A Look Ahead @ Technology

Chad Curry
Managing Director
Center for REALTOR® Technology
PREsention Stuff

Slides can be downloaded here
http://speakerdeck.com/chadcurry
PREsention Stuff

Blog
http://crt.blogs.realtor.org

Twitter
@crtweet

Email
ccurry@realtors.org
What is the…

ENTER FOR REALTOR® TECHNOLOGY

???
Predictive Analytics

Predicting Behavior and Helping Make Better Decisions
John Snow Cholera Map

1854
John Snow Cholera Map

1854
Chicago’s Array of Things
Google Now
What’s happening in real estate with Predictive Analytics?
Our clients say it best!

“In the first 12 months we closed 7 listings from SmartTargeting leads. It is truly an amazing product. We see this as where real estate is headed.”

DAN K, KELLER WILLIAMS

CASE STUDIES

TOM C.
“Since we launched SmartTargeting, we have closed 72 transactions by simply focusing on the top 20% of our list.”

DAN K.
“In the first 12 months we closed 7 listings from SmartTargeting leads. It is truly an amazing product. We see this as where real estate is headed.”

JAY M.
“SmartZip has allowed me to precisely identify who is most likely to list their home so I know who and how to interact, and follow up.”

Get in touch:
Schedule a demo
Call (888) 402-7960

SmartZip
Predictive Marketing
TLCEngine

31 Events Help Determine Cost
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iBeacons
Where are people moving? What Behaviors?
Conference/Trade Expo

How many people attended?
Conference/Trade Expo

What was their level of engagement?
Set a Simble Beacon where you want potential home buyers to receive alerts

Use our Admin app to create content and manage your beacons

Give potential buyers a powerful new home shopping experience

SimbleHome
iBeacons for Real Estate
Realty Beacon

- Easily attaches to yard sign
- Transmits Apple iBeacon signal
- Free App instantly displays info & photos

Only $29

Realty Beacon
iBeacons
Wearables

Glasses
Watches
 Bracelets
Gartner developed Hype Cycle to understand tech adoption.
Utilization of Wearables Over Time

Declining Rate of Sustained Activity Tracker Use Over Ownership
(Endeavour Partners, September 2013)
Skeuomorphism

It had its day in software. Can you smell the pixels?
Skeuomorphism

Will it work with hardware?
Skeuomorphism

Will it work with hardware?
From Google I/O

“Notifications would normally send everyone rummaging through bags & pockets, but by the 2nd day of I/O, we all just checked our watches”
Skeuomorphism

Is this what Glass needs?
Chris Dancy
‘The Most Connected Man’
Keith Garner, VP, ITS, NAR

2011
Behavior Modification

My Weight Goal: 149.9 lbs

FitBit, Withings Scale
Behavior Modification

More data, more accurate picture

Weight change ↓ 35.2 lbs

My Weight Goal: 149.9 lbs
Lean vs. Fat Weight Analysis

Lean Mass

Body Fat

Body Fat goal

Weight | Lean vs Fat | BMI | Body Measurements

Pounds

151.1 lbs
19.0% fat
122.3 lbs lean, 28.8 lbs fat

Lean vs. Fat weight analysis
Before & After
Data changes behavior
How could this apply to real estate?
Virtual/AR
Offering an experience like the real thing
Oculus Rift

Will Brokerages Have VR Studios?
Senseg Haptic Feedback

Make your screen surface feel as rough as rock
Senseg is a leader in haptic interfaces
Smart Home
Internet of Things
It Matters to Clients

Importance of Home’s Environmentally Friendly Features

- Heating & Cooling: 85%
- Energy efficient appliances: 68%
- Energy efficient lighting: 67%
- Landscaping for Energy Conservation: 46%
- Environmentally Friendly Community Features: 44%
- Solar Panels installed on home: 10%

Very Important/Somewhat Important

From NAR’s Profile of Home Buyers and Sellers 2013 - p. 38, Exhibit 2-25
nest Thermostat

Learning Thermostat

$249
nest
Protect
Smoke and CO Alarm
$129
$99
Belkin
WeMo

Conserve: Insight Switch
$29.99

Insight Switch
$59.99
Quirky
Aros
Smart Air Conditioner
$299.99
Philips Hue
Programmable LED lightbulbs
$199
August Smart Lock
Automated Lock
$199
Droplet

Smart Water Sprinkler

$299
Alternative Energy

Solar
Wind
Kinetic
V3 Solar

Innovation in Solar Power
onE Puck

Stirling Engine powered by the cold or heat of a drink
Questions?

Blog
http://crt.blogs.realtor.org

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@crttweet

Email
ccurry@realtors.org