



# Bringing Real Estate into the Digital Age

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## Consumer expectations are changing



The diagram consists of two dark blue circles with yellow borders. The left circle contains the text "Old Category" and the right circle contains the text "New Category". Between the two circles is the text "vs".

**Old  
Category**

vs

**New  
Category**







9,000  
stores

\$6 billion  
in annual revenue



New location was opening  
every 17 hours (1989)

Zillow



220  
stores

\$1 billion  
in annual sales



15  
countries

Zillow





Also available as part of the eCourse

[Special Topics in Residential Mortgage Lending](#)

First appeared as part of the conference materials for the  
2020 Special Topics in Residential Mortgage Lending session  
"Bringing Real Estate into the Digital Age"