

# Internet and Real Estate

Benson Wong

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# Benson Wong

- programmer (13yrs), web developer (14yrs), sysadmin (9 yrs), geek - forever!
- with Sutton for 6 years - *tech to tech manager to technologist*
- technologist: *how tech is changing business and people*

# workshop format

- Talk / Slides - 15 minutes
- Focused Workshop - 75 minutes

# Today's Talk

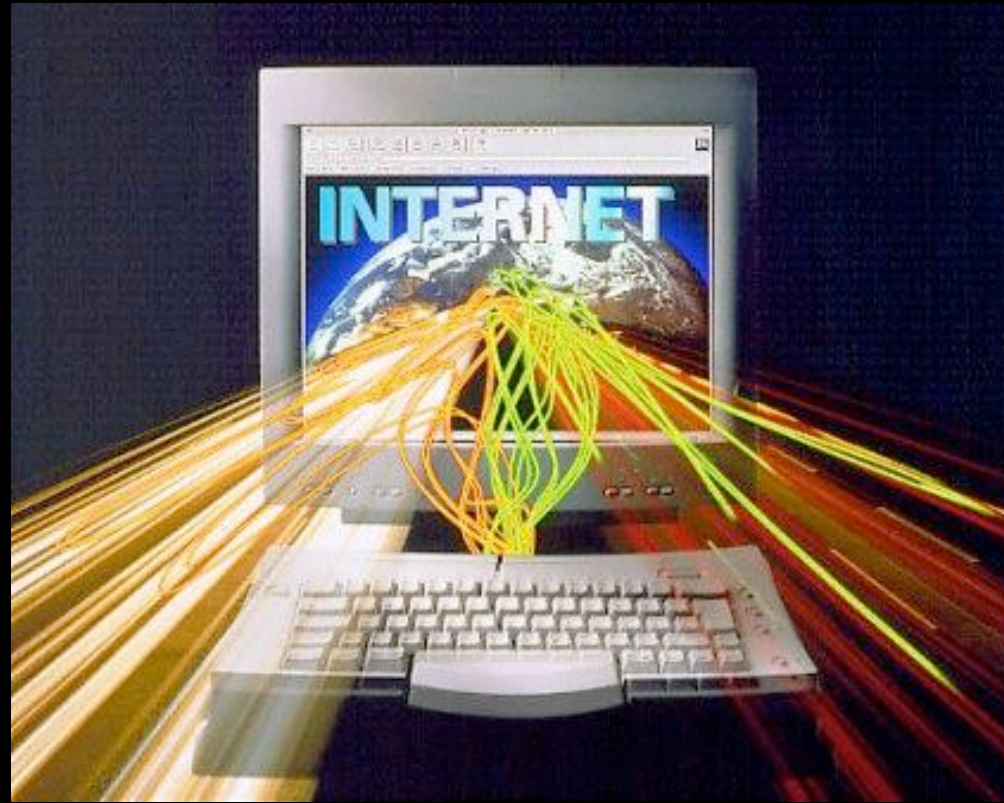
1. What is the Internet, really?
2. How it is changing Real Estate?
3. What do you need to do?

*{insert .com story here}*

# Today's Talk

1. What is the Internet, really?
2. How it is changing Real Estate?
3. What do you need to do?

# Communication Technology



What did the Internet do?

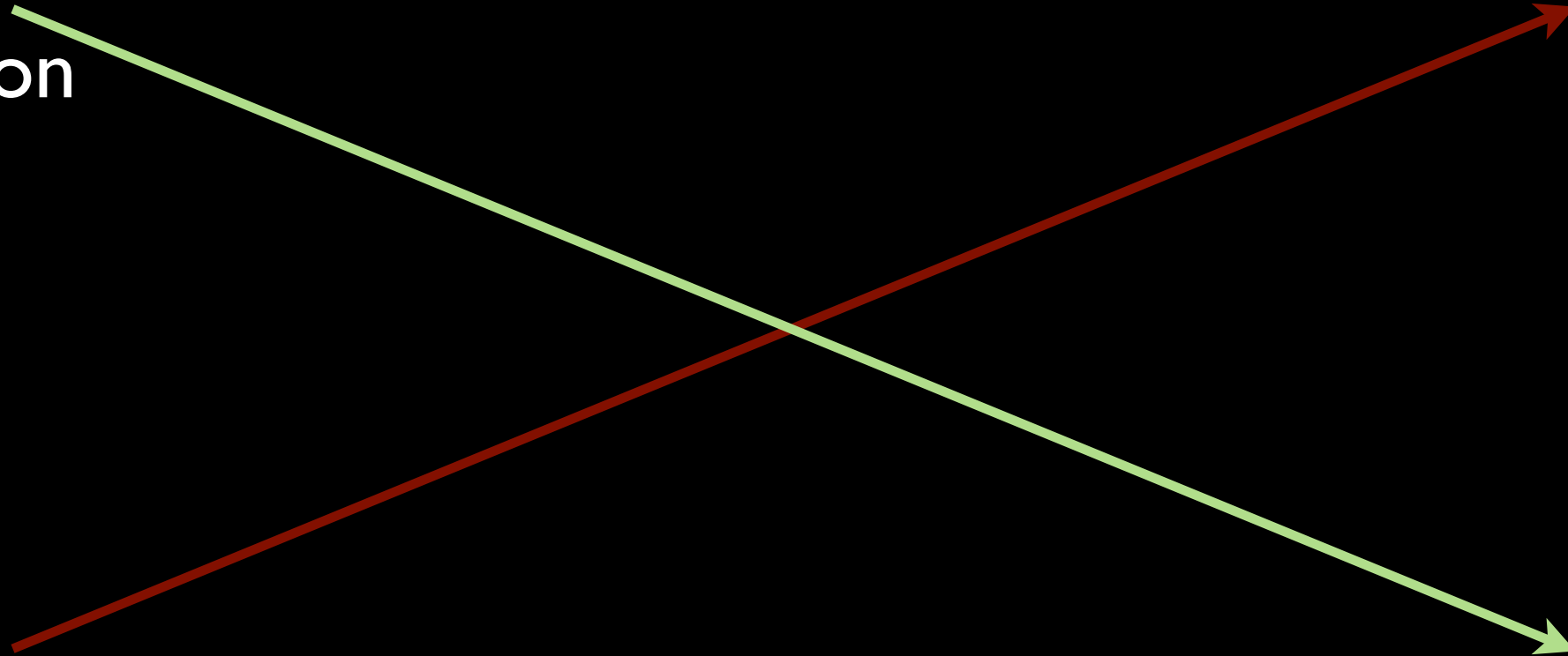
# Commoditized Information

cost of  
communication

easy  
cheap  
lots

access to  
information

free



1. What is the Internet?

Tech. that commoditized info.

2. How it is changing Real Estate?

3. What do you need to do?

# The Change

1. Realtors no longer the '*expert*' source of information
2. People will Google it.
3. Transparency and sharing matter.

1. What is the Internet?

Tech. that commoditized info.

2. How it is changing Real Estate?

Everybody is an expert now.

3. What do you need to do?

# 1. Embrace Technology

*“real estate agents will not be replaced by technology - however agents not embracing it, will most certainly be replaced by those who have.”*

## 2. Be the Expert of ‘experts’

# Work Shop

- Do I need a website? **Yes.**
- Where can I get a web site?
- What should my online strategy be?
- How much should my web site cost?
- Should I SEO?
- Should I blog? Tweet, facebook, linkedin, vblog, social network? etc?

# Thank you

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