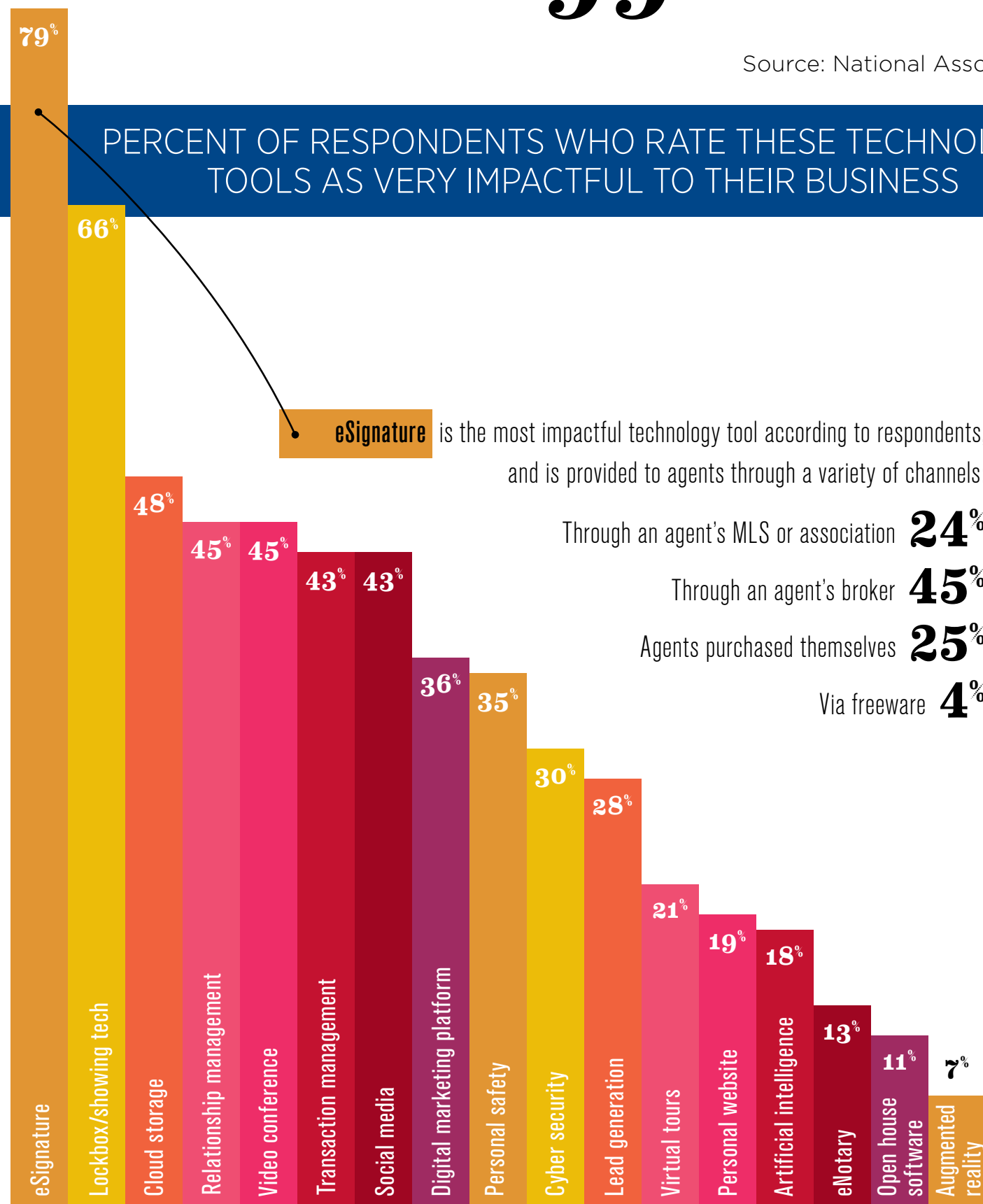




2023 NAR Technology Survey

Source: National Association of REALTORS®

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



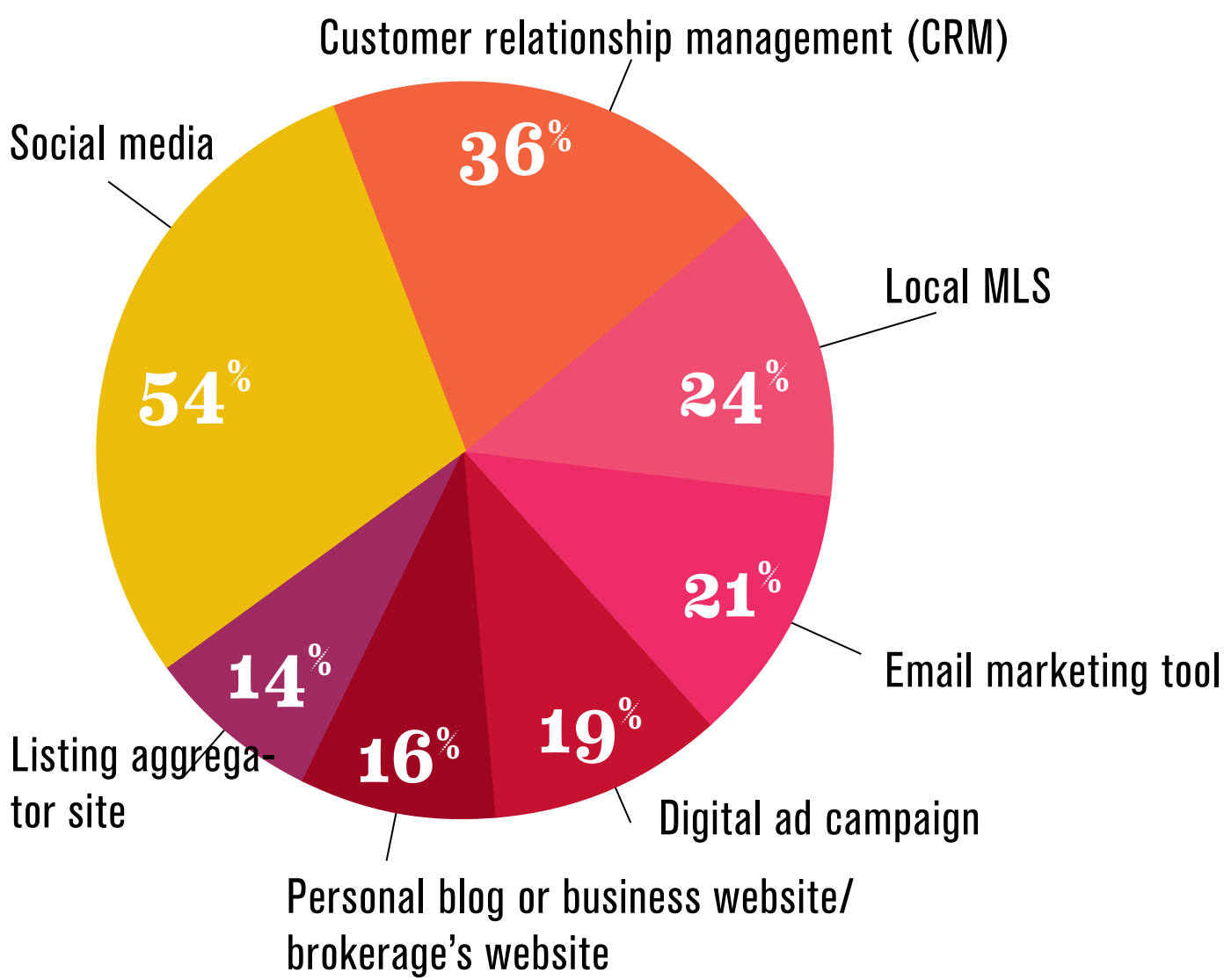
eSignature is the most impactful technology tool according to respondents, and is provided to agents through a variety of channels:

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

