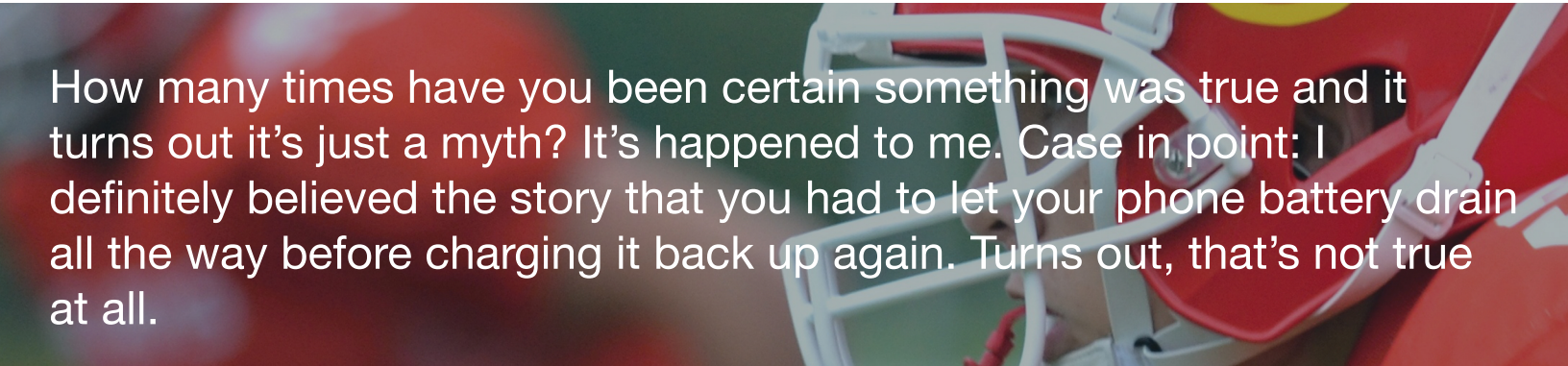


Tackle these myths about real estate technology before they kill agent adoption



How many times have you been certain something was true and it turns out it's just a myth? It's happened to me. Case in point: I definitely believed the story that you had to let your phone battery drain all the way before charging it back up again. Turns out, that's not true at all.

There are a lot of myths floating around when it comes to real estate technology, and, in particular, successful adoption of new tools across brokerages. It can be hard to determine myth versus fact. Over the course of my 15-plus years in real estate and at dotloop, I've learned a lot about what's true and what's not — and how you can avoid falling victim to common misconceptions. Here's what I know:

—you can **lead** a horse to water. —

MYTH
If you invest in new technology for your brokerage, your agents will use it.

FACT
You have to walk the walk first; training and continued support will be necessary for successful adoption.

As the proverb goes, you can lead a horse to water, but you can't make him drink. That said, it's your job as a broker to explain to your agents why it would benefit them to "drink." You can't expect your agents to jump on the new technology train without any training or explanation about why they're doing it (or what's in for them).

The best way to explain the benefits and encourage groups of people to use new tools is through an extensive training program, which includes a heavy dose of inspiration, not just education. This will help your agents understand when, how and, most importantly, why they should be using this new offering.

My colleague, Karen Schlosser of Comey & Shepherd in Cincinnati, is a pro at implementing new technology. Schlosser says her company motto is: "Tell them. Tell them again. Show them. Show them again. Tell them again." It's all about consistency and repetition.

When Schlosser is implementing any new technology, she explains the benefits to her agents upfront and then engages them in six to eight training sessions. She's found that's how long it takes to make the material stick. It's worked for her and it's worked for her agents — their brokerage is one of the top firms in the Midwest.



—lead by example—

MYTH
Your agents will adopt technology whether or not you use it.

FACT
There's a greater chance your agents will use new technology if you use it yourself. If leadership is committed, adoption rates will increase.

Once you've laid the groundwork, it's time to set an example. I work pretty closely with Better Homes & Gardens Real Estate Rand Realty and I can tell you that their leadership team has attended and participated in every training session they've held for their agents. Why? Because they are committed to the technology solution and understand that the best way to lead is by being a walking, talking example.

Encouraging your agents to adopt new technology can and should go beyond attending training sessions. Show your employees you value the new program. If you don't take the technology seriously, why should they?

Peers can also play a large role in the adoption process. It's crucial for leadership to show support, but when peers say they believe in something as well, that can have a huge impact on adoption rates, especially when their business has improved as a result.

—a little goes a long way—

MYTH
It's got to be all or nothing on technology use.

FACT
You don't have to use it all to receive value. Using even just a piece of what any technology can offer will open doors to more in-depth use down the road.

My colleague recently shared a story with me about using Evernote. She knew about Evernote's vast functionalities, but she just wanted to use it to take a few notes. It's a simple use case, but for her, that was all she needed at the time. And that's perfectly fine.

Your agents don't need to use every aspect of a program to make the investment worthwhile. It's important to remember why you adopted new technology in the first place. Likely, it wasn't just to have high adoption rates and successful training programs. Instead, you probably took on the challenge as a means to making daily tasks more efficient and improving the quality of your business.

Encourage agents to use what they find helpful. And who knows? If an agent becomes comfortable with one aspect of a program, they may eventually expand their usage. Just like the colleague I mentioned before, who now uses Evernote for much more than just note taking.



— choose the **right** partners —

A few years ago, I was basically forced to start using Salesforce by my company. Given my years of using another less comprehensive CRM, it was nothing short of a struggle for me. While change is really not easy for anyone, I decided to take small bites. I could appreciate Salesforce was successful and broadly used for a reason, and I needed to find out why on my own. It was a step outside of my confidence zone, but I came to appreciate what Salesforce was offering me and I've never looked back.

Whether personal or professional, the journey starts with choosing with the right technology partner for you. And once you've done that, acknowledging the myths and common pitfalls associated with onboarding will only accelerate the process. As you move forward, leading by example, maintaining technology support and celebrating usage will allow your brokerage to get the most out of your technology investments. The key is to find and use tools that are intuitive enough to innovate and evolve alongside you in partnership.

About dotloop

Dotloop reduces complexity and increases security by replacing form creation, e-sign, and transaction management systems with a single end-to-end platform. Dotloop not only puts an end to chasing paper, but also drives growth by helping real estate professionals streamline their business with workflow automation and real-time visibility into their transactions. Millions of agents, brokers, and clients trust dotloop to get deals done.

