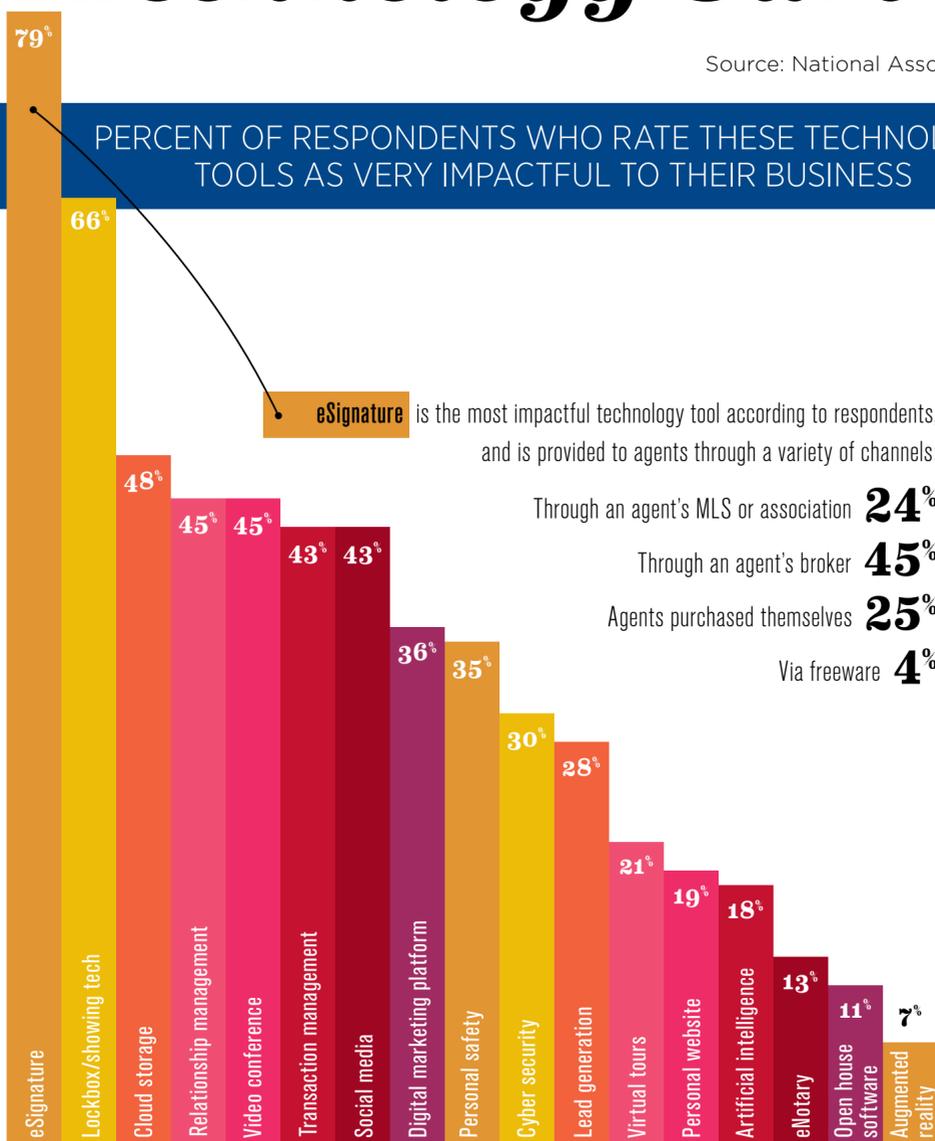




# 2023 NAR Technology Survey

Source: National Association of REALTORS®

## PERCENT OF RESPONDENTS WHO RATE THESE TECHNOLOGY TOOLS AS VERY IMPACTFUL TO THEIR BUSINESS



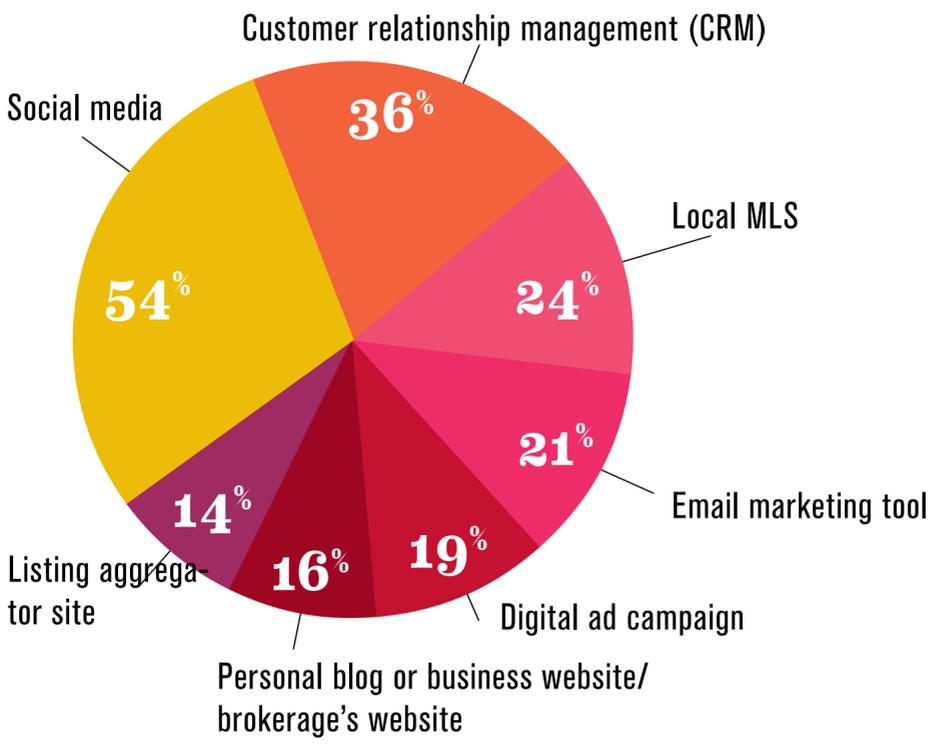
eSignature is the most impactful technology tool according to respondents, and is provided to agents through a variety of channels:

- Through an agent's MLS or association **24%**
- Through an agent's broker **45%**
- Agents purchased themselves **25%**
- Via freeware **4%**

## AVERAGE MONTHLY SPENDING ON TECHNOLOGY TOOLS



## TECH TOOLS THAT HAVE GIVEN THE HIGHEST NUMBER OF QUALITY LEADS



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## SOCIAL MEDIA NETWORKS USED IN REAL ESTATE BUSINESS

