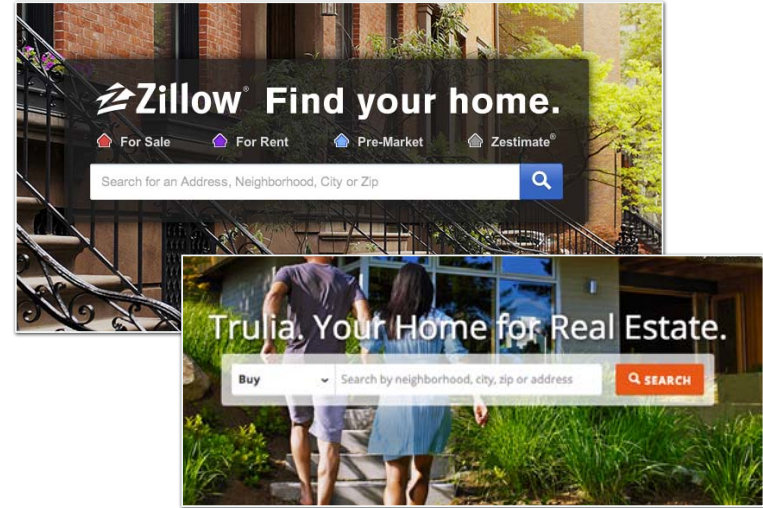


# the state of real estate TECH

Nobu Hata, National Association of REALTORS  
nhata@realtors.org | @nobuhata



The Google logo is displayed in its standard multi-colored font.

Google Search

I'm Feeling Lucky

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**Massachusetts Real Estate - Realtor.com**  
www.realtor.com/massachusetts/hbselma... National Association of Realtors  
Massachusetts Real Estate - Visit REALTOR.com to find real estate in the Massachusetts area. Find Massachusetts homes and real estate for sale by using ...

**Massachusetts Real Estate & Massachusetts Homes For ...**  
www.zillow.com/ma/ Zillow  
Search Massachusetts real estate listings for homes for sale and check out MA market info on Zillow.  
Massachusetts home values - Boston - Massachusetts Recent Home ... - Worcester

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**Massachusetts Real Estate Search - Find Homes For Sale i...**  
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Change is driven by:  
Consolidation.  
Humanization.  
On-demand tech.  
Past behavior.



Technology  
is leveling the playing  
field toward the  
consumer.



## New app helps you avoid your friends, exes



By Heather Kelly, CNN  
updated 11:22 AM EDT, Fri March 21, 2014 | Filed under: [Mobile](#)



The new Cloak app helps you avoid people in the real world. Uh-oh, looks like Jared is only 600 feet away.

### STORY HIGHLIGHTS

• A new iPhone app helps you

**(CNN)** -- After moving to New York, Brian Moore could not stop running into his ex-girlfriend. There were four awkward and unplanned

nest

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**MISYS** Simon Dowler  
Misy General Counsel



Jeff McConathy  
June 3rd, 2013

## Trulia for Glass: The Future of Home Search is Closer Than We Think

For a sneak peak at the future of home search, check out this video:



I couldn't believe what I was seeing. I came to the Google I/O Conference in 2012 expecting to find old friends, cool technology, and maybe something special. But this was over the top.

I stood inside the large auditorium at the Moscone Center in San Francisco, and as a stunt person hurled himself out of a plane



## Trulia for Glass: The Future of



I stood inside the large auditorium at the Moscone Center in San Francisco, and as a stunt person hurled himself out of a plane

## Zillow Real Estate Information Part of Google Now

[g+](#) [Tweet](#) [Like](#) [Share](#) [Pin it](#)

DATE: FEBRUARY 13, 2013 | CATEGORY: ZILLOW NEWS | AUTHOR: ZILLOW TEAM

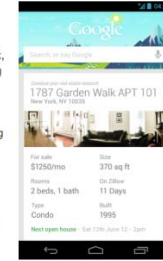
It's now even easier to find your dream home, thanks to an integration with Zillow in the latest version of Google Now.

Google Now gets you just the right information, before you even ask, and is the newest part of the Google Search app for devices running Android 4.1, Jelly Bean. If you're in the market for a new home, Google Now can provide you with nearby real estate listings, powered by Zillow. Plus, while you're attending an open house, Google Now will pull additional information about the home, including time on market, listing price, number of bedrooms and bathrooms, and year built.

If you're interested in finding out more details about a home or contacting the agent, the Zillow Real Estate app or Zillow mobile website will launch directly from the card, taking you to the home's listing page on Zillow.

"We're thrilled to be one of the first third-party services providing content for Google Now, more proactively serving Zillow's growing Android audience," said Jeremy Wacksman, vice president of consumer marketing and mobile at Zillow. "Interested home shoppers now have instant access to a personalized shopping experience that can help them find listings and local real estate information from our database of more than 110 million homes."

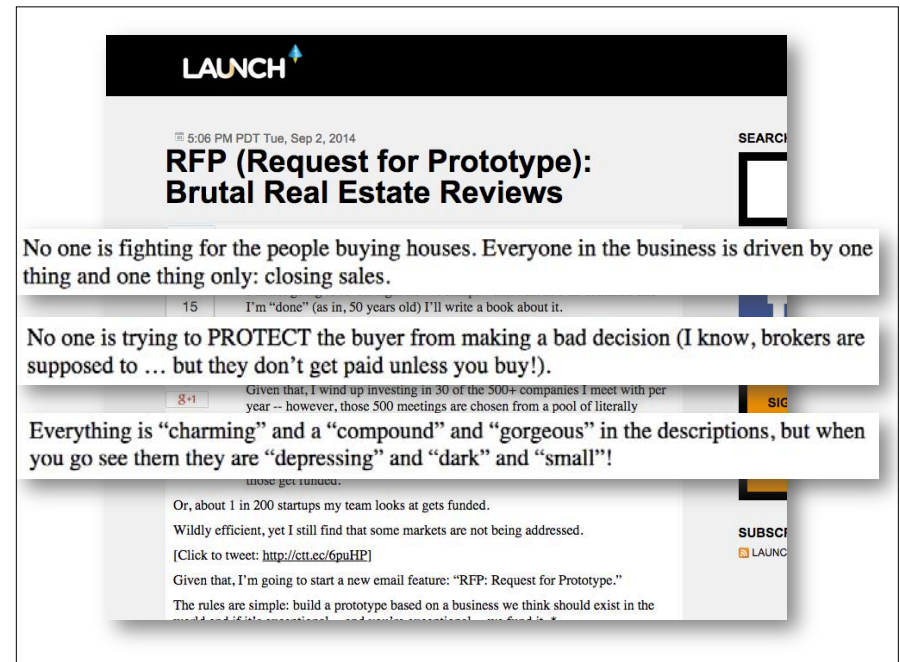
To take Google Now for a spin, check out Google Now on your Android device, or download the Google Search app on Google Play.



Our clients:  
Younger,  
information hungry,  
mobile, very DIY.




What they  
do from diapers to  
first contact will be  
unique to them.



Your transaction-based  
mindset is going to kill  
your business.

Problems:  
We're derivative.  
Our marketing sucks.  
We don't show value.  
Our mindset stinks.  
Consumers are smarter.


**CONTACT ME**

 **Shay Hata**  
312-600-7510  
SHATA@KOENIGSTREY....

**BLOG POSTS**

Select Category

**RECENT FACEBOOK POSTS**

 Good news for former distressed home owners! Fannie Mae is planning to change the minimum waiting period following a

**GOODreads**

5 SEPTEMBER 2014  
**Step 25: Attend the Walk Through**  
Once you've received the Clear to Close, we'll...

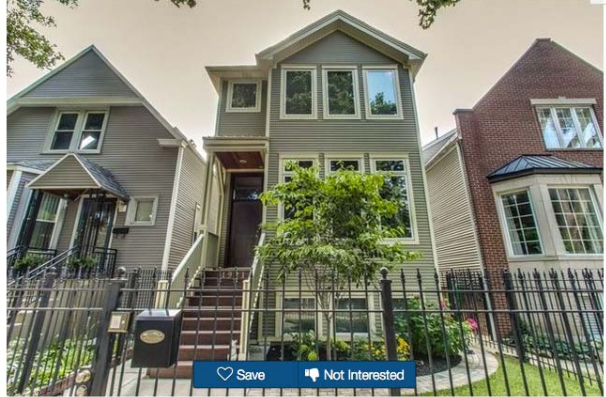
15 AUGUST 2014  
**Step 24: What is Clear to Close?**  
Very soon we should receive what's...

15 AUGUST 2014  
**Step 23: Get Your Down Payment Ready**  
Now that we're getting closer to your

1921 West Barry Avenue, Chicago, IL  
House in CHI - North Center, Chicago, Cook County, IL, 60657


Active **\$1,250,000**  
5 beds / 3.1 baths / 4,200 sqft / 3,125 lot sqft / 2010 built / 5 days on site

1 of 26



Save Not Interested

Listing courtesy of MRED / Ryan Gehris



Your new fundamentals:  
Mobile.  
Use data smarter.  
Organized, long-term,  
social lead-gen.

**Long term**  
Prepare yourself for the  
long haul. CRM and  
processes first.

# Stop

treating people like leads.  
Be relevant to them.  
Win the trust battle.

# 50%

started their home search  
6 to 12 months in advance.

# \$83 billion

and 414,000 sales are  
affected by student loan  
debt.

# 24%

give you their contact info  
on your website on  
day one.

# 2 in 3

researched you  
extensively.

MOZ LOCAL HOME HOW IT WORKS CATEGORY RESEARCH LEARN

Can your customers find you online?  
Check your listings on Google, Bing, and other local search engines.

Business name Zip code Check my Listing

[moz.com/local/search]

# Mobile

is used to search for  
homes, info, directions,  
videos.

# Mobile

peaks on weekends and  
late night: mobile 6pm,  
and tablet 11pm.



## **Can I afford it?**

1/4 use mobile for mortgage search, mostly mortgage calculator inquiries.

## **Team up**

with people in your process for a complete experience.

# **256%**

is the upswing in granular search queries.

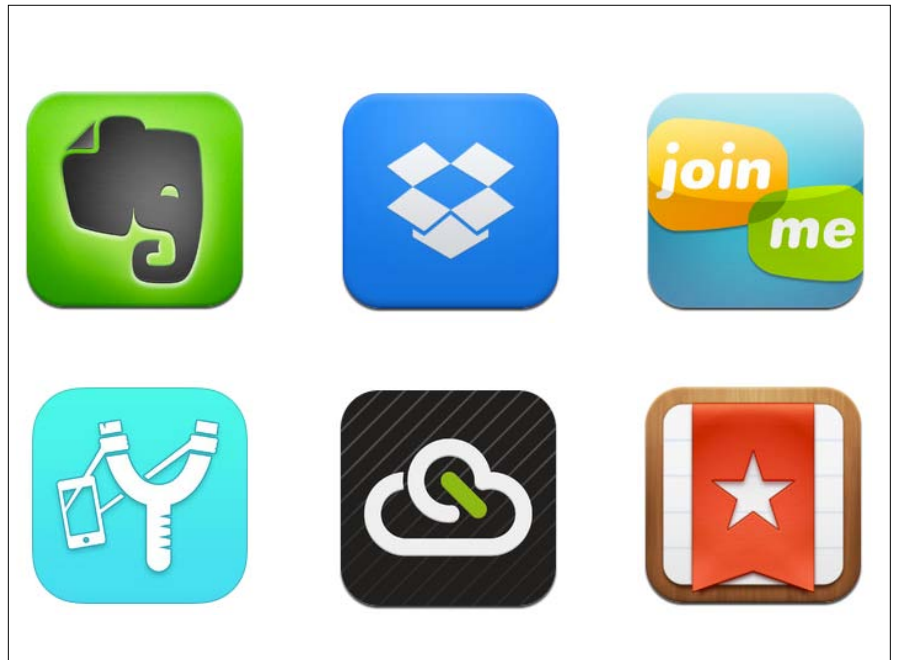
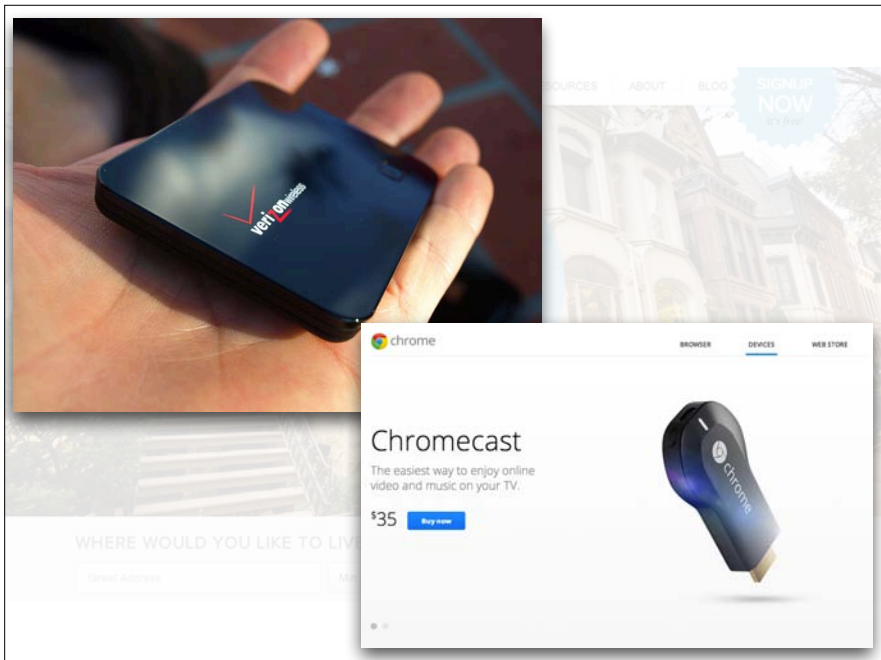
## **Niches**

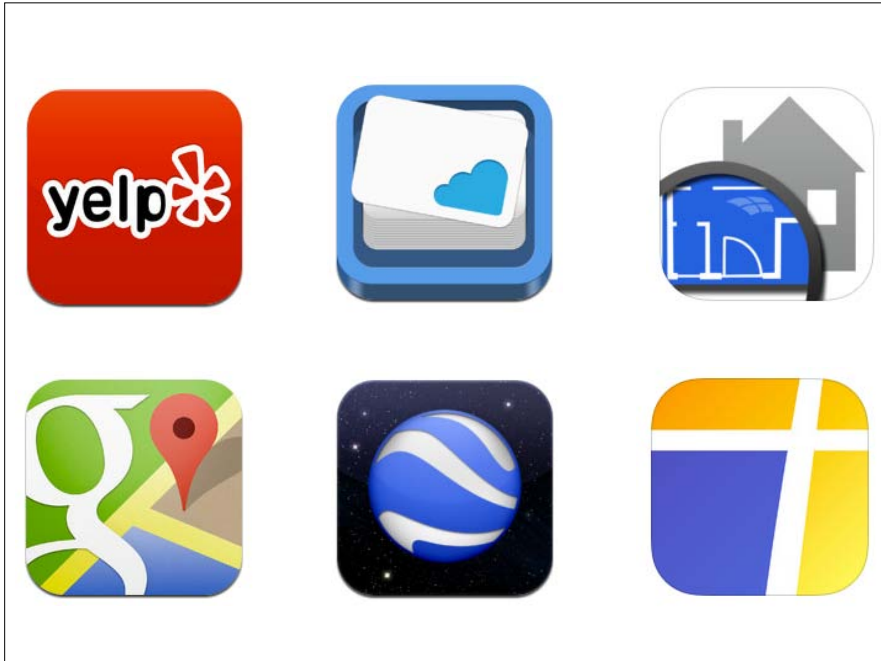
like “small house movement” are in while “loft” and “townhouse” are out.



# Mobile first

then shareable, should be your business and marketing mantra.





Why is this important?

### Real Estate Startup Zumper Launches Zapp, So Renters Can Apply For Apartments In-App

Posted Sep 2, 2014 by [Ryan Lawler \(@ryanlawler\)](#)

11 [Share](#) 311 [in Share](#) 107 [Tweet](#) 121

zumper Landlord, Broker or Property Manager? [Post with Zumper Pro](#)

Find apartments for rent in real-time

US city, town or zipcode [Search](#)

Introducing **zapp** with Experian™ Credit Reports  
Apply for your next apartment with one click.

[Get Started](#)

Apartment listing startup **Zumper** has spent the last several years building apps to help connect brokers and property managers with prospective tenants and vice versa. Today it's launching a new application called Zapp that will simplify the process of not just finding, but also applying for, their next apartment.

### Allre Lets You Buy And Sell Your House Online Without A Real Estate Agent

Posted Sep 8, 2014 by [Frederic Lardinois \(@frederic\)](#)

111 [Share](#) 2.2k [in Share](#) 207 [Tweet](#) 229

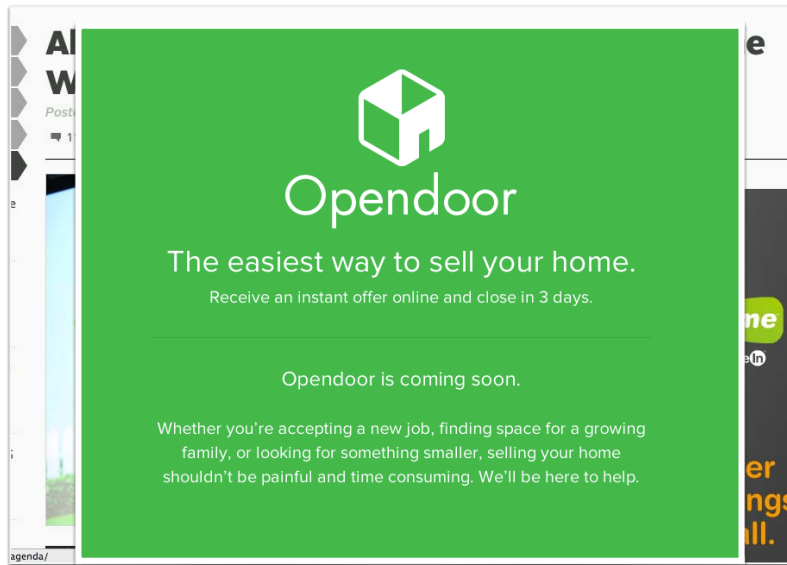
allre.com

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agenda/

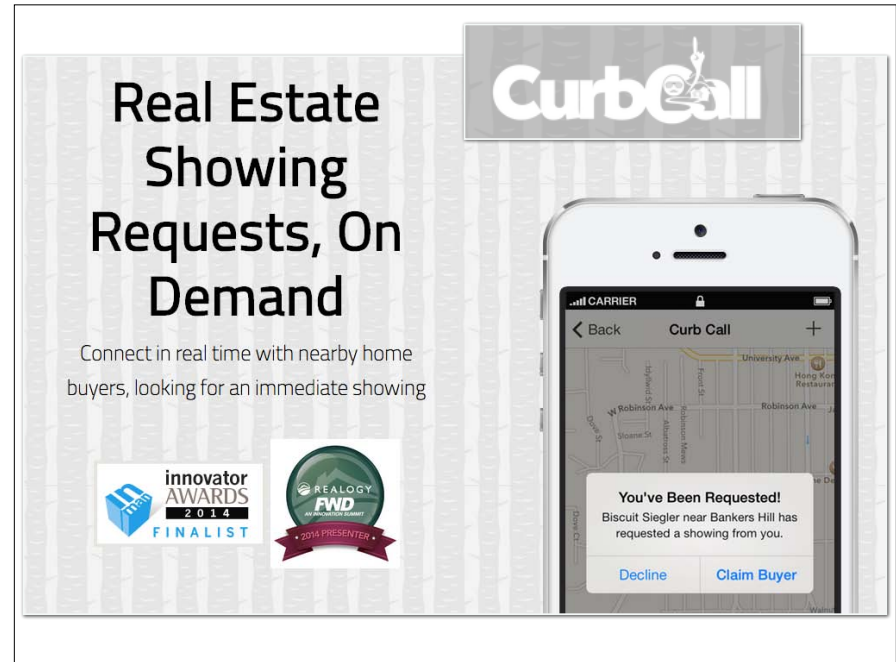


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Receive an instant offer online and close in 3 days.

Opendoor is coming soon.

Whether you're accepting a new job, finding space for a growing family, or looking for something smaller, selling your home shouldn't be painful and time consuming. We'll be here to help.



**Real Estate Showing Requests, On Demand**

Connect in real time with nearby home buyers, looking for an immediate showing

**innovator AWARDS 2014 FINALIST**

**REALTY FWD 2014 PRESENTER**

**CurbCall**

You've Been Requested!  
Biscuit Sieglar near Bankers Hill has requested a showing from you.

Decline Claim Buyer

**Marketing:**  
Mobile. Shareable.  
Buzzworthy.



3 BR, 2 BA, Charm & Char.  
Call me for a home analysis.

You don't need an app,  
a Facebook page or  
a Twitter account  
to be relevant in the  
information driven world.

Organize your brain  
and processes.  
Invest in a CRM.

**Stop**

treating people like leads.  
Be relevant to them.  
Win the trust battle.

**10.4**

The amount of info points  
needed for people to  
make a decision.

If your marketing isn't compelling people into the real world now, you're doing it wrong.

Answer:  
Can I afford it?  
How's the market?  
What's the n'hood like?  
What makes you different?  
How and why?

The screenshot shows a real estate website homepage. At the top, there is a navigation bar with links for HOME, NEIGHBORHOODS, SEARCH FOR HOMES, BUYERS, SELLERS, ABOUT, and BLOG. A 'SIGNUP NOW it's free!' button is in the top right. Below the navigation is a 'Get Help!' button. The main visual is a large image of a modern living room with a white cabinet, a TV, and two chairs. A large blue circle is overlaid on the image with the text 'Welcome to CHICAGO Discover the best places to live'. At the bottom, there is a search bar with the text 'WHERE WOULD YOU LIKE TO LIVE?' and '74948 properties match current search'. The search bar includes fields for 'Street Address', 'Min Beds', 'Min Baths', 'Min Price', and 'Max Price', along with a search icon.

The screenshot shows a real estate blog page. The top right has a 'BLOG TOPICS' section with a list of categories: Chicago Real Estate Market Reports, Dog Friendly Chicago, First Time Homebuyer, Fun Things To Do in Chicago, Mortgage FAQs, Moving to Chicago, Neighborhoods in Chicago, Bridgeport, Bucktown, DePaul, Edgewater, Gold Coast, Lincoln Park, Logan Square, and North Center. The main content area features three articles:

- 15 AUGUST 2014 BY SHAY HATA**  
**Step 24: What Is Clear to Close?**  
Very soon we should receive what's called the Clear to Close from your mortgage lender and underwriter. What does Clear to Close mean? Clear to Close means that the lenders and...  
[Read More](#)
- 15 AUGUST 2014 BY SHAY HATA**  
**Step 23: Get Your Down Payment Ready**  
Now that we're getting closer to your closing date, it's time to get your down payment ready! Remember that in addition to the down payment you need approximately 3% of the purchase price available...  
[Read More](#)
- 14 AUGUST 2014 BY SHAY HATA**  
**Step 22 to Buying a Home: Set Up Homeowner's Insurance**  
Once of the things the mortgage underwriter will require you do at some point during the

FEATURED PROPERTIES COMMUNITIES BURLINGAME PROPERTIES ABOUT BLOG CONTACT MLS SEARCH

# RESIDENTIAL REAL ESTATE IN

HAWAII LIFE REAL ESTATE BROKERS

town, street, mls, agent, keyword For Sale Vacation Blog About

## Hawaii Real Estate Lives Here.

11,297 Properties, 3 MLS, 9 Offices, 180+ Agents, 115,000 Happy Users.

Kauai	(496)
Oahu	(1330)
Molokai	(40)
Lanai	(8)
Maui	(684)
Big Island	(4557)

FEATURED PROPERTIES COMMUNITIES BURLINGAME PROPERTIES ABOUT BLOG CONTACT MLS SEARCH

**BLOG** HILLSBOROUGH REAL ESTATE - MAY 2014

06.30.2014

BUYERS

Still a Sellers Market No sign of a slowdown in the Hillsborough real estate market as buyers continue to pay record amounts. Highlights as of May 2014: The average price per square was \$904. This is the third highest monthly figure ever. It has only been above \$900 four times four of which was May 2014 and \$911.99

HAWAII LIFE REAL ESTATE RENTALS BLOG GALLERIES ABOUT

## Research Hawaii Real Estate Market & Trends

### Art After Dark in Holoaloe Town

by: Carrie Nicholson, BIC July 25, 2014 2 Comments

First Friday on Oahu has become a huge event for Honolulu's Chinatown art district for quite some time. Today the event draws thousands of music lovers and art enthusiasts from around the island and has become a monthly tradition for Oahu's community. After witnessing the successes of Oahu's First Friday events, small towns such as [...]

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Hawaii Life Real Estate Brokers

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town, street, mls, agent, keyword For Sale Vacation Blog About

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Kauai	(496)
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Lanai	(8)
Maui	(684)
Big Island	(4557)

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Hawaii MLS Search

runa @amarnamruna

The Zillow estimate on my house is almost \$150k more than what I paid for it two years ago. #hahahahaha #no

Reply Retweet Favorite More

11:47 AM - 3 Jul 2014

Follow



# Social media


is important, but  
not like you think.

Active: Give people  
something to talk about.

Passive: Pay attention







**margueriteonthestreet**  
14 hours ago ·  
📍 8610 Goodman Drive NW  
Wingmanning @tacomajones Harbor. Perhaps you saw the <That was all me!>

♥ **margueriteonthestreet** mserro others like this.

**mattmike**  
I suppose even Crusoe had Fr

**jruckle**  
Are you and @tacomajones all clock? If not, I say you hang ou classy business lady thing to c

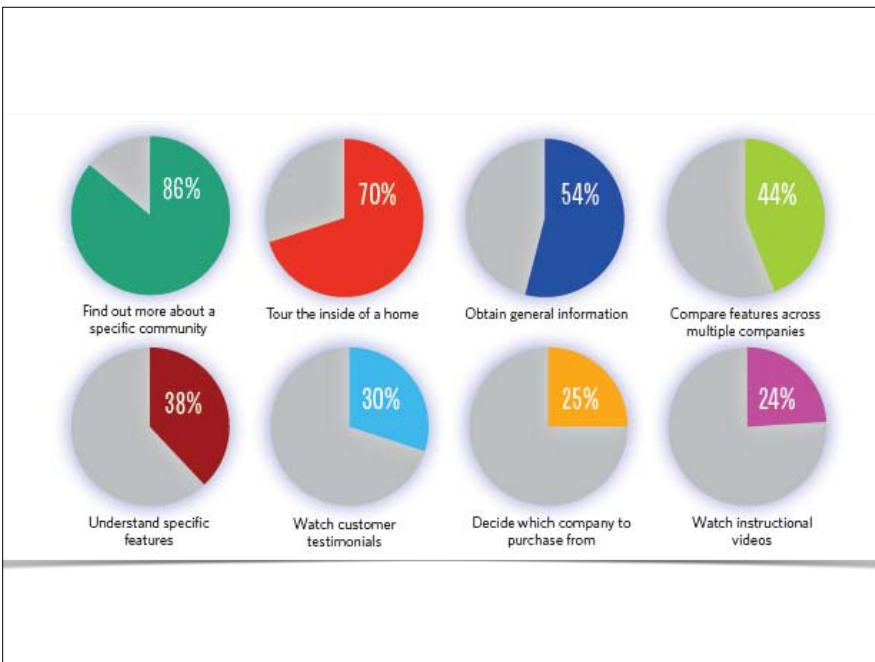
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@mattmike He IS the most vibr @jruckle there are NO laws ag But we were sipping organic le #gigharbor

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**tacomajones**  
@jruckle the business lady pov been in effect!

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connect socially 


PROPERTIES HOME SEARCH MEET OUR TEAM ORANGE COUNTY **the boutique** REAL ESTATE MARKETING BLOG CONTACT US JOIN OUR TEAM

REAL ESTATE GROUP

Quick Search Detailed Search Seller Experience How's The Market?

START TYPING TO SEARCH BY STREET, ADDRESS OR MLS# FOR LIVE RESULTS

use a comma to separate multiple search terms







Have your clients  
become part of the  
process.



Philanthropy.  
Scholarships.  
Business planning.  
Make people feel good.

**Sales**

Go up and down

**Service**

Stays forever



Thanks!

Nobu Hata

National Association of REALTORS

@nobuhata [nhata@realtors.org](mailto:nhata@realtors.org)