WILLISTON FINANCIAL GROUP

Industry Leadership & The Future of Real Estate

Steve Ozonian
President, Chief Operating Officer
REAL ESTATE: WHAT’S TRENDING 2017
DIGITAL REAL ESTATE

- Digital Natives - Millennials Rule
- Mobile - iPhone, Watch, iPad, Video, Droid
- Social - Facebook, Instagram, Dust, Snapchat
- Collaboration - Slack, Yelp
THE DIGITAL CONSUMER

- Transparency - homedisclosure.com
- Empowerment - Reviews, Ratings, Next Door
- Messaging - SMA, Ephemeral, Dust
- Payments - PayPal, Apple Pay, Google Wallet, Square, Amazon
- Digital Signatures
PORTAL WARS

• Fear / Respect
• Zillow / Trulia
• Realtor / Move
• White Space?
REBUILDING THE TRANSACTION

• Legacy Systems - Slow, In Flexible, Free Standing
• Integration - API’s, Mobile, CRM
• Send/Sign/Approve - Mobile, Cloud
• Analytics/Digital Marketing - Lead Gen, Data Hub
AMATEURS OR PROFESSIONALS

• Everyone painted with the same “brush”

• License Requirements - Vary from 13(MN) to 200(TX)

• Continuing Education - Disparity is large

• Who’s Responsibility - NAR, Local Associations, Franchisors, Brokers
THE BIG SIGN POSTS

• Technology advances transparency & empowerment to the consumer
• Ratings & reviews become pervasive
• Competition drives down commissions & margins
• Consolidation comes to MLS’s & Associations
• Listing portals lock up the consumer
• It’s all about the consumer & tying all the pieces together
THE DIGITAL TRANSITION

Pre-Digital
Internet
Mobile Web
Apps
AROUND THE WORLD

99% of people online use SMS or send text message
BY 2018

2B

People using messaging around the world
GLOBALLY
6 out of 10

Top most downloaded apps of all time are messaging apps.
WHY IT’S POWERFUL

INSTANT  EXPRESSIVE  CONVERGENT
Posts and reshares have increased nearly 3x in one year in the US.
Nearly 20% of time on digital is spent watching video.
On Facebook

100,000,000 hours

of video are watched every day
Over the last 6 months the time spent watching video on Instagram increased 40%
75% of all mobile data will be video by 2020.
Nearly half of US adults say they check their phone more than 30x
3x more people were engaged when the brand and message were presented in the first 10 seconds.
“It’s not the biggest who survive, it’s the ones that are the most adaptable to change.”

- Charles Darwin
WHAT CAN YOU DO?

- Get Educated
- Have a Strategy
- Map Out Your Plan
- Execute
- Adjust
- Work Hard
A Look Into The Crystal Ball

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