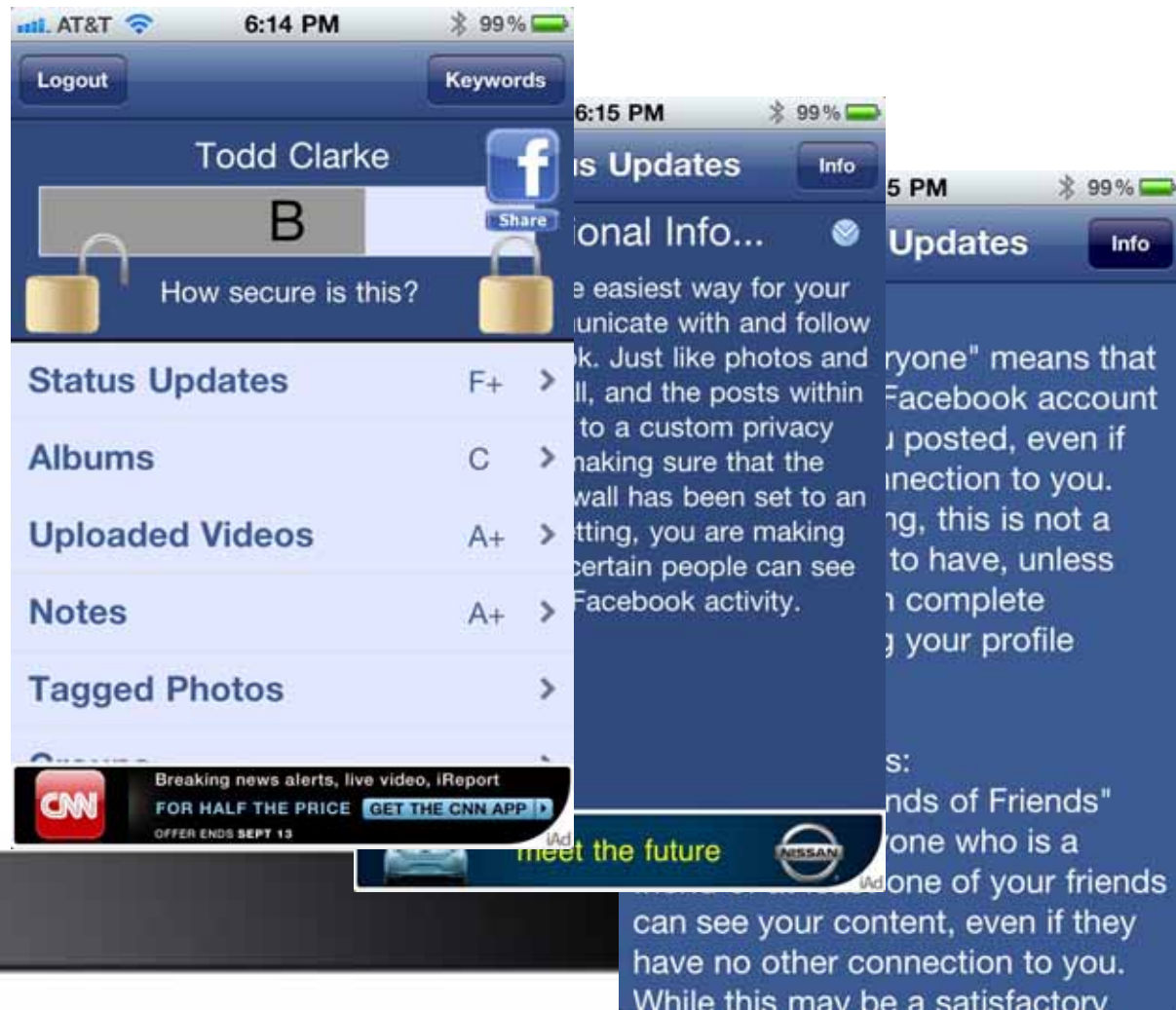
- 
- Tying it all together
 - Blog about something you know well
 - Reference it from the social networking
 - Focus on adding value
 - Avoid commercials
 - Understand today's demographics

What does your profile say about...you?



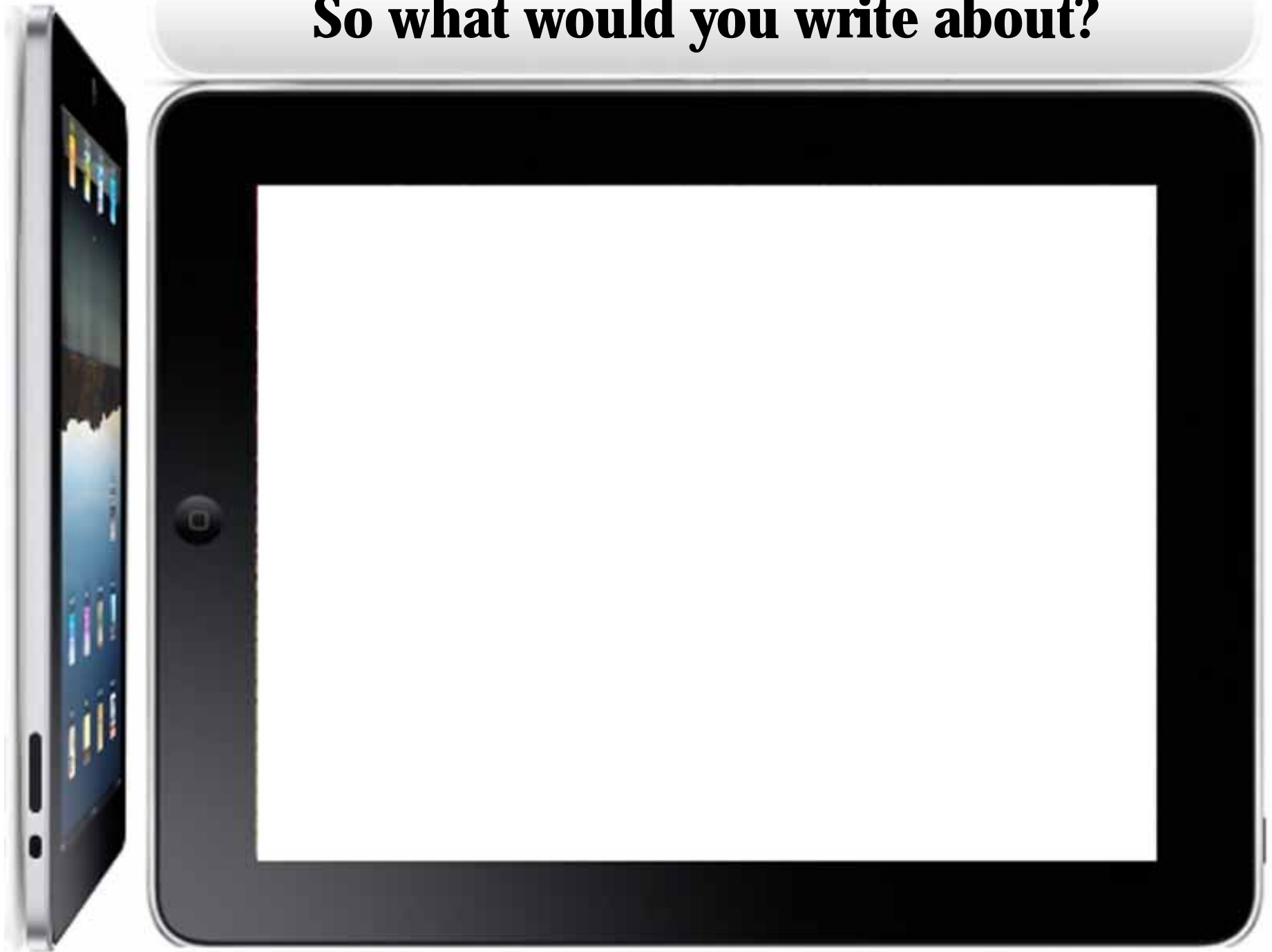
Social Networking Security

- iPhone App –S.N.A.P

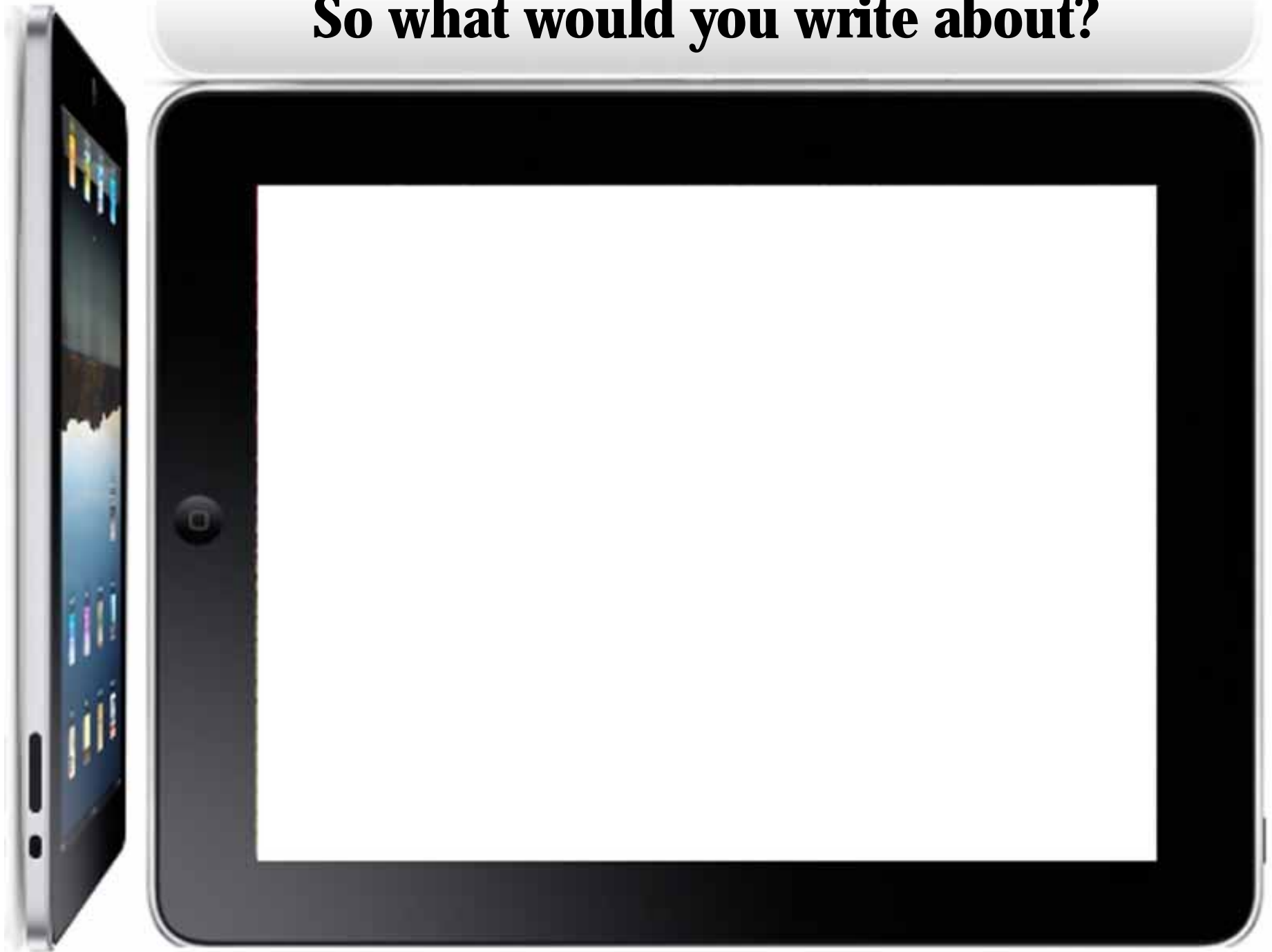




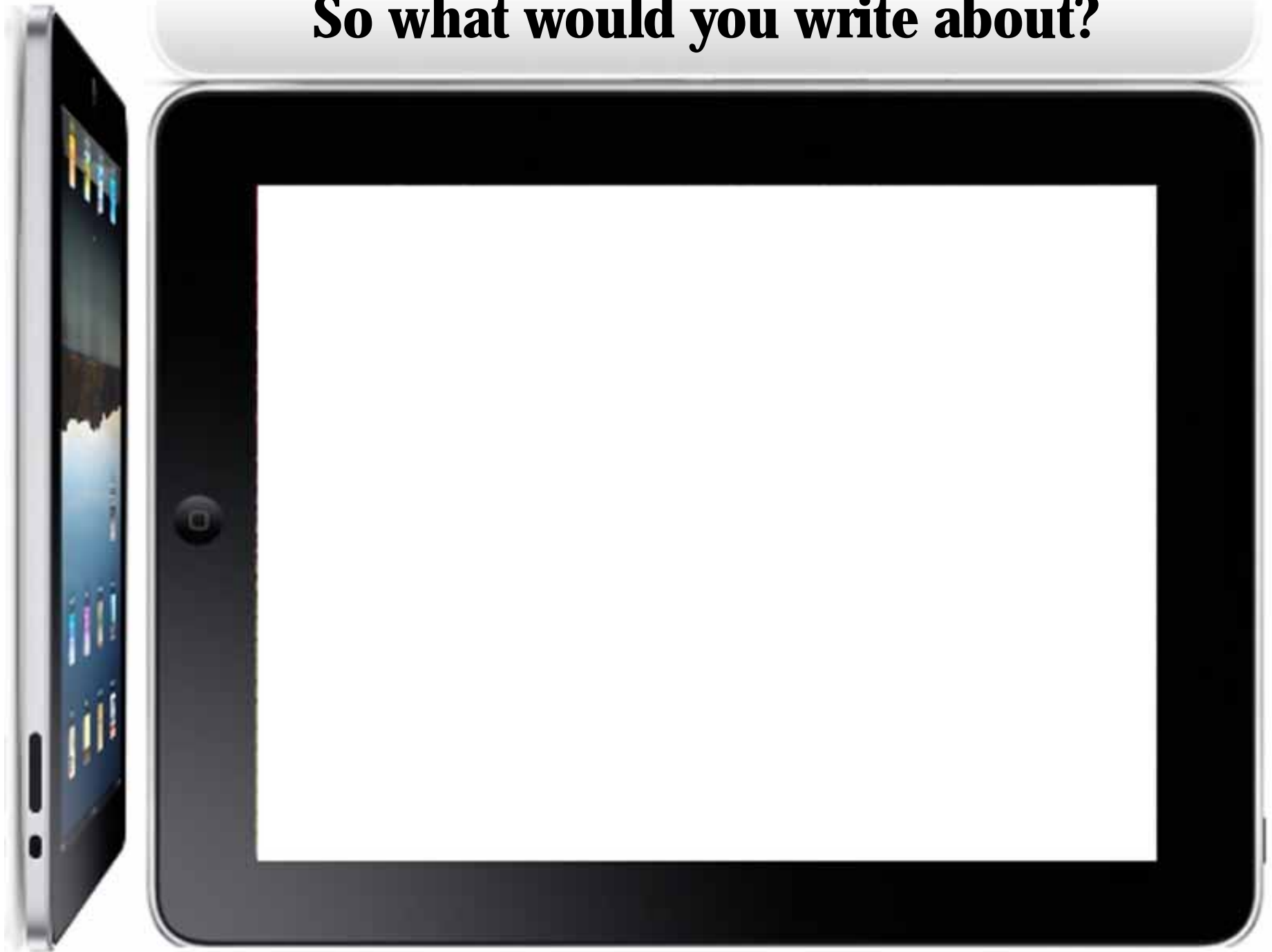
So what would you write about?



So what would you write about?



So what would you write about?

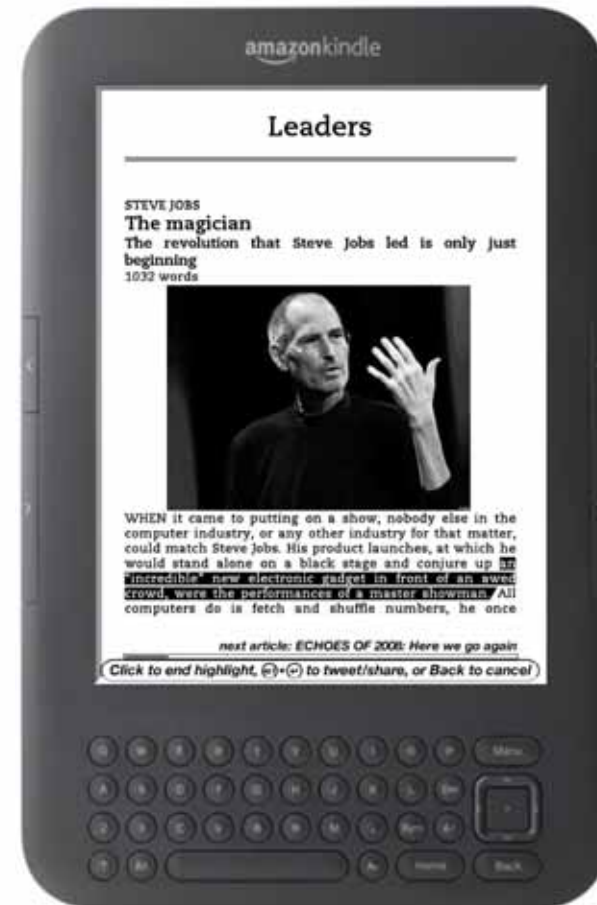


What do you read? WSJ? Economist?



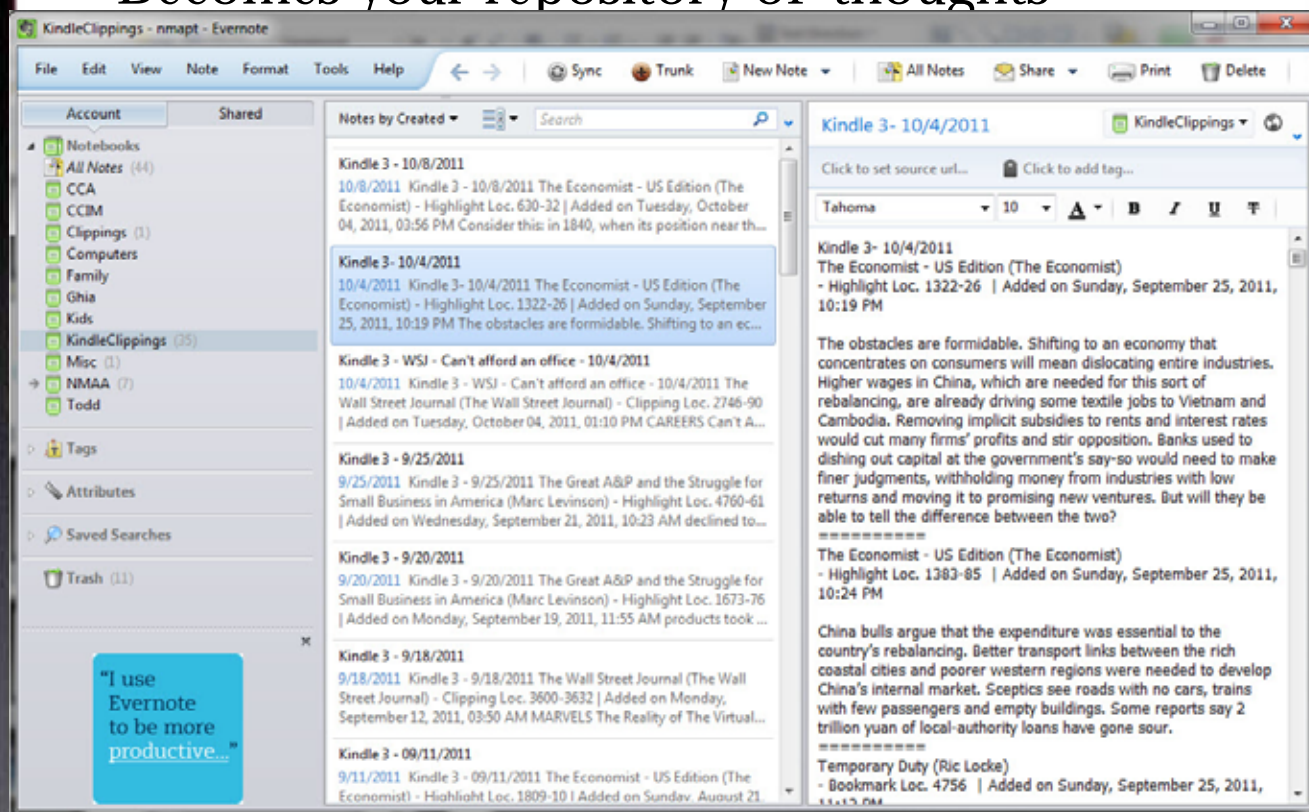
Making SN an efficient, easy part of your business life

- Move your subscription to a Kindle
- Clip and Tweet as you read!




And make a tool like Evernote your best friend

- Syncs across all platforms and devices
- Becomes your repository of thoughts





Bringing it all together

- 
- Google
 - Blog
 - Newsletter
 - Social Networking
 - Twitter
 - Search engine refinement
 - Upward spiral
 - Focus on your strengths value add to client
 - Remember license law and code of ethics apply in virtual world as much as reality

Search Engine Optimization

- Focus on Google
- Sign up for Google Adwords account
- Focus on keywords

Google places

Report for last 30 days

Hello Todd,

Here is the performance update for your account.

[Village At Four Hills](#)

530 impressions

Impressions



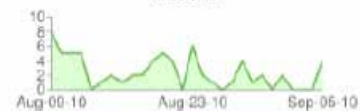
Listing information [Edit](#)

[Village At Four Hills](#)

13101 Wenonah Ave SE # A
(505) 323-6300

67 actions

Actions



Top search queries

Query	Impressions
four hills	347
village at four hills	22
apartments	17
four hills,	14
rent apartments	4

[View all »](#)

Marketing



Sources:

- Jump Point by Tom Hayes
- Mobile Trends 2010 -
http://www.slideshare.net/rudydw/mobile-trends-2020?src=related_normal&rel=996974
- Did you know? (Shift happens) -
<http://shifthappens.wikispaces.com/>





/ledge

Newsletters

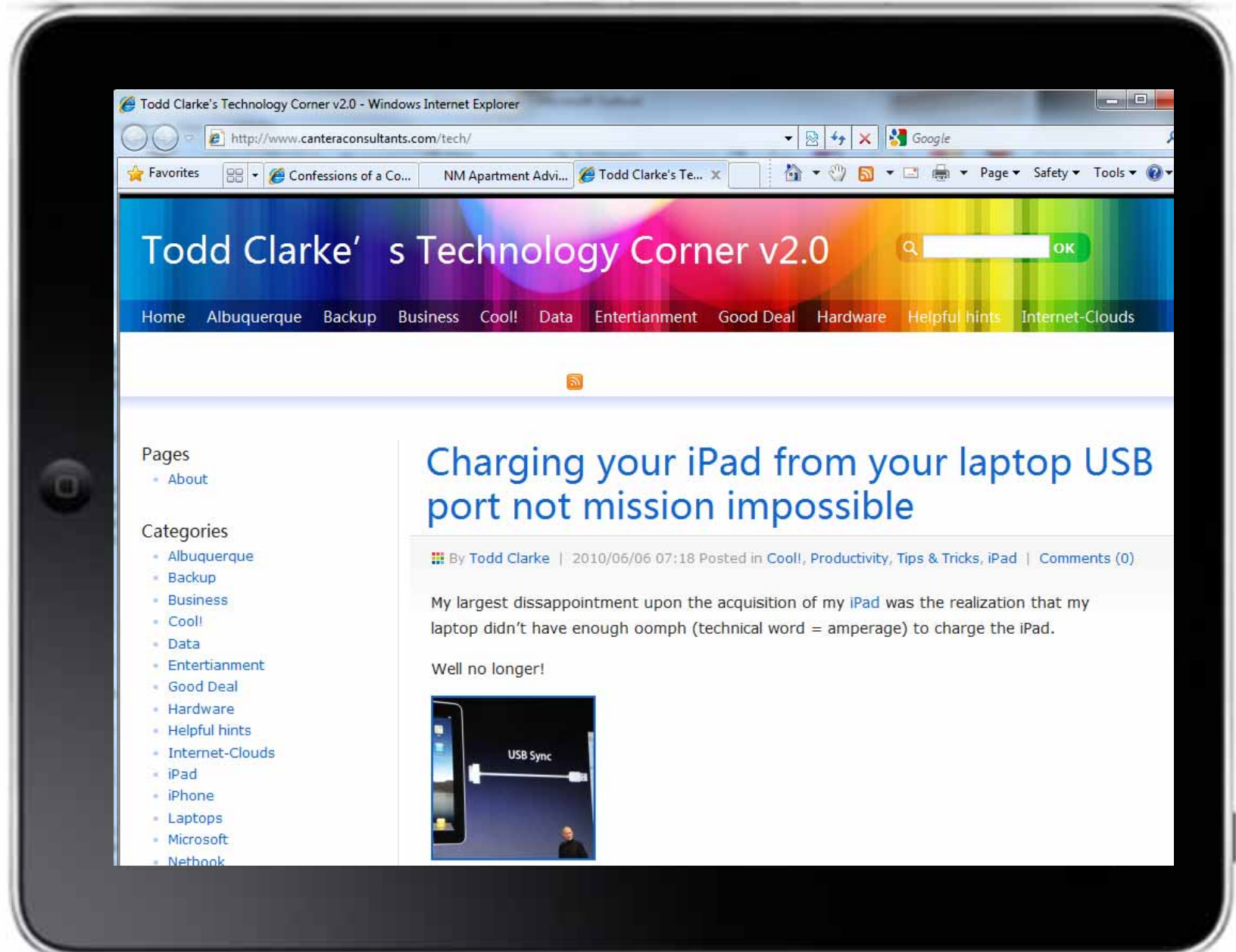
- So 1990's
- Shotgun marketing

Blog's

- So 2000's
- EGO marketing



Blog by Topic



Blog by Interests



Additional Marketing

- Isn't Craigslist amazing?

[craigslist](#)
[post to classifieds](#)
[my account](#)
[help, faq, abuse, legal](#)

[event calendar](#)

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

[haiti earthquake relief](#)
[avoid scams & fraud](#)
[personal safety tips](#)
[craigslist blog](#)
[craigslist factsheet](#)
[best-of-craigslist](#)
[craigslist {tv}](#)

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[lost+found](#)

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[events](#)
[classes](#)

housing

[apts / housing](#)

[rooms / shared](#)

[sublets / temporary](#)

[housing wanted](#)

[housing swap](#)

[vacation rentals](#)

[parking / storage](#)

[office / commercial](#)

[real estate for sale](#)

for sale

[appliances](#)
[arts+crafts](#)

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jobs

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[admin / office](#)

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[salon / spa / fitness](#)

[security](#)

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[software / qa / dba](#)

personals

[strictly platonic](#)

[women seek women](#)

[women seeking men](#)

[men seeking women](#)

[men seeking men](#)

[misc romance](#)

[casual encounters](#)

[missed connections](#)

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[tucson](#)
[western slope](#)

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[cl worldwide](#)

Be sure you are marketing something of value to the client...

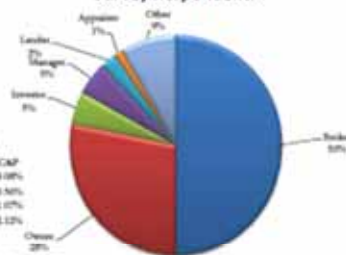
Santera Consultants & Advisors Inc. Commercial Real Estate Market Survey - Albuquerque, Las Cruces, Rio Rancho, Santa Fe and New Mexico

Survey compiled by Todd Clarke CCIM - respondents were surveyed June/July 2010 - 82 responses from NM's leading brokers, owners, investors and appraisers

Survey Respondents

Broker	41
Owner	23
Investor	4
Manager	4
Lender	2
Appraiser	1
Other	3
Total	82

Survey Respondents



Differences in CAP Rate by Market

(Compared to ABQ CAP Rate)	2009 CAP
Santa Fe	0.43% lower
Las Cruces	1.05% higher
Las Cruces	1.15% higher
Rest of NM	2.17% higher

What do you believe is the best time to buy in CAP rates for 2010?

Low	8.9%
High	10.1%
Avg	9.5%

What do you believe CAP rates will be for 2010?

Low	8.4%
High	9.4%
Avg	8.9%

What do you believe CAP rates will be for 2011?

Low	7.6%
High	8.6%
Avg	8.1%

What do you believe CAP rates will be for 2012?

Low	6.8%
High	7.8%
Avg	7.3%

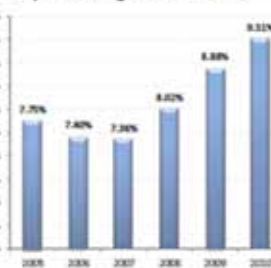
What do you believe CAP rates will be for 2013?

Low	6.9%
High	7.9%
Avg	7.4%

What do you believe CAP rates will be for 2014?

Low	7.2%
High	8.2%
Avg	7.7%

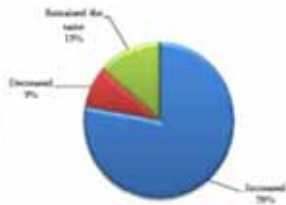
Cap Rates in general for ABQ



Vacancy Rates 2005-2010

Increased	43
Decreased	7
Remained the same	32
Total	82

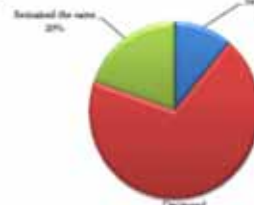
Vacancy Rates



Rental Rates 2005-2010

Increased	9
Decreased	56
Remained the same	37
Total	102

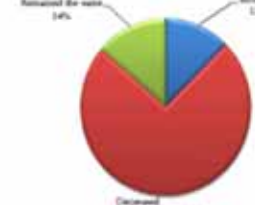
Rental Rates



Property Values 2005-2010

Increased	10
Decreased	59
Remained the same	13
Total	82

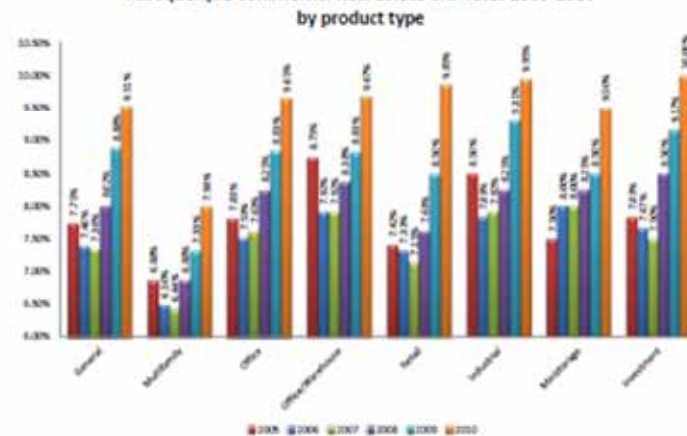
Property Values




Cap Rates by product type

	General	Multifamily	Office	Office/Warehouse	Retail	Industrial	Mixed-use	Investment
2005	7.75%	6.80%	7.45%	6.75%	7.42%	8.30%	7.30%	7.45%
2006	7.40%	6.50%	7.10%	7.02%	7.15%	7.85%	6.80%	7.15%
2007	7.30%	6.40%	7.05%	7.02%	7.15%	7.85%	6.80%	7.15%
2008	8.05%	6.80%	8.20%	8.18%	7.45%	8.25%	8.25%	8.50%
2009	8.80%	7.15%	8.05%	8.65%	8.50%	9.15%	8.50%	9.15%
2010	9.15%	7.30%	9.05%	9.45%	9.05%	9.35%	9.35%	10.05%

Albuquerque Commercial Real Estate CAP rates 2005-2010



Your Knowledge Marketed

- 
- A tablet and a smartphone are shown on the left side of the slide. The tablet is a dark-colored device with a white bezel, displaying a grid of colorful app icons. The smartphone is a silver-colored device, also displaying a grid of colorful app icons. Both devices are oriented vertically.
- Traditional marketing
 - Newsletter marketing (for one demographic)
 - Blog marketing (for another demographic)
 - Social Networking Marketing (for yet another)

 - Tie them all together – each reinforces and promotes the other = VERY EFFECTIVE



Finally its about listening

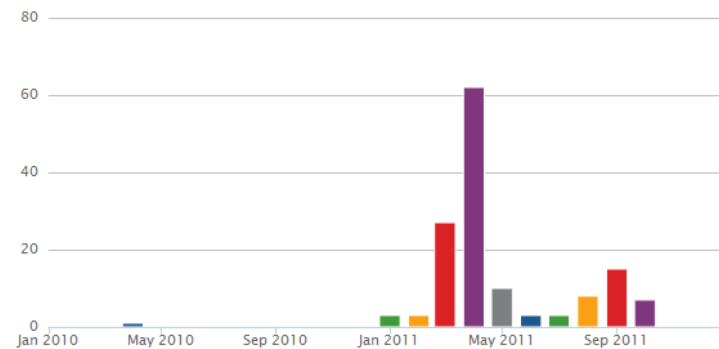
- In Facebook you can organize your contacts by groups, and “listen” to their top topics.
- Keys in for next newsletter or seminar?
- In Twitter, you can search by most common phrases...
- Finally, it's a two way street and an upward spiral!

You can do “stats” on you or your clients

TweetStats for [nmap](#) ([Tweet This!](#))

Last updated 07 Oct 2011 at 18:23

Your Tweet Timeline – 2.2 tweets per day (tpd) / 12 tweets per month (tpm)

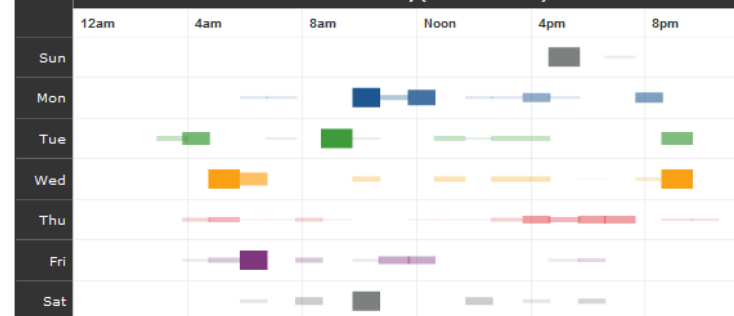


Click on any month above to zoom in and see stats just for that month!



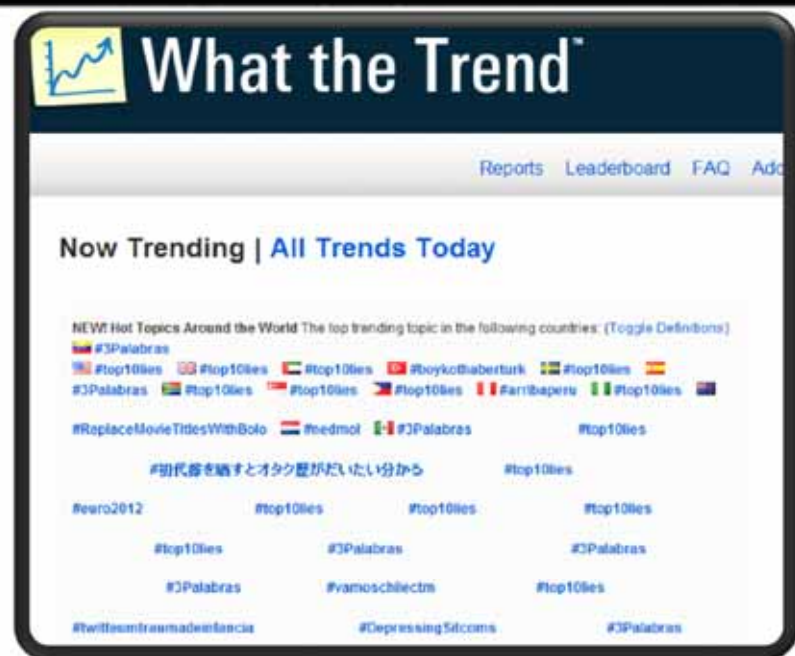
Be the first of your friends to like this.

Your Tweet Density (Your Local Time)



Publish & Research Tools...

- TweetDeck
- HootSuite
- What the Trend



TweetDeck

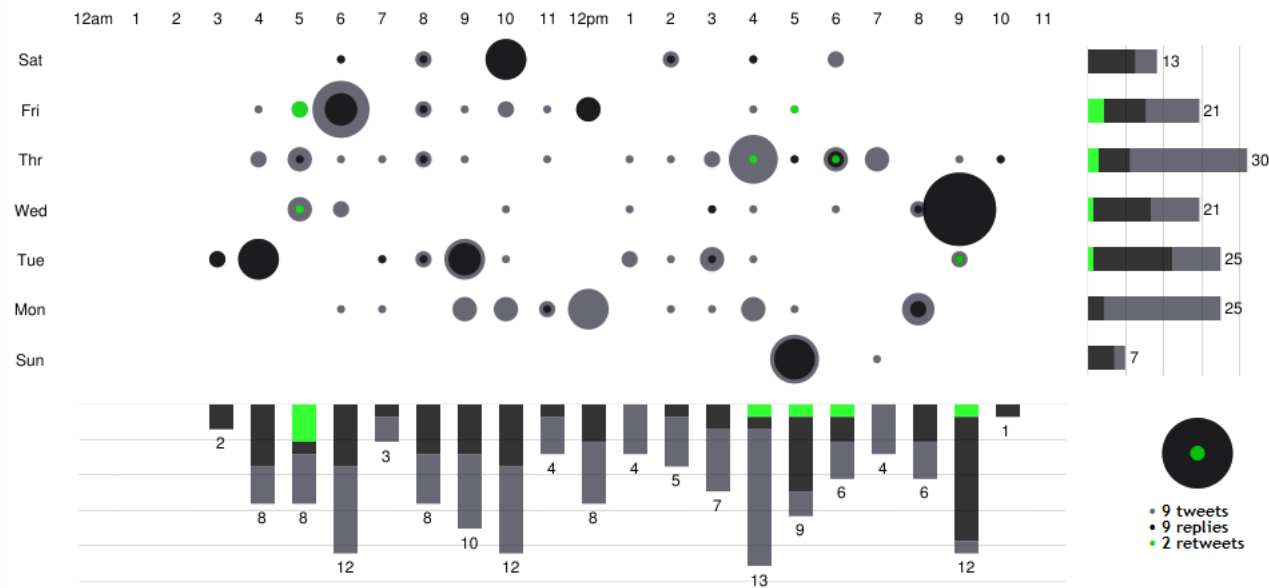


xefer

xefer

Twitter Id: Get Data

nmap : 142



Want to learn more?

- Endless resources online – most are free!



hootsuite
UNIVERSITY

What the New Facebook Features Mean for Your Business

HootSuite University sits down with Mari Smith to explore the new Facebook features and the implications they have for businesses. Mari is the co-author of *Facebook Marketing: An Hour a Day*, and her next book, *the New Relationship Marketing* hits shelves in October 2011.

In this edition of the HootSuite University Lecture Series, you will learn about:

- The new **Subscribe** features: should you turn it on and create a new marketing channel?
- How to optimize the new **Share** feature on fan pages
- What the **Ticker**, **Timeline**, and new **Open Graph** seamless sharing apps mean for your business
- How to publish content for maximum **engagement** and viral visibility
- Tagging and sharing **etiquette**



HOOTSUITE SOCIAL SHARE





And now...

Q & A

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