

Transformational Change 2010 & Beyond
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The Top 10 Trends Shaping the Residential Real Estate Brokerage Profession

Timed Outline for 90 and 120 Minute Presentation

10. Globalization

6 – 8 min

- A Population on the Move
- Impact of International Buyers
- Importance of Immigrants and Minorities
- US Brokerages Expanding Internationally
- Foreign Expansion Domestically

9. Industry Associations

6 – 8 min

- Extinction or Evolution of Organized Real Estate
- NAR Changing the Paradigm
- New Game Changers Concepts
- Various Long Term Industry Initiatives

8. Impact of Technology

8 - 10 min

- Automation of Real Estate Companies
- Automation of the Real Estate Transaction
- Wireless Technology

- New Digital Currency

7. Rollercoaster Economy

8 - 10 min

- Foreclosures & Short Sales
- Surviving the Downturn
- In Search of Productivity

6. Evolving Internet

8 - 10 min

- Web 2.0
- Information Overload
- Augmented Reality
- Real-Time

5. Changing Consumers

10 - 14 min

- Young, Daring and the Smart
- Buying a Home in 2010 and Beyond
- Uncovering New Consumer Needs
- Providing the Right Service to Home Buyers/Sellers

4. Professionalism

10 - 14 min

- Swinging Door
- Growing Knowledge and Skills Vacuum

- Becoming an Expert
- Raising the Bar

3. New Business Models

10 - 14 min

- Entry of Outside Players
- Consolidation of Companies
- Power of Franchising in Real Estate
- The Changing Real Estate Model

2. The Power of Social Media

12 - 16 min

- Explosion of Social Networks
- Chasing the Customer
- New Marketing Paradigm
- The Power of One

1. The Importance of Real Estate Data

12 - 16 min

- Multiple Listing Systems
- Public and Private Information
- Integrating the Real Estate Transaction
- Realtor Property Resource

Note: Times are not exact and details of talk may vary subject to latest trends/events.