

# WHAT'S NEXT?

HOW TECH IS CHANGING REAL ESTATE, TODAY

## A Brief Timeline of Technological Innovation and the Impact on Real Estate



### 1946: COMPUTER TECHNOLOGY

The world's first computer, occupying 1,800 square feet, is finished at the University of Pittsburgh. The seeds of the digital era are officially planted. Within decades, real estate offices everywhere eschew typewriters in favor of these amazing digital machines.



### 1990s: THE WORLD WIDE WEB

The Internet, previously a 'network of networks', becomes the World Wide Web. Chat rooms explode in popularity! Meanwhile, marketing is irrevocably altered. The reach of real estate brands widens as the industry's first websites find their footing online.



### 2004: FACEBOOK

Social media site Facebook is launched. At first, the platform appears to be little more than a fun distraction for college students. Businesses realize that Facebook is much, much more: it's a game-changer. Communication as we know it transforms. With that, the potential influence of real estate brokerages multiplies by an incalculable degree.



### 2007: THE IPHONE

The first of several iPhones is released and becomes an undeniably cool, must-have consumer item. People can now view digital content on their phones, wherever they go. The result is a wholesale change in the way that content—including real estate websites, photos and videos—is consumed and produced. And the possibility of a completely digital future is nigh....

# 2017

## ALL DIGITAL, ALL THE TIME

- The Internet is the primary source of information gathering
- Social media is the go-to means of communication for consumers
- Apps are everywhere because of the freedom they provide



## INTERACTIVE EXPERIENCES

- 3D floor plans allow viewers to conceptualize architecture
- 360° videos engage viewers in navigating listings
- Virtual & augmented reality transcends traditional time/space restrictions

## THE INTERNET OF THINGS (IoT)

- Used as a pseudo-building manager in commercial buildings
- Smart homes monitor power usage, lighting, and heating
- Beacon technology potentially eliminates the home-buying search process

# NOW WHAT?

Technology products are coming from every direction and appear to impact every aspect of your daily work-life.

The question is: are these innovations the next big thing—or just a blip on the technology radar?

**WE'VE GOT THE ANSWERS.**

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