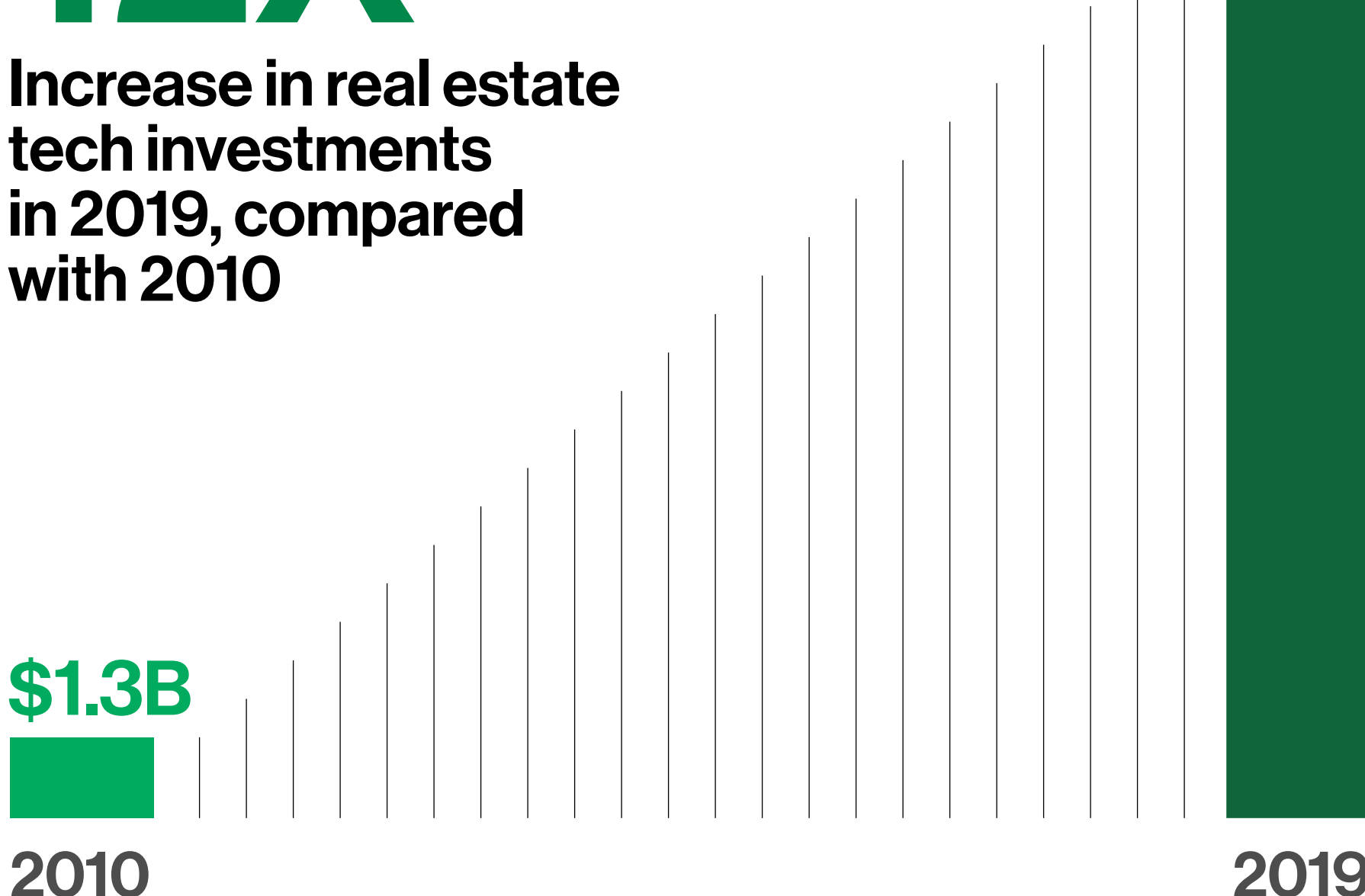


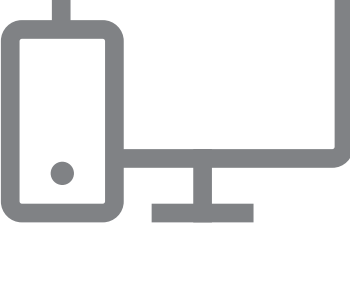
Is Your Brokerage Ready for Real Estate On-Demand?

Empower agents to compete in today's changing industry with a modern, digital toolkit

Your rivals are investing in technology



COMPASS



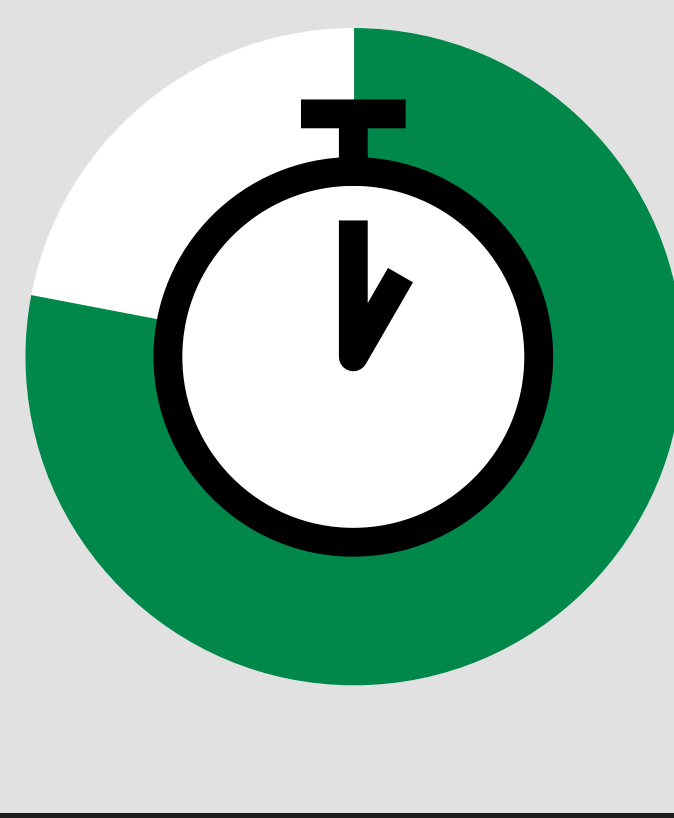
\$370M

raised by Compass to build a platform to simplify the buying and selling process

New technologies are required to keep up with customer expectations

78%

of clients expect agents to respond in one hour or less




The digital approach opens more doors



85%

of first-time homebuyers are 28 or younger


What do buyers agree on?



Yes to digital tools

44% of all buyers did research online before contacting an agent

76% of all buyers found their home via mobile app



No to paper

Paperwork is the #2 reason buyers dread the home-buying process (#1 is finding the right home)

Many brokerages are investing heavily in tech to help agents compete

KELLERWILLIAMS®

\$1 billion

Pledged to develop new technologies for its 180,000+ agents

Tech giants are also entering the market

REALOGY

\$1k-5k

Agents offer new homebuyers move-in benefits of Amazon home services and smart products

AI-based offers are becoming a reality

Zillow®

\$1 billion

behind Zillow Offers, which operates in 15 U.S. markets

3 things a brokerage should do to compete in this tech world:

- 1** Take a mobile-first approach
- 2** Bring everyone involved in a transaction together digitally
- 3** Integrate existing customer and property data into every agreement

Help your agents offer a better client experience

Learn more

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