

REAL ESTATE 3.0

The rise of a new real estate experience



LONE WOLF
TECHNOLOGIES

In an increasingly digital era, consumers expect more from agents and brokerages. And their expectations are growing by the day.

ENTER REAL ESTATE 3.0

Real estate isn't what it used to be. The industry is experiencing a great upheaval in core functions—from how brokerages and agents operate, to how they interact with consumers, and what those consumers need from them.

This upheaval is creating the need for evolution, something real estate has experienced since the advent of the Internet. And over that time, each evolution has contributed to the modern state of things—to the creation of real estate 3.0.

So let's look at each of these evolutions, and how they've ultimately guided real estate to its digital transformation.



1.0

Access to
online information

Yesterday

2.0

Digital
point solutions

Today

3.0

Connected
digital experiences

Tomorrow



“Digital transformation is forcing companies to change their business models and adapt to the new market reality.

What’s interesting about this is that it’s not the companies that are driving this change.

Instead, this change is being driven by the customer.”

– JENNIFER LUND, SuperOffice.com

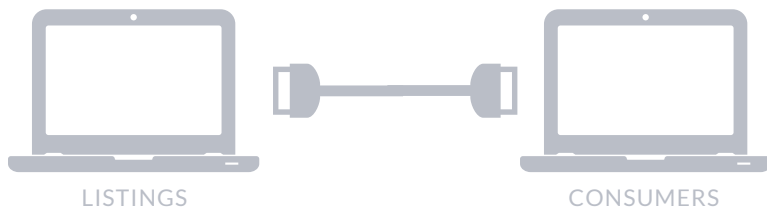
1.0
REAL ESTATE

ENTER
THE
INTERNET



For the first time, consumers have access to information

—and real estate will never be the same.



The advent of the Internet transformed the real estate consumer experience forever. Suddenly, consumers could access listings on their own through websites, and they could communicate with agents and brokerages in ways they couldn't before.

That, in turn, transformed what agents and brokerages needed to do to give those consumers what they wanted. It required them to create new systems, new methods for collecting and using data—and created problems around housing that data and connecting it to other pieces of data to make it usable.



“Just as it disrupted the financial services, travel and automotive industries, the Internet...caused a major paradigm shift in the way the real estate industry transacts business.

Real estate listings moved from offline listings available only to real estate professionals to online listings on major Internet portals..”

– JOEL CONE, smartycents.com

2.0
REAL ESTATE

THE RISE
OF POINT
SOLUTIONS

Disconnect



Solving one problem at a time, point solutions created new opportunities for brokerages —but created a slew of new issues to match.

The second phase of real estate’s evolution was gradual, as eventually almost all of its information made it online. This shift meant an explosion of independent point solutions, each built to work with all the new data, provide niche services, and solve specific business needs.

Agents could manage all their client information in one solution. Front office could manage transactions in another solution. And brokerages had yet another solution for back office.

But because so many of these point solutions worked independently, and because there were just so many bells and whistles available, it just wasn’t possible to connect them all. They could only provide fragments of the real estate experience—leaving gaps in the consumer experience and creating new challenges in collaboration and communication.



“Point solutions are typically designed to solve one specific business problem. Due to this specialisation and focus, point solutions are champions in their particular area of functionality...The strength of a point solution is also its weakness:

The software only solves one business problem.”

- JOS KNOPS, planonsoftware.com

3.0
REAL ESTATE

THE DAWN
OF A NEW
EXPERIENCE



Inspired by changes in contemporary consumer society, real estate is evolving—from transactional connection to ultimate experience.

The modern state of real estate owes a lot to the work done to connect point solutions. Integrations and larger platforms moved the industry beyond transactional interactions between all parties to a complete end-to-end digital experience for buyers and sellers. An experience defined by how connected and simple it is for everyone involved. **Think Netflix—but for real estate transactions.**



Real estate catching up to digital experiences around the world

Industry	Leader	What do they have in common?
Entertainment	Netflix, Disney+, Microsoft, Nintendo	<i>Each of the leaders in these industries connects everything a consumer needs, whether through in-house tools or not, and puts them all in one place.</i>
Retail	Amazon, online shopping, eCommerce	
Technology	Google, Adobe, social media	



“Digital technology has transformed consumer habits. Mobile devices, apps, machine learning, automation and much more allow customers to get what they want almost exactly at the moment they need it.

Because of the opportunities that rise from using modern technology, customers often rate organizations on their digital customer experience first.”

– JENNIFER LUND, SuperOffice.com

DIGITAL
TRANSFORMATION

A NEW
CHAPTER
FOR REAL ESTATE
BROKERAGES



In the digital age, real estate brokerages and agents need to adapt for the expectations of consumers
—*and their secret weapon is the cloud.*

These days, brokerages need to be able to make the most of digital technology to transform their business for the modern market—both because it means they can address consumer needs better, and because it helps them get ahead in a world where going into the office is a thing of the past.

Ultimately, this comes down to finding the right cloud technology—because connected solutions like lead generation, transactions, back office and more offer two major advantages over the competition:

A man and a woman are sitting at a wooden table, looking at a tablet together. The woman is pointing at the screen. They are both smiling. The background is a blurred indoor setting.

1

A way to become fast and flexible, so they can meet consumer demands

2

A way to collect and combine the right information for personalized experiences, even in a digital-first world

To find the right technology,
ask yourself where the gaps are in your process
*—and ask those who work with you, too. Then, investigate your existing
technology to see how it can help you bridge those gaps.*

THINGS TO ASK ABOUT CONNECTED TECH

- #1** Is this something I can implement company-wide?
- #2** How will this protect my, and my clients', information?
- #3** Will this work with other tools I like using?
- #4** Will this work with other tools I need to use?
- #5** Does this actually remove some manual work I'd otherwise have to do?

Reach your
**DIGITAL
TRANSFORMATION**
with Broker Cloud.

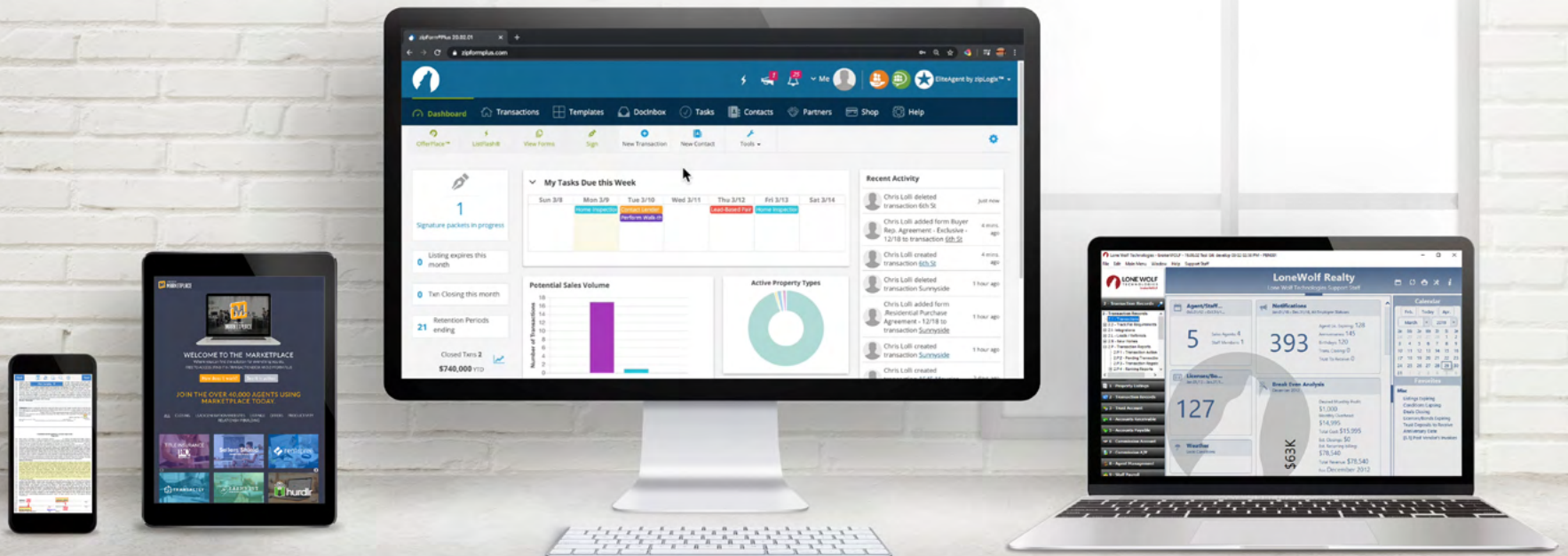
For years, reaching the level of technology use that would allow brokerages to achieve a real estate 3.0 experience was difficult at best because of the prevalence of point solutions. Even with connections, brokerages had to know exactly what they needed and how to find the right tools. But now, it's all in one place—so you can create and deliver the complete experience consumers expect, all while building your business for a digital future.



BROKER CLOUD



Everything you need in real estate from lead to close.





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