REAL ESTATE IN A

10%

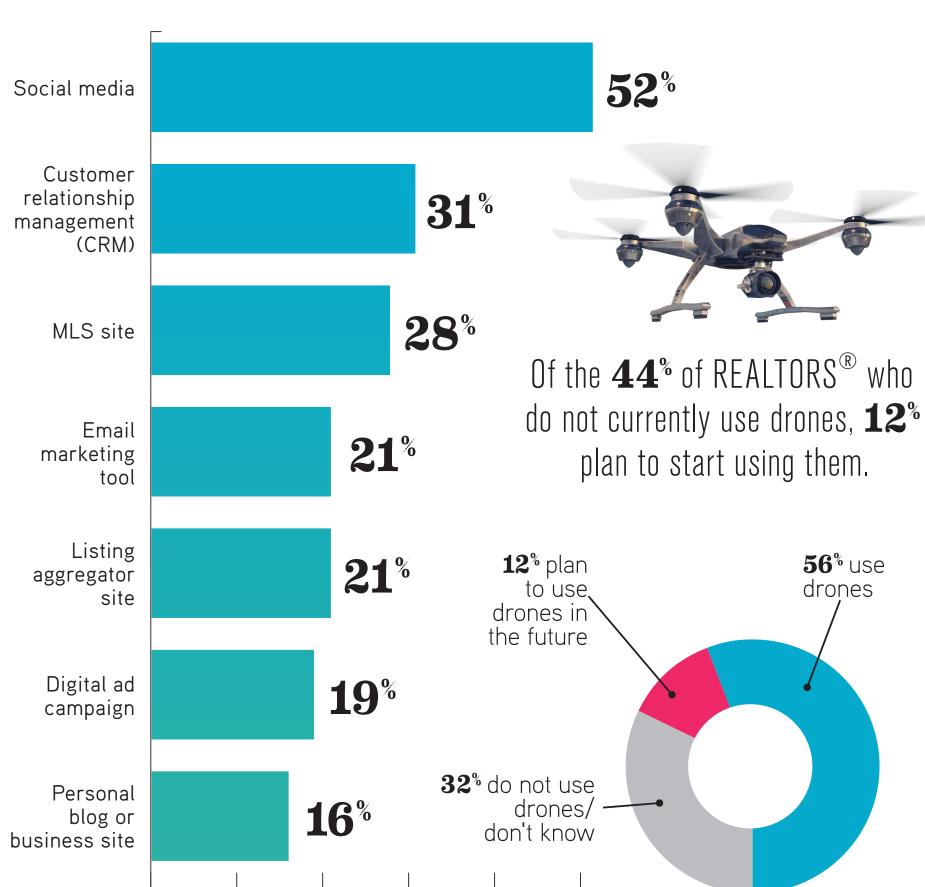
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20%

digital age

Source: National Association of REALTORS® Real Estate in a Digital Age Report

Top Lead-Generating Tech Tools

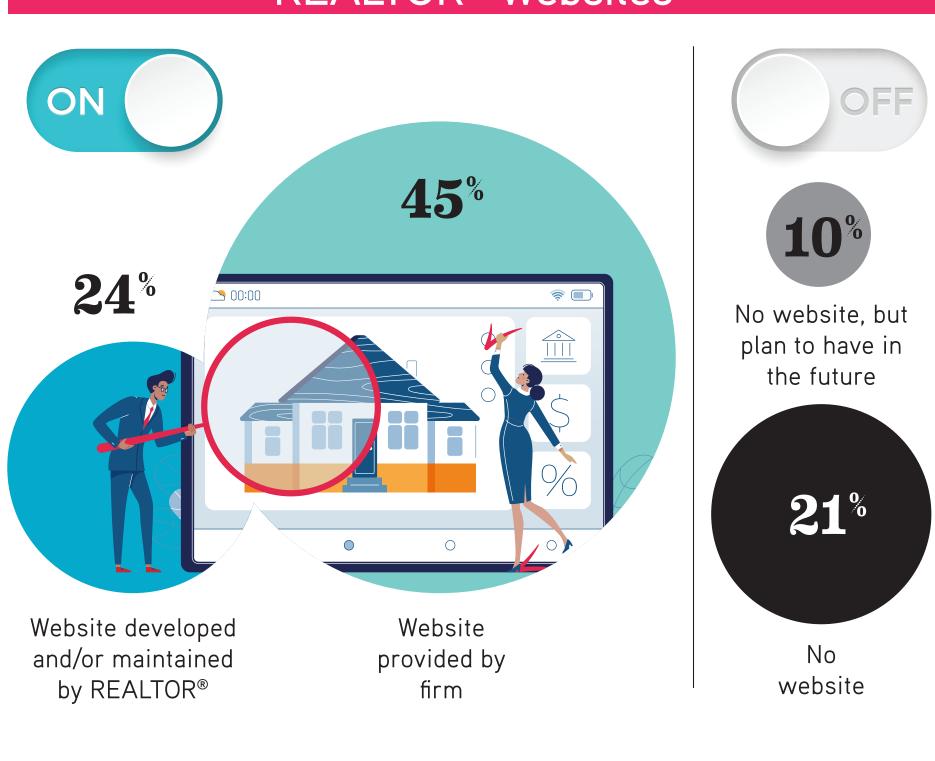


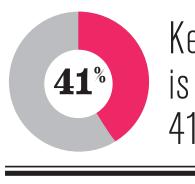
REALTOR® Websites

40%

50%

30%





Keeping up with technology is seen as a challenge for 41% of firms.



Very useful Somewhat useful 9% 13% Younger 89% 86% 22% 21% Boomers and 25% 67% **63**% all of those **58**% younger place the **highest**

Value of Website Features

Photos Detailed Floor Real estate Virtual tours properties contact

information

for sale