

# Real Estate Trends

## Tracking the Most Significant Shifts in Real Estate

60-90 Minutes | Broker Focused | Workshops or Leadership Retreats



The Real Estate Industry is changing from a Mom and Pop cottage industry to a consolidated, Wall Street-driven industry that is focused on scalability and ROI. Continuous change, innovation, and new business models create both concern and opportunity.

With more than 30 years of residential real estate expertise in tracking trends and more than a dozen 160+ page annual reports covering his research, Swanepoel is widely accepted as the leading authority and visionary on trends in the real estate brokerage industry.

Topics and benefits:

- Find out where and how you could and should adjust your business,
- Remain competitive by learning what is important and what is not,
- Identify the products, services, and rapid rising stars you should be tracking,
- Discover the strategies driving giants such as Zillow, Trulia, Redfin, Realty, Berkshire Hathaway HomeServices and many others,
- Receive an industry summary from the most published analyst in the real estate brokerage industry.

**Check Availability**  
[swanepoel.com/book](http://swanepoel.com/book)

*NOTE: This talk has enough content for 90 minutes, although it can be scaled back to 60 minutes. The presentation is suitable for brokers and agents but is slanted more toward brokers. It is ideal for workshops, think tanks, and leadership retreats and can, if so requested, include Q&A. Talks are updated every 90 days and are based on the latest Swanepoel Trends Report (2016 edition was published 2.1.16)*