



# Imagine the Future

**Possibilities, Predicting, Preparing  
Change in the Real Estate Business**

by Natalie Danielson

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*A Washington State Approved Real Estate School for Clock Hour Education under R.C.W. 18.85.*

## The Future... Imagine, Predicting, Preparing Curriculum

Session/ Hours	Major Topics	Presentation
1 ¼ hour Changes	Introduction Tick Tock What changes have we seen in this century? How have the changes affected the way we sell real estate? What is the most dramatic change affecting you as an agent?	Lecture Discussion
2 1 hour Trends Predictions	What are some national predictions or trends? Washington State Trends Technology and its impact on the real estate industry	Lecture Discussion
3 1 hour Property Condition Disclosure Sustainability	How will the following also see changes that affect the Real Estate Industry? Banking and Mortgage Lending Property Condition and Disclosure Sustainability and Green building	Lecture Discussion
4 1/2 hour Imagine the Future	Time to Imagining the Future	Group discussion
5 ¼ hour Preparing for the Future	Preparing for the future	Lecture

# The Future of Real Estate

## Imagine, Prediction, Preparing

Breathe in... Breathe out... Change happens every second we are alive. All around us .. every day and in every way the world is changing. In our industry of real estate it is constantly evolving affecting the way we do our job sometimes from day to day.

The internet changed our world since the dawn of the new century. No other change has made such a dramatic impact on real estate marketing, contracts, and communication. New technology is heading in our direction. We went to the moon 50 years ago without a calculator and today you can run an entire business in the palm of your hand from anywhere in the world with a smart phone.

When the market came to almost a dead halt, real estate agents have been struggling to keep hanging on. About a third of the real estate agents left the business in the last decade. Those agents that survived along with those new agents coming on board will see the real estate movement facing some interesting changes ahead. Some will be so exciting and some will create fear of losing a career.

There are all kinds of doom and gloom predictions from politicians and economists. The trillion dollar national debt, rising oil prices, and the budget cuts everywhere affect everyone. But, what we do see in the Northwest is that properties are selling, prices are climbing upwards, and financing is becoming more available. The fear of rising interest rates will get buyers out shopping. Short sales will become a thing of the past as equity builds. First time home buyers have been saving. Move up buyers with equity are trading up. Investors have been holding back and are out shopping. Hammers are pounding and cranes are going up as construction booms. This is an extremely exciting time to be in the real estate industry!

As the business grows, communication, information and marketing efforts will continually evolve. It is important to be prepared for changes ahead even when we cannot predict what they might be.

### **Course Objectives**

This three clockhour course will focus on looking at what could happen in our industry, discussing what others predict, and getting ideas on how to keep up with changes to stay relevant and effective as a real estate agent.

As a result of taking this class the agent shall be able to:

1. Identify what kinds of changes have occurred in the past several decades
2. Look at National and Washington state trends in the real estate industry
3. Look at how the changes may affect technology, banking, property condition and green building
4. Evaluate how certain changes could affect you in the future.

# Tick Tock... what changes have occurred in the New Century

For the Times Square 2000 millennium celebration, the ball was redesigned entirely by Waterford Crystal. The ball was a geodesic sphere, six feet in diameter and weighed 1,070 pounds covered with 504 Waterford Crystal triangles. The ball was equipped with computer controlled 696 lights and 90 rotating pyramid mirrors, that produced a magnificent, kaleidoscope color effect. People around the world worried as we rang in the New Year that it could mean the end of the world... the power grid in the US would fail... or worst yet... all of our computers would cease to work. But, what did happen is that the internet and new technology became an integral part of our lives and work. Just think... there is a whole generation that doesn't remember or probably know what it was like at New Years 2000!

1996 First time listings were on the internet some brokers had their own listings on their website.

Before the IDX Age, there were few ways for brokers to reach outside of their community. Imagine a world where there were not listings online

1999 NAR survey found that 23% of the homebuyers searched for a home online They were just looking.

2002 IDX feeds became available so consumers could search on the real estate firm websites

2005 Google maps launched We used to use a map book with coordinates of the property

2005 Postlets starts (gone today)

2006 Facebook open to anyone over 13

Twitter launches

Active Rain starts (gone today) a website for brokers across the country

Zillow starts and launches Zestimate. Within 3 days has 1 million visitors

2007 Real estate market bubble bursts

Trulia launches Q & A for real estate (Trulia taken over by Zillow)

First iPhone introduced. A computer in our pocket with an active screen.

2009 Zillow has iPhone App Natalie taught classes on how to download apps.

2010 iPad.. mobile computing on tablet begins

2011 Zoom is created bringing office meetings and classes to a live screen.

2011 Zillow purchases postlets

2013 Trulia buys ActiveRain

2017 Zoom is valued at \$1 Billion

2020 Zoom is one of the most important communication tools during Covid

Natalie had zoom approved for classes in 2018 and the FIRST school to use for clockhours!

2020 The real estate market was predicted to die... Instead it was one of the hottest markets

2020-2021 the lowest mortgage interest rates at 2.65% contributing to a hot market

2000-2001 AI technology starts seeping into all aspect of the real estate industry

2024 Zillow valued at almost \$15 billion!

Since that ball dropped in times Square on January 2000, the way we communicate, market, research, discover news, shop, and run our businesses has changed. And in the midst of all that technology changing our real estate bubble grew with properties skyrocketing in value, borrower qualifications became soft, and the economy soared only to come to a crashing halt in 2007.

As the real estate market and our economy make a striking comeback, technology continues to grow and change. There were many real estate agents, even those that survived, who did not embrace the new way we do business and communicate and are struggling today. It is important to make an intentional effort to become familiar with new tools and ways to communicate. The clock continues to tick... always changing.

### *Discussion*

When did you get your first website... or do you have one?

Do you have a smart phone? How has it changed your life?

Are you active on Facebook?

Do you have a mobile real estate business?

Do you keep your money in a brick and mortar bank?

Are you concerned about sustainability when you list a property?

Do you consciously use AI?

# National Predictions and Trends

No one accurately predicted the crash of 2007 in our economy and the real estate industry. Many could see it coming but no one anticipated the effect that it would have on everyone. It is the same for almost every prediction that is made. We can only basically guess what could happen in the future. Some of us imagined that life would be like we saw on the TV show “The Jetsons.”

*Have you imagined the future and your predictions were close to reality?*

## **There is no “national” real estate license**

All real estate agents are licensed by their individual state. Some states have reciprocal licensing or requirements in that you can bypass a class or step to become licensed in another state. The National Association of REALTORS is an organization of real estate agents. Not all agents are members. In some states including Washington, the REALTORS does not own the MLS. In many states membership in the REALTORS is required in order to access the MLS,

*Do you imagine a database that includes all properties nationally? Do you picture a national license?*

## **Agency. Will the use of real estate brokers diminish with the REALTOR lawsuits?**

There is a wave of worry across the country due to the REALTOR lawsuits. The REALTOR association owns the MLS’s in most of the country. In Washington state, the largest MLS is a co-op... It is owned by the brokers. Washington State has had agency laws, disclosure and buyer representation for decades! But the consumers do not understand the real estate market. The idea that buyers will have to pay a broker commission when they are struggling to make a down payment is not reasonable. The commission should be built into the house value as it has been done. Only time will tell how this all shakes out. But, brokers are worth their value in the commissions that they charge.

*Do you picture the market changing in regard to commissions in the future?*

## **Computer based transactions**

Transactions have become almost virtually paperless. Real estate transactions might occur completely online without paper documents for everything from the agreement to the loan application. Today, you can purchase almost anything within one to two clicks on your phone or computer. Even if you walk into a MacDonaldis you face a computer to order and pay with card. Transactions will happen with forms that are uploaded and signed using electronic signatures.

*How do you see the transactions becoming more virtual? In what way?*

## **Franchises vs Boutique Offices**

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Most real estate agents work in a firm that is part of a national or multi state franchise. Some have international connections. This gives the agents access to information and technology that might not otherwise be available from a small boutique firm. It also links agents across state lines for referrals and relocation.

*Do you see agents continuing to gravitate toward the mega real estate firms? What is the future and advantage of the small boutique firm?*

## **How quickly catastrophe can Hit**

No one imagined that our entire country, the entire planet... would be affected so drastically by a pandemic in 2020. It changed our lives in almost every way. It affected the way real estate firms and brokers conduct business.

A hurricane can wipe out half a state in 48 hours over 100 miles from the ocean.

Wars are being fought around the world.

*Do you see the real estate industry ever going back to being centered in an office to the extent it used to be? How do you see a catastrophe affecting the real estate business?*

## **Home Ownership**

Home ownership during the past century has been the “American Dream.” The percentage of people that own their home continually increases so that today, more than half the population is a homeowner. Our government programs, tax deductions and banking industry have supported home ownership because it has been shown to have a positive effect on the total economy.

*Do you see this trend of home ownership continuing to grow? What are your concerns about the government programs that support ownership?*

## **Marketing Agreements and One Stop Shop**

Marketing agreements and partnerships between lenders and/or title companies with real estate firms has always been a trend for the past 40 years. It continues to grow and evolve attempting to work within the constraints of the laws put in place to make sure there is full disclosure and consumer choice.

*Do you see in-house lenders and title company agreements with real estate firms as a strong growing trend or a floundering one?*

*Do you work with an in-house lender or title company? Do you think those associations benefit the consumer?*

## **Syndication of Listings**

Syndication of listings is a hot topic across the country. When an agent lists a property, it will be on the MLS database. Often, the agent or the firm will share that listing information on additional sites like Zillow. Zillow does not have access to the NWMLS. In some cases, third party sites might “scrub” the listing information putting listings unauthorized on their website. This might be so that they can sell advertising to agents, sellers, or other related industries.

*Do you share your listing information on other sites beyond the MLS?*

## **The Pandemic changed our Industry**

The Covid 19 Pandemic in 2020 affected everyone's lives in almost every way. Real estate brokers and firms had to adhere to strict guidelines that changed over time. The trend has been to work remotely and use digital communication and forms. This prepared most real estate brokers and firms for the changes in the industry!

*How do you think the Covid 19 restrictions will change the real estate industry in the coming decade?*

### **Artificial Intelligence... Where will it help and hurt the real estate industry**

In minutes AI can be used for property valuation, fraud detection, evaluating investment opportunities, and predictions about maintenance and sustainable development.



# Washington State Trends

Washington State real estate agents are licensed to practice in this state. There are several Multiple Listing Services (MLS's) that serve different areas and regions. The Northwest MLS is the largest one including agents and properties in the greater Puget Sound region. It is a co-op that is essentially owned by the real estate designated brokers and agents. The Washington Association of REALTORS does not own or manage an MLS database. Its membership does not include all the licensed real estate agents.

*Do you see the Northwest MLS becoming the only MLS in the state? Are you a member of the REALTORS? Do you see membership growing or changing in the next decade?*

Two of the larger real estate franchise firms in Washington State have branched out regionally with offices out of state. In the bookselling business Barnes and Noble along with Borders Books came into communities and literally wiped out all the small retailers. They did it without reducing the prices on the same inventory. With Amazon becoming the largest retailer in the world, even the large booksellers have been closed down. In Puget Sound the Barnes and Noble in the University District closed along with the Borders in Redmond. And, in 2016, Amazon opened a bookstore in University Village! Now in 2023-24 there are Barnes and Noble bookstores opening again, small local bookstores are opening again!

*Do you see that as a trend in the real estate business in Washington State?*

*Do you imagine that all the major real estate firms will become national franchises? What about the boutique offices or specialized offices?*

*What do you think will happen to the independents?*

Currently, when you are licensed to sell real estate in Washington State you are not limited to the type of property, client, or transaction you sell or lease. You could sell or lease anything from a residential home in a neighborhood to a small plat of land for a cell tower site. You could sell a condominium up in the upper floors of a metropolitan building to a 100 acre winery in the other side of the state. For many years, the idea of a single license versus a specific license has been tossed around in our state.

*What type of property do you specialize in selling? Do you have any issue going outside that comfort zone?*

*Do you see that there would be an advantage to getting licensed for residential and commercial separately?*

*Do you think property managers should have a separate license?*

Traffic is a major consideration when a consumer purchases a home in Washington State. Most of the metropolitan areas are limiting the amount of parking required for multi family units and commercial business. Cities are attempting to build better public transportation, building off site parking spaces, putting tolls on roads and (what we used to refer to as) freeways. The pandemic brought a huge percentage of the working world to their dining room tables and living room couches doing the work that was done from a desk in the city. Businesses pay less for huge offices but there is a movement to bring employees back to the brick and mortar buildings. It is often hard to find a real estate agent sitting at a desk in an office, today.

*How do you think public transportation, parking and tolls will affect the future homeowners and the value of properties?*

Every property in Washington State is listed on a database with the local county in order to assess taxes, for utilities and to record information regarding building permits and legal descriptions. But, that information is not the same in every county and it is not always accurate. A county listing might only list 2 bedrooms and 1 bath when, in fact, the homeowner may have added many bedrooms and baths to the home. None of this information is centrally located on one database. The taxes and the power bill are not on the same database. I have a house that is assessed for \$1000 with the land almost \$1,000,000 identifying a good condition remodeled house as a tear down. The tax assessment is for the total value. It is contributing to higher density in neighborhoods. There is a movement to build ADU's and DADU's. Single family zoning is changing or being eliminated. You live in a neighborhood with nice homes on a 10,000 sq foot lot just like all the others. Bulldozers invade the neighborhood to tear down homes and replace with 3 larges houses on the same lot.

*Do you picture a statewide database on each property including all the information? Do you think the cities and counties are making decisions putting consumers in a situation where they feel manipulated?*

When you get and renew a real estate license practically all education comes from a computer.. many just AI!!! You have to take an exam at a remote location after taking required classes for your pre-license classes. That will change soon in WA. You will take mandatory exams at your dining room table. If you were getting your law degree, the Washington state portion of the bar exam is available on a laptop at home from the internet. To renew your license, you have to take classes. When you renew your license in WA state, you just check a box that you verify that you have taken clockhours. You do not send certificates or make a list of the classes you have taken when you renew. But, if you are audited, you must be able to respond asap with that information. To take classes, now, you have the choice of a variety of live and distance learning programs but really, you might click on an email from an out of state computer that has totally wrong information. (Stay Local! Natalie writes all these clockhour classes.)

*How do you picture the whole process of getting licensed and renewing a license changing in the future.*

*Do you enjoy online interactive courses... waiting for the time to pass and for the class to progress?*

*Are you looking forward to Professional Direction's classes with short videos?*

# Technology and its Impact on the Real Estate Industry

If we were to go back in time 20 years and have a discussion with our family, friends and people in our industry about the changes that would occur affecting all of us just since the turn of the century, can you imagine the look on their faces? Technology and innovation has changed the way we have run our lives

A smart phone in our pocket can run our entire business. Our cars are often powered by batteries. We know what dozens and even hundreds of our friends are doing at this moment as they post on Facebook. We can find out the answer to almost every question we can imagine within seconds using Google. The technology has changed our lives. It will continue to do so in ways we cannot even imagine.

## Keyboxes and tracking showings

“Keyboxes” have come a long way from the small round key we used 30 years ago. At one point in our MLS a key got into the hands of someone stealing from homes and so everyone in the MLS had to turn in the keys and for two weeks we had no keyboxes or access to other agents listings. It felt like our business had stopped. Today you can access homes listed in the MLS with a smart phone in many areas Today, you can track runners in a marathon because of the little red plastic tag they put on their shoe.

*What kind of information might a key box in the future hold for listing agents?*

*How could the key boxes be more secure in the future?*

## Database and property information

We are blessed and burdened by so much information today. In the past we listed a home and typed up the information card with all we knew at the time about the house. Now we have to know more about the house than ever, we put the information out on the internet, we gather it from all different sources.

*What if there was a central database with all the information on the property available?*

## Paperwork and Forms

The forms we use to create a transaction are so lengthy that a pile is heavier than our laptop. So much of our forms include boilerplate disclosure and disclaimers. Now that we are putting together transactions with almost no paper and using electronic signatures, the idea of even reading the forms seems too difficult.

*How could the transaction and its forms be simplified in the future?*

*Do you just click, “I accept the terms of service” when it comes on your screen. Do you ever read the terms? The privacy statements? Do consumers (and real estate brokers) read the documents for a real estate transaction?*

## Smart Properties

There are apps for smart phones and tablets that will let us control certain items in our house from the door locks, the garage door, the temperature, and the lights. In the future, it could be that every updated home will have its own app so that when you list a home, you will include the app and its operating system or whether it is running updated software.

*Could you imagine an app for each listing? How could it be listed on the listing for the buyers? How could it affect the showing of the property?*

## Virtual Reality

Virtual Reality could replace basic videos. Slide your mobile phone in to some cardboard goggles and see a property in 3D. Drones will change the way that we see the house from a distance. In addition, drones could be used inside to take videos. 3D modeling can show the inside of the house in an entirely different way

*What kind of photography technology do you think will be used commonly in the future?*

## Artificial Intelligence

Artificial intelligence (AI) has been used in real estate since the early 2000's. Its use is growing. In some cases, it is helpful. In other cases, it is out of touch, is far from accurate, makes consumers want to scream at computers (i.e. Chatbots), and there is not disclosure as to the source of the information or that it was based on AI.

2006: Zillow launched the Zestimate, which provided free home value estimates for consumers

2012: PropTrack, an Australian company, developed an AI-powered property valuation tool

2013: HomeSnap introduced AI-powered home research software. HomeSnap sold to Homes

2014: Trulia launched an AI-powered lead generation tool for brokers

2015: RealScout developed home search tools for real estate agents

2018: An AI algorithm called "soon to market detection" was used to acquire two properties in Philadelphia

## Examples of AI in real estate include:

## **Chatbots**

AI-powered chatbots can assist with client communication in leasing and property management, for example. Chatbots were one of the early AI we all used or abhor!

## **Automated data validation**

AI can compare data across documents to identify inconsistencies and reduce the risk of fraud. This can be helpful with escrow and title companies.

## **Personalized home-buying experience**

AI can analyze browsing behavior and tailor search results to match user preferences.

## **3D modeling**

AI-based computer images, or "digital twins", can allow users to explore a space digitally.

## **Advertising and property descriptions**

Brokers use AI to write copy about listings and create advertising and marketing for properties and their own business.

## **Education and Books**

There are computer based classes and exam study books avail on amazon that are written exclusively with AI  
The information on many is incorrect. There is no disclosure but a keen eye can spot the "fakes." There are many!

## **Real Estate Articles and prediction models**

They are now using AI for copywriting and for predictions including interest rate and market trends.

Investors us AI to evaluate opportunities

AI with information on properties, can evaluate the investment potential of a number of properties.

## **Predictive Maintenance.**

AI can evaluate the property and its past maintenance issues to evaluate the future cost of properties.

## **Energy Efficiency**

AI can use the information on a property from a small house to a skyscraper to determine the energy efficiency.

## **Virtual Tours**

A consumer can “see” the property prior to entering it through imaging.

## **Lead Generation**

There are dozens of lead generation companies that claim to identify properties and buyer leads effectively and sell those leads to real estate brokers.

## **Home inspection**

The tools are becoming more detailed and able to predict unseen potential problems with the property. It can evaluate the life span of certain materials used in building.

*What other ways can you imagine having an impact on the real estate industry?*

# Real Estate Firms

Go into almost any real estate office in town in the middle of the week and it will be virtually empty. There may be staff coordinating transactions, but there will not be crowds of real estate agents. Large real estate offices with dozens of full desks, computer rooms, and conference rooms are a thing of the past. Real estate agents now work from their home offices, carry their own computers and meet clients anywhere that is convenient.

Transactions will become virtually paperless.. as most are already. There will be no file cabinets or copy machines that must be accessed by an agent. A smart phone can easily take photo copies and PDF's of documents and email them in seconds.

Most real estate offices don't even have office meetings on a weekly basis as was the case in the past. In fact, there are offices that have no meetings at all. Many do utilize online meetings such as zoom and Go to meeting. Some send out videos if the broker's latest news.

It is difficult to get information to real estate brokers in an office. They seldom come to meetings, often don't read office emails and they don't see other agents. There are new laws, rules, regulations, and practices that should be discussed with brokers. That line of communication is not strong now that seldom do the brokers attend meetings.

There are real estate firms that work exclusively online. That is becoming a trend.

*How will the paperless transaction, the listings online, and the lack of office expense affect future commissions?*

*How will communication be effective between Designated brokers and the brokers that they hire?*

# Banking and Mortgage Lending

A new study by consulting firm Accenture reveals that a large number of Americans would be willing to do their banking with non-financial technology institutions if the companies offered such services as revealed in REALTOR.com in June 2014. If given the opportunity, about 40 percent of consumers aged 18 to 34 say they'd consider banking with Google; 37 percent would consider Amazon; and 34 percent would consider Apple. Credit card companies are advertising their services as a "bank." Hey, and they are putting a coffee shop in the lobby! In 2016 Amazon started offering private financing for student loans. What is the future of banks?

*Do you picture money that your buyers earn being in locations other than a brick and mortar bank?*

*Do you keep money in anything other than a bank?*

Mortgage lenders originate loans and then sell them to investors along FNMA guidelines. But, when the regulations get too strict limiting the number of buyers, lenders get creative and other investors step in. That is exactly what happened when the market came to a grinding halt. There was too much creative and risky financing. IN addition national lenders were not transparent and ignoring the guidelines.

*What is the future of the banks and mortgage companies?*

*What will be involved in underwriting a loan?*

*Will loans continue to be 30 year time frames?*

When we go to work and bring home a paycheck, we often go to the bank and deposit it. People today, though, don't all use the traditional banking system. It is not flexible to their needs, it does not give them enough interest or security, and it is not accessible. People today take their paycheck and put it in their PayPal account, Bitcoin, credit unions and more.

*Do you see a difference in the way people collect and save money in the future?*

According to the Wall Street Journal, "Amazon tiptoes into banking business through student loans." Amazon is now offering discounted rates for "private" student loans through Wells Fargo.

*Do you see major companies like Amazon going into banking? Lending?*

The next generation includes young people that are making the income to purchase the average house in many cities over \$1million. The middle class is struggling. What is happening to jobs and savings? Where are we heading in the future with mortgage lending. The average American Household carries between \$6500 and \$9,000 in credit card debt in 2024. The average household has at least 1 and often 2 car loans. Very few people have enough savings for retirement. Corporations are eliminating pensions for employees.

*Where are we headed with income and debt and the ability to purchase a house?*

I would guess that my kids generation and the ones coming up will never enter a bank.

*How do you think that will affect financing.*



# Property Condition, Disclosure and Inspection

The largest source of lawsuits is most often some issue with disclosure. The buyer moved into the property and found that there was something wrong or not as they expected when they purchased the property.

When a house is sold, under Washington State Law, the seller must fill out the Property Information Disclosure form unless exempt. When the seller does this, there are basic questions about the property. The lawsuits in the past decade have leaned toward a “buyer beware” attitude making it difficult, if not impossible for a buyer to sue a seller for an error on the disclosure form.

*Do you think inspection forms will become recorded in the cloud for the new buyer to read?*

When an inspector does a thorough inspection of the property there are no real standardized guidelines. The tools that inspectors use are becoming more technical. They are only liable for problems that they see. It is the same for specialized inspections, like mold and asbestos. There are tests to purchase for a few bucks for a homeowner to test themselves for lead and asbestos. The technology is being developed to see beyond the paint on the walls, to test for water purity, to check for air quality, to find water issues, and to evaluate energy consumption.

*Do you see that the tools the inspector relies upon will be more sophisticated?*

*How do you picture home inspections in the future?*

# Sustainability and Green Building and Environmental issues

Energy and resources will become one of the hottest issues in the real estate industry in the next 15 years. The cost of power and the reliance on fossil fuels is a serious topic. There are places like in WA where the ideal energy for heat in a home was natural gas. Now, there is a movement to stop building houses using natural gas.

When we list a house or a builder builds one, we casually might identify some issues surrounding the power consumption, insulation and the sustainability.

*How do you imagine the issue of Green Building may grow in the future?*

People regularly drink water out of plastic bottles which could actually have some harmful chemicals. Often people choose them over tap water.

*Do you think testing tap water will be required in the future when purchasing a home?*

# Exercise

As a group exercise we are going to imagine how a real estate transaction would occur in the future.

Imagine that we are in the future approximately the year 2030. You are 15 years older than you are today. You have survived all the changes over the past 15 years that have revolutionized the real estate industry in ways that you could barely predict back in the year 2015. You are a full time real estate agent in the greater Puget Sound region. You have a prospective buyer for a residential home. Be creative and imagine this transaction in a world as far fetched as the one that George Jetson inhabited.

How did the buyer find you?

How does the buyer qualify for a loan?

How much would the property cost?

Where did the down payment come from?

Where /how do you search for properties?

What do you see when you search? Photo.. video... etc?

What tool are you using to search with?

How do you communicate with the buyer?

How do you show properties? Do you show properties?

How do you get to the properties?

What are the 5 major things the buyer wants in the house that they choose?

Was the house "green"

What kind of license do you need? How do you renew it? What are the requirements?

How do you do a contract?

What are the sellers doing?

What about the appliances? The internet connection? Solar panels?

What is needed to qualify?

Do the buyers keep their money in the bank? Bitcoin? PayPal? Credit Union? Their Employer account? In the cloud on their phone?

How did the sellers disclose about the property?

Was there an inspection? What tools were used?

Is there a national or state database on the house itself with repairs, taxes, condition, ownership, etc.

What information can you access regarding the power usage and insulation for the property?

Did video become an important tool especially when open houses were not allowed during Covid 19 restrictions?

# Preparing for the Future

Now that we have identified some ways that the future may change, we can better imagine what the future might bring. It is important to be ready and open for change in our industry as we keep moving forward. There are real estate agents that don't have smart phones or lap top computers!

*What are three ways you are looking toward getting more savvy and open for change in our industry?.*

*Given the ideas we have presented today, are there some outlandish ideas that you imagine might happen in the future.*

*What is one piece of technology that you think is the most important to keep updated and current?*

## Conclusion

In order to stay current in the real estate industry it is important to be well versed in the newest technology and trends. Often, saving money by using old technology can negatively impact your income!

If you have any questions, don't hesitate to contact Natalie Danielson by email at [clockhours@gmail.com](mailto:clockhours@gmail.com)



# Imagine the Future

Complete answers on this form. Mail or scan with evaluation to Professional Direction. It is important to make sure the agent participated in the course material for clockhours.

1. What was an example of a fear that people had when the calendar turned over to the year 2000? \_\_\_\_\_

2. What was the year that listings were on the internet for the first time? \_\_\_\_\_

Make a list of 3 things that happened in about 2006-07.

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

What are two things you thought as a little kid might happen in the future.

6. \_\_\_\_\_

7. \_\_\_\_\_

8. Do you think the trend is for real estate offices to become part of large national/ international franchises or small boutique offices?

\_\_\_\_\_

9. How do you think transactions will become more paperless and virtual in the future? \_\_\_\_\_

10. What do you think about one stop shopping in the real estate industry? \_\_\_\_\_

11. Do you see the NWMLS becoming the only MLS in the state? ? \_\_\_\_\_

12. How do you think real estate offices will change in the next 5 years in WA? Will they disappear? Get smaller? Get larger?

\_\_\_\_\_

13. Do you think that real estate agents should have a separate license for commercial and/ or property management? \_\_\_\_\_

14. How do you think traffic, public transportation, parking and tolls will affect the future homeowners and value of properties?

\_\_\_\_\_

15. Do you think there will ever be a state database on every house with tax information, power bills, inspections, and MLS information? \_\_\_\_\_

16. How do you picture continuing education for agent to change in the next 5 years? \_\_\_\_\_

17. Do you know that you do not send course information on continuing ed when you renew... only if you are audited? \_\_\_\_\_

18. Do you think live education will become a rare event for real estate agents? \_\_\_\_\_

What are three types of technology that you use daily that you could not even imagine back in the year 2000?

19. \_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

20. How will AI change the way that we do business in the real estate industry? \_\_\_\_\_

21. How will you use AI in the next year? \_\_\_\_\_

22. Today, you can track marathon runners with a plastic tag on their shoes. Do you think there is some way that technology might be used in real estate and how? You can be creative. \_\_\_\_\_

23. When "simplify your life" is like a motto or common saying, what do you think about the mountain of forms (if printed out) that are required for a real estate transaction? \_\_\_\_\_

24. We used to think Apps for our phone were the hottest thing. It seems that we rarely download new apps today. What app do you think the buyers will use in the future? \_\_\_\_\_

25. In a survey of consumers from Realtor.com about 37% of the consumers aged 18-34 would consider banking with Amazon. Now, in 2016, Amazon is providing private financing for college loans. Do you see mortgage financing in their future? \_\_\_\_\_

26. Do you think the time to underwrite a loan will shorten in the next 5 years? Why? \_\_\_\_\_

27. Do you think loans will continue to be the common standard with 30 year amortization? \_\_\_\_\_

28. When do you picture the writing of checks to disappear? \_\_\_\_\_

29. Millennial's rarely walk in to a brick and mortar bank. Do you imagine banks, as we know them today, disappearing? \_\_\_\_\_
30. Today, BitCoin is one alternative currency. Do you imagine other types of currency? \_\_\_\_\_
31. PayPal and Square have changed the way we buy. Have you considered using a payment method like that? \_\_\_\_\_
32. Do you think inspections should be uploaded into a cloud for each home so that become a permanent record? \_\_\_\_\_
33. What is one tool that inspectors use that they did not have 10 years ago? \_\_\_\_\_
34. What is one tool you think all inspectors will eventually have? \_\_\_\_\_
35. Do you think inspections will focus on environmental issues in the future like power consumption, insulation, green materials? \_\_\_\_\_
36. What do you think about inspections and issues like indoor air quality and water safety? Many people will not drink tap water yet few homeowners ever get the water tested. What do you think about that? \_\_\_\_\_
37. We have "walk scores" today for homes. Do you think we will have ratings for green buildings in the future? \_\_\_\_\_
38. Do you think buyers will pay more in the future if the house is built green? \_\_\_\_\_

In the next 15 years there will be changes to our industry. What do you picture in the next 15 years?

39. How will the buyer prospect find you? \_\_\_\_\_
40. Where would the buyer get their mortgage? \_\_\_\_\_
41. How did the buyer access the listings? \_\_\_\_\_
42. How did you communicate with the buyer? \_\_\_\_\_
43. How will you write up the contract? \_\_\_\_\_
44. What kind of technology will be built into the appliances? \_\_\_\_\_

What are 5 major things a buyer will want in the house in the future?

45. \_\_\_\_\_

46. \_\_\_\_\_

47. \_\_\_\_\_

48. \_\_\_\_\_

49. \_\_\_\_\_

What are 5 ways that you will have to adapt to new technology in the future

50. \_\_\_\_\_

51. \_\_\_\_\_

52. \_\_\_\_\_

53. \_\_\_\_\_

54. \_\_\_\_\_

55. What is your biggest fear about the future of real estate? \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

Date Completed \_\_\_\_\_

**You must attach to the Evaluation and pay tuition to get clockhours.**

**Professional Direction email: clockhours@gmail.com**

**Thanks, Natalie Danielson, Professional Direction**



## Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO  
 Did you complete the quiz and attach answer sheet. Your cell phone can scan! YES / NO  
 Did you fill out and sign this form? YES / NO  
 Paid Visa/MC PayPal processes credit cards avail on website. YES / NO  
 Why did you choose to take this course? Topic? Time? Cost? Ease? Other?  
 A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take to complete the course? \_\_\_\_\_

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Imagine the Future

Print Name CLEARLY	Signature	Company
		Your Phone
	Email	
License Renewal Date		Date class taken

*Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!*

Professional Direction

**email: [clockhours@gmail.com](mailto:clockhours@gmail.com)**

**[www.clockhours.com](http://www.clockhours.com)**