



Technology in Real Estate: Market Implications and
Advice for Tech-Enabled Real Estate Startups

COUNSEL TO GREAT COMPANIES

PREPARED BY PERKINS COIE LLP FOR

The Future of
Residential Mortgage
Lending CLE

PRESENTED BY

I. BOBBY MAJUMDER, ESQ | PARTNER

+1.214.965.7735

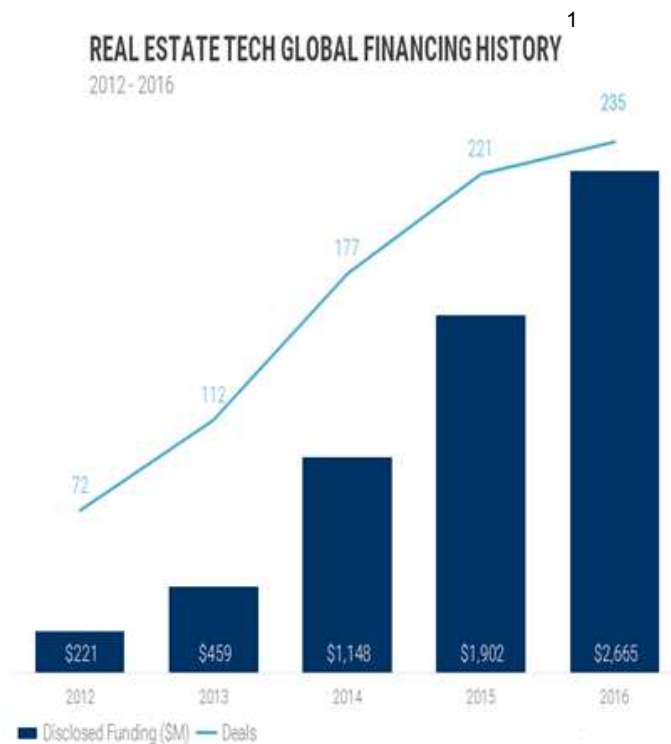
BMajumder@perkinscoie.com

Technology In Real Estate: Market Implications and Advice for Tech-Enabled Startups

- **What are real estate technology startups?**
 - Companies that utilize software tools and platforms to (i) provide enhanced services in the real estate market or (ii) introduce disruptive technologies into the real estate market
 - Real estate technology startups typically target brokers, investors, lenders, buyers and property owners with their software tools and platforms
- **Technology infiltrated the real estate market**
 - Enhancement: Zillow
 - Disruption: Airbnb
- **Setting goals for a market niche is key to success**
 - Through enhancement of existing services; or
 - Market disruption

Technology in Real Estate

FUNDS RAISED FROM 2012-2016 BY REAL ESTATE TECH COMPANIES



- In 2016, startups raised US\$2.6 billion a 40% increase over 2015
- 2016 saw mega-raises including Homelink raising US\$926 million

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Technology in Real Estate: Market Implications and Advice for Tech-Enabled Real Estate Start-Ups

Also available as part of the eCourse

[2017 The Future of Residential Mortgage Lending eConference](#)

First appeared as part of the conference materials for the
2017 The Future of Residential Mortgage Lending session

"Technology in Real Estate: Market Implications and Advice for Tech-Enabled Real Estate Start-Ups"