



Out with the Old & In with the New

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Client Spotlight:



Professional Realty
Management, Inc.

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Professional Realty Management, Inc. (PRORMI) was incorporated in 1992 in Wilmington, Delaware and serves clients in Delaware, Florida and North Carolina. PRORMI provides comprehensive property management services for multi-family residential and commercial self-storage owners and investors With integrity and dedication.

Their goal is to maximize ROI while providing a great living experience for residents and tenants. The PRORMI team is highly credentialed including Real Estate Brokers License, Real Estate Sales Person License, CPM, CAM, CAMT and ARM designations. They have access to an abundance of resources and use comprehensive property management software.

This is a dedicated and motivated staff that Pronets is glad to have as part of the family.

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Top 10 Technology Breakthrough's of 2013

MIT recently listed its top 10 technology breakthroughs. Each item has a gross implication on the way we live, but there is an additional impact on the way we will conduct business in the future. By reviewing the here and now, and where we foresee these inventions taking us, we begin to touch upon how business will be conducted in the future.

Inventions & Business Implication Potentials:

Deep Learning - Deep-learning software attempts to mimic the activity in layers of neurons in the neocortex, the wrinkly 80 percent of the brain where thinking occurs. The software learns, in a very real sense, to recognize patterns in digital representations of sounds, images, and other data.

Temporary Social Media - Sending messages via social media that will not be saved, but it has a temporary lifespan, disappearing after a user defined length of time. Social interaction over the web becomes as anonymous as a phone call.

Smart Watches - (A personal favorite of mine) - Uses Bluetooth to connect wirelessly to a cell phone and displays simple data of the user's choosing on its small black-and-white LCD screen. Notifications will not be pulled out and checked, rather, they will appear on the client's wrist.

Memory Implants - Silicon chips to mimic the signal processing that neurons do when they're functioning properly—the work that allows us to recall experiences and knowledge for more than a minute. Although this is a development to help Alzheimer's or other brain injuries causing memory issues, this could have a profound impact on how we learn and recall learned information in our grandchildren's future.

Baxter: The Blue-Collar Robot - Using software that could run on a personal computer, this robot can be trained to perform repetitive functions. Businesses can incorporate robotics without having to buy a high priced customized robot.

Additive Manufacturing - The technique builds an object by adding ultrathin layers of material one by one, used in industrial 3-D printing. GE plans on using this technology to produce fuel nozzles. Casting and welding could become a thing of the past, as industrial printing becomes part of our everyday use. Creating parts for inventions can be done inhouse.

Pre-natal DNA Sequencing - Verinata can detect Down syndrome from traces of fetal DNA found in a syringe of the mother's blood. Complete mapping is still expensive, the genetic diseases can be established within the first trimester. We could eventually gravitate to a society that uses DNA sequencing to improve our children within the womb.

Supergrids - DC grids would be more efficient at connecting far-flung sources of renewable energy, allowing utilities to average out local variations in wind and solar power while bringing power to areas without much sunshine or wind. The idea of using renewable energy to power cities becomes more of a reality every year, as more cities face bankruptcy.

Ultra-efficient Solar Power - 50% energy can be extracted using a design that efficiently splits sunlight, as a prism does. Each color would then be dispersed to a cell made of a semiconductor that can absorb it. This process could greatly reduce operation expenses, not only in factories and retail stores, but in buildings for rent or lease.

Big Data from Cheap Phones - Using detailed data on population movements—gleaned from mobile phones doctors build precise new tool for fighting the spread of malaria. By watching phone call patterns, we can devise the spread of an epidemic enabling proactive decision makers from emergency personnel and business and school closures to effectively quarantine ourselves during potential outbreaks.

- Adapted from MIT Technology Review's original article

Whether you think you can or think you can't, you're right. - Henry Ford

Did you know...

...nothing ever dies on the Internet. Even before the NSA and Edward Snowden became part of our vernacular, there were ways to find obscure and theoretically missing webpages and sites. If you ever find yourself pining that one random website you remember from back in the day, read on.

One of my favorites is the WayBack Machine at the Internet Archive (www.archive.org). Sure, you can use it for legitimate stuff, like seeing what your company's Geocities website looked like in 1995 or trying to find an archived copy of that one page you accidentally FTPed over .. OR, you could use it for its most recent and awesome tool, the Vintage Console Games Room (tinyurl.com/m1j9d8o). Yes, you can now go get your fill of some awesome old Atari, Coleco or Astrocade classics like SpaceChase, Pitfall, Asteroids, Donkey Kong and Galaga.

The ubiquitous search engine Google has copies of everything ever – and you can search them with their webcache tool at webcache.googleusercontent.com/search?q=cache: - just add your website after the colon. Alternatively, you can use the tool at cachedpages.com. This tool will take you to the last cached version of a website or individual webpage, whereas with Archive.org, you get multiple versions.

Los Alamos National Labs has developed a plugin for the Chrome browser dubbed "Memento" – it allows you to browse old versions of webpages via archive.org. With your sysadmin's permission (on your work PC) or on your personal PC, just point your Chrome browser to tinyurl.com/omzc28u and install to surf sites old school. To use the plugin, just click the clock icon in your Chrome toolbar, then set your date and then right click on a link to travel through time. Just remember to set it back when you're done!



We become what we think about all day long. – Ralph Waldo Emerson

Your 2014 Checklist to a Successful Year in Business

While you keep an eye on your team, your customers, your marketing, your online activities, and your bottom line it is now also time to get ready for tax time, continue performing employee reviews, clean up the office and plan the year ahead! Below are 10 things you should be considering as the calendar flips to January 2014.

1. **Start with a look back.** Now is the time to review your 2013 budget, strategies, and tactics as you consider if you should adjust your approach for this year.
2. **Prepare for tax time.** Put together a package for your accountant proactively.
3. **Review your website.** Take the time to make sure your site is performing well and is optimized for the best results in search.
4. **Clean house.** Stop right now and look around your office. Messy desks, paperwork needing filing, old files that should be thrown out. Organize your team and just do it.
5. **Review your marketing strategy.** The heart of your business is your marketing strategy and like all major organs it needs to be well cared for, exercised, and maintained. Bring in a professional if needed.
6. **Do an inventory.** Count everything your business possesses, not just the products in your stockroom and on the shelves, but all assets physical, virtual, and human.
7. **Update your budget.** Question whether your assumptions on sales and revenues were accurate as well as your expenses last year. Check your budget against actual and rinse and repeat as needed.
8. **Give back.** Giving back to your community and your world is just as important as your bottom line. What defines us as people is not just how successful we are with our enterprise but how we share our resources, our values, and our profits with others who need help.
9. **Start a campaign to say "Thank You" to your customers.** Never, ever lose sight of the fact that without your customers, especially the best among them, you would not have a business (or won't for much longer).
10. **Set your goals for the New Year.** Lastly sit down with your team, your partner, your investors, or your advisors and start the spitballing; define your goals for sales, customers, conversions, individual departments, financials and anything else that is appropriate for your specific needs. Don't hold back either – make your goals as aggressive as you think reasonable and stretch hard to meet them. The best goals are those that push us to achieve more and create more value.

Adapted from crowdspring.com article "Small Business and Startups: End-of-Year Mishegoss, 2013"

PRONETS, Inc. Charitable Causes

Let's all join in and "Pay It Forward" by pitching in and doing our part for charity. The more we can help our community, the better off everyone will be. Recent Giving included:



Mount Rogers Community Services Board Holiday Reception for Employees

A large gift basket was donated to the Mount Rogers Community Services board Holiday reception to be used as a door prize



Staff Member Participated in the Community Christmas Food Fund Box Packing Event at Galax Fire & Rescue

PRONETS employee Tonya Reavis and her family participated in the packing of hundreds of food boxes that were distributed to needy families over the Twin County area. Sponsored by the Galax Fire & Rescue.



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