

Real estate digitization

The marketplace perspective

October 2023



Real estate digitization: the marketplace perspective

What has happened so far



users search online

Property search shifted from offline to online / digital



73% mobile search

mobile search is dominant (app & web mobile combined)



Vertical dominance

property search dominated by verticals in most mature markets



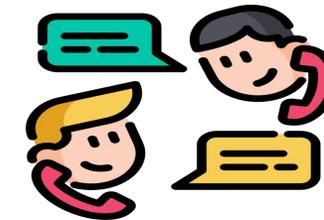
power on the supply side

most information and control is on the supply side (listing / ad marketer)



light digitalization

slightly boosted by covid. no big disruption



leads by phone

75-80% of the time first contact with ad marketer is through the phone

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Business models today



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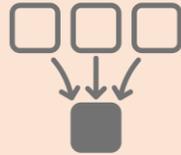
Where we believe this is going



more
transparency



more
specialization



consolidation



Relative shift
of power to the
demand side

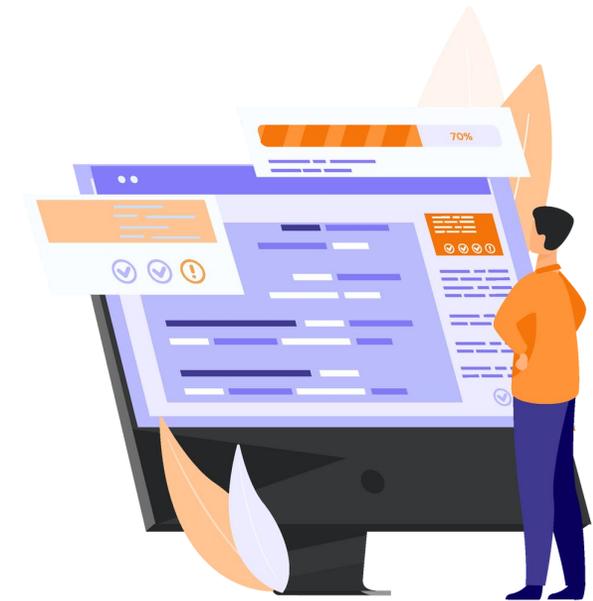


more services
around the
transaction

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The marketplace perspective

- Agents core in the real estate process, especially in sales
- Marketplaces to help agents utilize technology
- Marketplaces to heavily invest in technology
- Marketplaces to go much deeper in the process
- Marketplaces to provide more adjacent services to real estate





hello@spitogatos.

grit's talk.