

HOME ABOUT US CONTACT US

SEARCH

REALTOR

YOUR
 NETWORKING
 MAGAZINE

THE BUSINESS TOOL FOR REAL ESTATE PROFESSIONALS

- This Month in Print
- Print Article Archives
- Reprints / Subscriptions
- Editorial Calendar
- Advertise



Introducing real Caller ID for your BlackBerry® or Windows Mobile® phone.

Click to start your free trial now.



This article was published on: 02/01/1999

Topic Areas News & Commentary

Sales & Marketing

Law & Ethics

Technology

Home & Design

For Brokers

Popular Features

- Architecture Guide
- Cost Vs. Value Report
- Good Neighbor Awards
- Handouts for Customers
- Top 100 Companies
- Take a Quiz
- 30 under 30
- Young Professionals

PRODUCT PICKS

Quick, quality color

Get true business-quality color output fast with the **OKIPAGE 8c** color printer. This desktop unit prints eight pages per minute in full color--faster than a laser printer--at a cost of 11--20 cents per page. It features four LED print heads and a straight paper path. \$3,495 or lease for about \$150 per month. *Okidata, Mount Laurel, N.J.; 800/OKIDATA; www.okidata.com*

Circle #050 on Reader Service Card

Compact map tools

Users of handheld computers can now access detailed maps of any place in the United States with DeLorme's **Solus Pro**. Download maps and route directions from the Internet and connect to a global positioning satellite receiver for navigation guidance. \$39.95. *DeLorme, Yarmouth, Maine; 800/452-5931; www.delorme.com*

Circle #052 on Reader Service Card

Training for buyer's reps

The **Buyers Specialist** sales training program teaches you everything you need to know to sell real estate as a buyer specialist, specifically addressing the needs of the first-time buyer. The step-by-step system includes 10 videotapes and two copies of the training manual. \$495 (NAR members receive \$100 discount). *Canmar Realty Systems, Vista, Calif.; 800/888-7594; www.buyersspecialist.com*

Circle #051 on Reader Service Card

Possess property particulars

Property Pro CD is a research and marketing tool that retrieves current real property information on a county-by-county basis for seven Western states. You can generate reports, sales comparables, and profiles, and produce mailing labels, street maps, and parcel maps. Subscribe to CD-ROM updates or access information online to ensure that the data is always current. Prices vary, depending on the county and subscription type. For example, Los Angeles County data ranges from \$135 to \$175 per month.

Axiom/DataQuick, San Diego; 888/604-DATA; www.axiom.com

Circle #053 on Reader Service Card

Computer-based sales training

Help your real estate business grow with **Winning Pathways**, an interactive multimedia sales training program. Self-paced lessons help you focus your business plan; market yourself; set personal, career, and sales goals; track your progress; and analyze the results. Includes workbook and CD-ROM. \$96 plus shipping and handling. *Winning Pathways, Tucson, Ariz.; 520/325-6173; www.winningpathways.com*

Circle #054 on Reader Service Card

Digital camera at a nice price

Fuji's 1.5 million pixel **MX-500 Digital Camera** boasts professional-quality features at an entry-level price. The MX-500 features 24-bit color, auto focus, four flash modes, and RGB color filter, and it can record images in the standard Exif format in about five seconds to an included removable 4MB storage card. \$499, including card, batteries, cable, and software. *Fuji Photo Film USA Inc., Elmsford, N.Y.; 800/800-FUJI; www.fujifilm.com*

Circle #055 on Reader Service Card

Picture perfect

Now you don't have to be a computer graphics expert to post listings on the Internet. PictureWorks Technology's **Prepare & Post** software allows you to click and drag a photo from your desktop directly to a Web site. The software automatically converts the file to the site's preferred resolution, format, and size, then sends the image to the site's server. Price: \$5,000 -- \$25,000 one-time integration fee, depending on customer requirements, plus \$5 or less monthly per user. *PictureWorks Technology, San Diego; 800/303-5400; www.pictureworks.com*