

# FINANCIAL STRATEGIES

Smart use of fiscal planning & action



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## App-le of My Eye

**A** decade has always been an interesting block of time to me. It is long enough to see marked changes – kids become teens, also-ran sports teams become powerhouses and clothing styles that were cutting-edge look, well, dated. But it is short enough to not feel like those earlier memories are ancient history.

An interesting thing happened 10 years ago, something that has changed the landscape of technology. It was late July 2008 when Apple released iPhone OS 2.0, which included a crazy thing called the App Store. It was an immediate success, turning the iPhone into a true handheld device. Android was slow to react, not releasing Google Play until early 2012 but it found success very quickly. Today, these two powerhouses dominate the app market, with a combined 27 billion (yes, with a ‘B’) new apps downloaded in the first quarter of 2018.

It’s been a few years since I’ve done a roundup of the latest real estate apps but considering it’s the App Store’s 10th anniversary, how could I resist?

### Evernote

This popular and powerful app isn’t just related to real estate, but it certainly makes the modern businessperson much more productive while on the run.

Users can take photos of sketches, create reminders and to-do lists, copy and paste web links, make audio records and even create hand-written notes that can be later searched by key words. And this information can be shared across teams or co-workers. If one of your goals is to be more organized, you should check out this powerhouse app.

### Scannable

Developed by the creators of Evernote, this app translates photos of paper documents into high-quality scans. It’s smart enough to recognize the difference between a receipt, photo or business card and will crop and reduce glare from photos automatically. It will even match a business card to the user’s profile on LinkedIn.

### The News Funnell

Tired of being flooded with all sorts of periodicals, newsletters and email blasts?

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Then this app may be for you. This service delivers real-time access to the latest industry news that is custom tailored to your preferences. News feeds are drawn from over 3,000 media sources as well as original content from over 2,000 real estate companies. It services 32 primary markets, including Cleveland, and allows users to only see the types of stories that interest them. If you want to know the latest real estate news without drowning in media, give this app a try.

### DocuSign

Do you want to be truly mobile, without worrying about how you are going to print, sign, scan and send that important contract? This app allows you to legally execute documents anytime and anywhere, without having to deal with paper. It centralizes all of the critical documents and allows them to be securely circulated and executed quickly and safely. This app is endorsed by the National Association of Realtors and has over 200 million users worldwide.

### LeaseMatrix

If you are involved in leasing, this may be a great app for you. It allows users to quickly compare leasing proposals, creating simple but effective charts and side-by-side comparisons from both the landlord and the tenant's perspective. It can also create and record lease comparables, creating a private database that can be searched and printed. And it can be shared across your team, including access to clients.

### TheAnalyst Pro

If you are involved in investment sales, this may be a great app for you. It easily creates before- and after-tax discounted cash flow analysis, compares lease versus own scenarios, calculates loan amortization schedules and performs financial compounding and discounting functions, including IRR and NPV. And it has some other really useful features for the real estate professional, including an aerial measuring tool, a real estate glos-

## Daus, You Know?

**AND THEN THERE WAS ONE** The pending sale of 55 Public Square will result in Optima Ventures owning a sole downtown Cleveland office building, the 535,000-square-foot One Cleveland Center. Just a few short years ago, they were one of Cleveland's largest landlords, owning upwards of 2.8 million square feet. —AP

sary and demographic reports. My friend Todd Kuhlmann developed this app several years ago and has worked very hard to make it a truly terrific sidekick for the real estate investment professional.

### Google Photos

If you are like me, you probably have hundreds (if not thousands) of photos

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on your phone. If you haven't discovered this terrific app yet, do yourself a favor and check it out. It may initially seem like just another web-based storage site but it's so much more. Photos are automatically stamped with the date taken and, if your locational tagging feature is turned on, the location. You can easily create categories, called Albums, and sort photos into these. But here is where things really get good. Through the magic

of Google analytics, the app will slowly start to 'learn' your photos. For example, shockingly, I take a lot of photos of real estate. The app has created categories such as 'buildings' and 'shopping centers' and automatically assigns these types of photos into these categories. Scary? Maybe – but did I mention that there is no limit to the number of photos that can be stored? And that albums can be shared, allowing others with the app to access folders that I designate?

### AirMeasure

If you ever had the need to measure something, but didn't have a tape measure or laser with you, then you will appreciate this app. It actually has 15 features but for real estate pros, the following will be the most interesting. There is a virtual tape measure that uses your phone's camera to measure a surface or points. There is a floor plan tool that allows you to again use the phone's camera to mark 'pins' that outline a room and then transform this into a floor plan. There is a laser distance tool that measures the distance to a point. And there is a height tool that can measure the interior or exterior height of an object. This is a truly terrific aid and will even help you hang pictures level! **P**

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