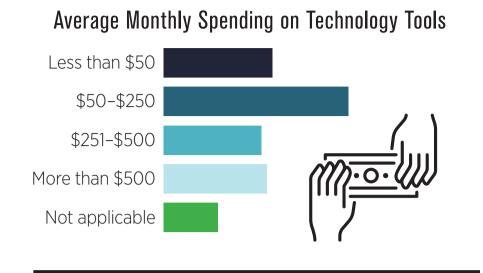
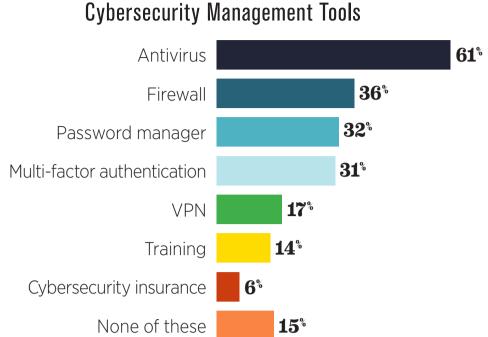


2 TECHNOLOG

Source: NAR



of respondents agree or strongly agree that their brokerage provides them with all the technology tools they need to be successful in their job.



Social Media Networks Used in Real Estate Business

89% use Facebook

59% use Instagram **53**% use LinkedIn

26% use YouTube

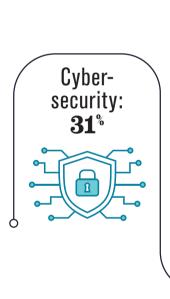
Tech Tools That Have Given the Highest

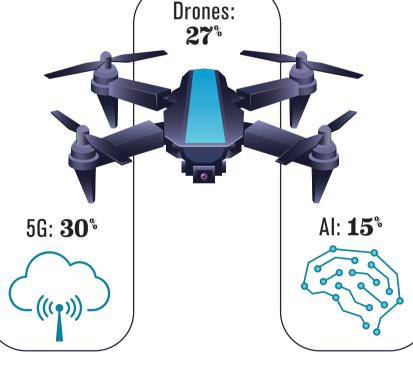
12% use TikTok

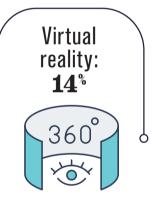
Main Reason for Social Media Use in Real Estate Business



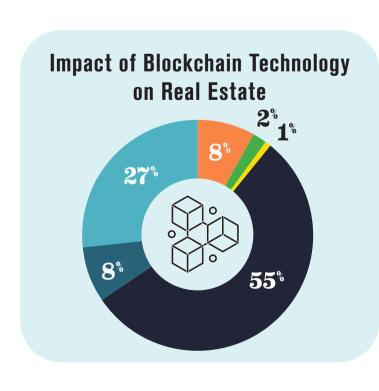
Respondents believe that these five technology tools will be very impactful in their business:

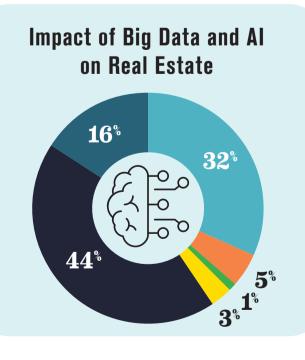






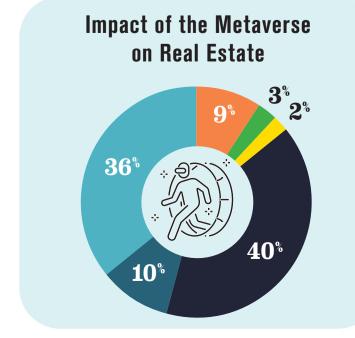
IMPACT OF "NEW" TECHNOLOGIES

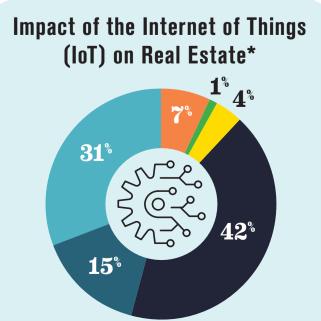




- Definitely will have an impact
- Probably will have an impact
- Probably will not have an impact
- Definitely will not have an impact
- Already impacts ■ Don't know







* IoT describes connected technologies with the ability to share and collect data.

For more information, access the 2022 NAR Technology Survey at **NAR.realtor**.