

## 50 Shades of Social: From networking to travel and entertaining, apps for the social CRE professional

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In light of some of the latest buzz on social media, the much-talked about, 50 Shades of Grey movie, I put a list together of 50 Shades of Social that you can use in commercial real estate. Whether taking a "client" to dinner and a flick or traveling to Seattle for an interview, these social apps will make your life easier and more social, and you - more suave.

### Social Networking

1. LinkedIn - Your go-to for connecting with business professionals.
2. Twitter - A microblog, see what's happening right now around you or around the world.
3. Pinterest - Pictures, graphics and more. Create and share collections of images.
4. Instagram - The new Facebook but picture-based.
5. Facebook - Because it's Facebook. The app is good for quick sharing to keep your corporate page active while on the go.
6. Snapchat - A picture or video that you share with your network that soon erases. You determine how long they can view it, 5 seconds or 24 hours. Now that they launched Snapchat Discover, there are many advertising opportunities here for bigger brands.
7. Viber - Send messages, pics and videos for free overseas. This will save you big time talking to your son while he's studying abroad.
8. WhatsApp Messenger - If you are paying your own cell phone bill, don't get charged for those SMS messages just download this app and exchange for free.
9. CoEverywhere - All social media happening around a geographical area that you draw on a map.
10. CitizensConnect - A pothole from the snow plow is outside your office. Log on to Citizens Connect and take a picture of it. It gets fixed. Report all local physical issues and get updates on when action is taking place.

### Photography and Video

11. PhotoToaster - Upgrading basic photos, adjusting brightness, saturation etc.
12. Photosynth - 360 degree panoramic photos you create and share. Perfect for capturing that long horizontal shopping center.
13. Vine - Six second looping videos, great for sharing, Twitter owned.
14. YouTube - Video viewing and sharing. Think: property videos, tenant openings, special events.
15. Nutshell Camera - Brand new from Prezi. Allows you to create videos with three snaps of pictures. Customize it and add art.

### Business

16. QR Reader - An app needed to view the links behind those black and white checkered boxes.
17. Paperless Post - A snail mail thank you note is always appreciated but with this app you can send finely designed cards and invitations via email.

18. PDF Pro - A business necessity. Store and send PDFs.

19. TurboScan - Not at the office to scan in that document? Well don't think you can get away with simply taking a picture of it, scan it and send with this app.

20. Google Docs - One tap to create or open a document that you can edit with others at the same time. Forget circulating one document and waiting on people for comments.

#### Money

21. Venmo - Easily transfer money between people with two clicks.

22. LevelUp - Mobile payment at your favorite stores and restaurants.

23. RetailMeNot - The go-to place for shopping deals. No matter what it is you're purchasing, go here first and type in the brand name and see what coupon codes pop up. You'll be amazed at the dough you will save over time by doing this.

#### Maps, Transportation and Parking

24. Waze - Driving app that shows traffic patterns, police and other drivers.

25. Beatthetraffic - Mapping system that shows traffic. Let's you know when to take the highway or back roads to get to that site tour.

26. Uber - Urban transportation cheaper than a cab (UberX). Can also get a black car or SUV. Easily stores your credit card info so you don't have to fumble with cash to pay for the fare or tip. Great for getting to meetings in the city, quickly and affordably (except during a snowstorm).

27. Lyft - Similar to Uber but its drivers seem friendlier. Just be careful with canceling, \$10 fine, ouch.

28. Google Maps - Put in your destination and Google Maps will show you the quickest route and what time you'll arrive.

29. CityMaps - Can't remember which retailers are on which blocks on Newbury Street? Open this app to aid you; it will plot all retailer logos. You're welcome brokers.

30. Haystack - Downtown and can't find a parking spot? I hate that! Don't be late and blame it on no parking. Open this app to see which spots are available. Just note, it will cost you.

31. Veer - A parking app that shows you the closest and lowest cost garage to park in.

#### Entertaining

32. Tablelist - VIP service at local clubs and bars. Download this is if you are a big entertainer.

33. Yelp - Restaurant reviews. If you're in a new city and don't know the area, be sure to Yelp to find great restaurants. Don't end up at a gay bar by accident with your new client if you didn't intend to.

34. Snooth - Wine reviews, wine stores and wine articles. Get knowledgeable about wine, it's sexy.

35. OpenTable - All available open tables at local restaurants available the day and time of your choice. Book a reservation online and send out the meeting invite with the location and venue.

#### Travel

36. JetBlue - Book flights, check on flight status and gate number or use as your boarding pass. A fun-to-use and easy app for JetBlue travel.

37. Hotel Tonight - Exactly what you would think it is. An app that helps you book a hotel within 24 hours of needing it. Oh and because you're booking last minute, you are saving bundles because the hotel wouldn't have otherwise filled the room.

#### News and Education

38. Thirst - Basically an easier way to digest Twitter showing what's popular based national news and on who you follow.

- 39. Wall Street Journal - A stand by for news. They recently redid their app, learn something.
- 40. Duolingo - Traveling overseas for a meeting? Make sure you learn the verbal basics. This is an easy and fun way to learn a new language.
- 41. ESPN - You know every Monday morning the guys huddle around the kitchen and talk sports for atleast 20 minutes. Make sure you know what's going on so you can be manly.

#### Lifestyle

- 42. Instacart - Because you work late, you need your groceries delivered to your house. Like avocados best from Whole Foods? Boom, got it. Like your beef from Market Basket best? Boom, got it.
- 43. Pandora - Your favorite tunes streaming. Makes the work day go by faster. Check out Genre Station: Studding, Beats for Studying, a new favorite.
- 44. Starbucks - If you're going to by coffee every day, you might as well get rewarded for it and get a free coffee and other goodies once in awhile.
- 45. MyFitnessPal - We all know how fattening those desserts can be at RECon and other conventions and yet we still eat them. Stay on track with your health goals with MyFitnessPal.
- 46. Audiobooks from Audible - Tone down the road rage and listen to books on tape during those rough commutes to the office.
- 47. Health Tip of the Day - Live the lifestyle you want. Daily tips on how to be healthier.
- 48. Etsy - Custom-design products, great for unique client gifts.
- 49. Houzz - For the creative. Decorating your new office from floor to ceiling? Check out Houzz for design inspiration. It offers hundreds of thousands of photos and gives information about the designer and products used.
- 50. Find My iPhone - Ever think you lose your phone but it's really in a pocket you just don't use very often and you put it there to "keep it safe"? Well you're lucky you still have it. If you left it at the BCEC go to, Find My iPhone, to relocate it.

Social Media Fun Fact: Per a survey from the Apigee Institute with Stanford University's Mobile Innovation Group, 52 percent of U.S. smartphone users check at least one app every hour.

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