



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



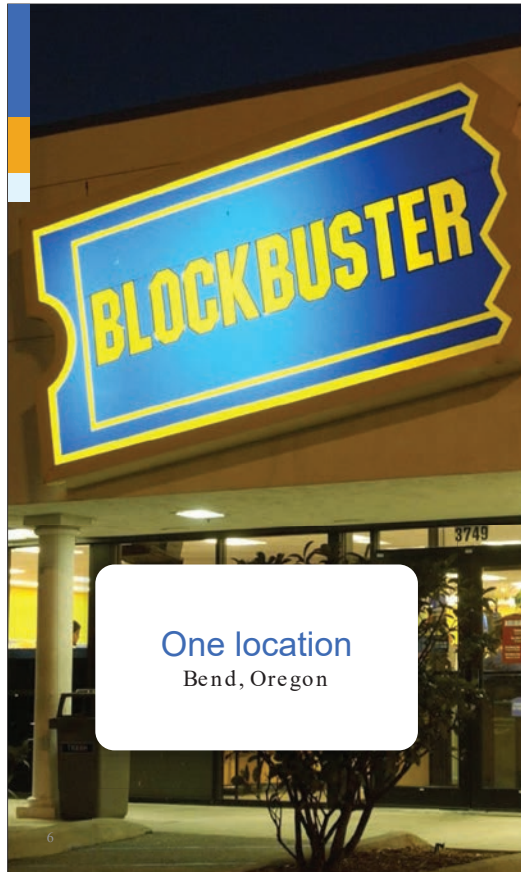
220
stores

\$1 billion
in annual sales



15
countries

Zillow



Also available as part of the eCourse

[Hooked on CLE: January 2021](#)

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