

# Challenges for 2008

Real Time Real Estate



During our Second Century,  
the rate of change will  
accelerate.



John P. Kotter

*Harvard Business School*

**"As the pace of change accelerates, there is naturally a greater need for effective leadership."**



**"If not us, who?  
If not now, when?"**

- Dick Gaylord

# Real Time Real Estate

- Some call it Real Estate 2.0
- Data at the speed of the Internet
- Consumers are expecting this
- Data Quality is the differentiator
- Vendor Relationship Management

# Real Time Marketing



- "Live" Analytics
- Community Focus
- Easy Navigation
- Web Applications

VRM not CRM !

# Real Time Transactions



## Set Satisfaction Level

Your Agent and Broker will receive immediate notification of your satisfaction level so that they can take every action necessary to ensure the smoothest purchase I have ever had.

- I am very satisfied with the current state of my transaction
- I feel neutral about the current state of my transaction
- I am very dissatisfied with the current state of my transaction

Enter optional comments:

Thank you for helping make this the smoothest purchase I have ever had.

Send

Cancel

## Version History

<input type="checkbox"/>	Document	Date	Source	By	Comments	Buyer	Seller	Signatures			
<input type="checkbox"/>	Document	Date	Source	By	Comments			B	BA	S	SA
<input type="checkbox"/>	Disclosure Regarding Real Estate Relationships (2) - 10/04_V_5	11/11/2005, 10:50 PST	ZFD	Jane Gold	CAR_AD-2v259.0						
<input type="checkbox"/>	Disclosure Regarding Real Estate Relationships (2) - 10/04_V_4	11/02/2005, 13:19 PST	HTTPS	Jennifer Assistant	Signed by Buyer						
<input type="checkbox"/>	Disclosure Regarding Real Estate Relationships (2) - 10/04_V_3	11/02/2005, 13:18 PST	HTTPS	Jennifer Assistant	Signed by Seller						
<input type="checkbox"/>	Disclosure Regarding Real Estate Relationships (2) - 10/04_V_2	11/02/2005, 13:17 PST	HTTPS	Jennifer Assistant	Reflects Agent (Jane Gold) relationship with both Buyer and Seller of property.						

Legend: Past Due Needing Attention Pending Completed

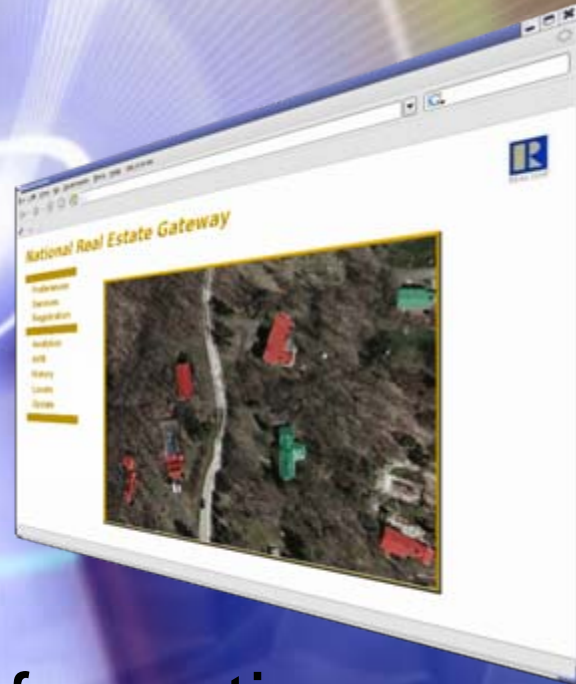
<input type="checkbox"/>	Activity Name	Group	Responsible Party	Status	▲ Due Date	Seller
<input type="checkbox"/>	Create CMA for Property	Unspecified	Listing Side	Completed	02/05/2006	
<input type="checkbox"/>	Give seller residential listing agreement	Unspecified	Listing Side	Awaiting Approval	02/10/2006	
<input type="checkbox"/>	Order Property Profile	Unspecified	Listing Side	In Progress	02/13/2006	
<input type="checkbox"/>	Give Seller "Disclosure Regarding Real Estate Relationships"	Unspecified	Listing Side	Not Started	02/15/2006	
<input type="checkbox"/>	Keyrate/ Lock Box Authorization	Unspecified	Listing Side	Not Started	02/15/2006	
<input type="checkbox"/>	Seller to complete "Disclosure Regarding Real Estate Relationships"	Unspecified	Listing Side	Not Started	02/15/2006	
<input type="checkbox"/>	Order Past Inspection	Unspecified	Listing Side	Not Started	02/20/2006	

Remove

Update Status

# Real Time Information

- Member service
- Every property
- Not an MLS
- More than listing information



National RE Gateway



What track record do we  
have in bold ventures?

# SentriLock

- Action to provide a competitive marketplace
- \$1M invested two years ago
- Worth \$25M already!



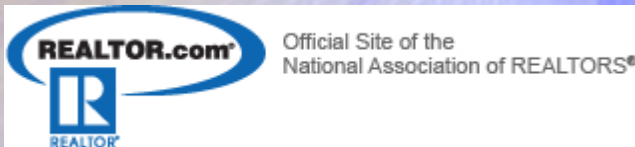
# E-Commerce System

- \$315M processed last year
- Saves \$10M every year!

(3-5% on each transaction)

# REALTOR.com

- Still dominant, still #1
- Adopted fast-paced development
- A formidable platform



# Technology Resources

- [blog.realtors.org/crt](http://blog.realtors.org/crt)
- Benefits Partners
- Online publications
- Periodicals & e-Books
- White Papers



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