

(PRLEAP.COM) **January 7, 2014 Austin, TX**. Often referenced as "the bible of real estate," the [Swanepoel TRENDS Report](#) (in its 9th edition since 2006) has accurately outlined and detailed numerous trends and shifts involving technology and business strategies that impact the way agents do their work. "When keynoting at industry events I am frequently asked, 'Can you please create a step-by-step, implementable version of your Swanepoel TRENDS Report?'" said New York Times best-selling author, [Stefan Swanepoel](#)

"T3 Experts is exactly that. It takes the research and analysis that go into the creation of my annual TRENDS Report and repackages it in a way that agents can apply directly into their real estate operations," Swanepoel added. To make this available, Swanepoel elicited the help of two other nationally recognized real estate industry specialists: Jack Miller, former CTO of [Goo dLife Team](#), and [Michael McClure](#), creator of the [Raise the Bar](#) Facebook group and the [Raise the Bar](#) Blog Talk Radio show.

"We are the 'silent partner' that helps agents keep their real estate business fine-tuned," said Miller. He was the digital architect of the company named the '[Most Innovative Brokerage in North America](#)' in 2010, and has extensive experience in terms of working directly with brokerages, teams and agents to implement new technologies and increase lead generation. He also helped create [Keller Williams University](#), and is currently active in the National Association of REALTORS'® [REACH Technology Incubator program](#). Miller will serve as the new Chief Executive Officer of T3 Experts.

McClure has driven extensive results with large-scale community administration and social media management. Furthermore, he has 22 years of experience as a real estate agent and broker. He will serve as the company's Chief Operations Officer. "It's about helping agents save time, money and frustration by providing them with a road map and recommendations every month. The pace of change in real estate is fast and the changes themselves often complex, so staying focused on the few things that matter the most to stay in business and continue making real estate sales is crucial," noted McClure.

Swanepoel, who has penned 25 books and reports about trends and strategies shaping the real estate industry, has also given more than 900 live presentations to nearly 750,000 people. He will serve as the company's chairman.

"From all the firsthand interactions I've had with agents over the last 10 years, I know they are straining under the pressure of trying to be expert at too many things all at once, which leads to breakdowns and frustrations for many," added Miller. "T3 Experts aims to be the 'go to' resource so many agents need today. We want people to know they no longer have to do it alone. Our training is designed to show people exactly what they should be doing, and exactly how they should be doing it."

For more information visit [T3Experts.com](https://www.t3experts.com) .