

SOUND OFF *Lorraine Amari*

What are the hottest trends in Real Estate technology?

As technology continues to transform in our current market, Realtors will need to stay up-to-date on the emerging modern trends. These newest trends can transform the way buyers and sellers view and purchase homes.

Three-dimensional visual tours and floor plans have become the new rage, especially with a higher price point larger or new construction home. Sellers can showcase their home so the buyer gets the feel as if they are walking through the home even though

they are miles away. It is the perfect way to make certain of room dimensions and to make sure special furniture pieces fit correctly. Relocation buyers' time is very limited and they can narrow down their search before even meeting the Realtor and scheduling the showings. This holds true for person-to-person live video tours as well. I have numerous clients who have viewed and purchased using this innovative trend.

Social media has become more important especially with the



younger generation. Many first-time home buyers work completely off of their cell phones and portable devices. In this current market, customers are

less likely to use their desktop computer. Mobile apps are utilized by the majority of people to help find properties, calculate mortgages and communicate directly with their Realtor. The users immediately receive the best advantage of newest inventory and submitting offers on their dream home in a very competitive market.

Another hot trend in technology are Smart Homes, homes showcasing all of the best in technology for a simpler lifestyle for today's busy buyer. Today's in-

novative, technology-based society allows for the best real estate companies and agents to keep the client highly informed along the way. It is a necessity to collect imperative data regarding home listings, buyer's interest and affordability. These statistics and information will result in exceeding the client's highest expectations to truly reach new heights in the fast-paced real estate world.

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