



CRE Tech Talks

Episode #8: Disruption and the CRE Technology Conversation

5 Ways to create a more meaningful conversation and promote disruption

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- 1. The value of bringing people together to learn and share is paramount; as are the questions discussed. Setting up a strategic framework can help a company understand how their staff can work together to solve problems while helping and educating their clients or customers.
- 2. There is a big push for more transparency; a push for openness and data sharing. It is a topic that the industry is really averse to and that is a challenge that needs to be faced and there are technology and real estate companies out there laying down that foundation now.
- 3. There is a need for disruption and revolution to push the envelope; and fundamentally change the real estate landscape. Change is coming and the conversation needs to start now.
- 4. Critical to progressing the CRE technology conversation, and ultimately disruption, is changing behaviors by creating a workflow around evaluating and implementing new technology.
- 5. Make sure to be open to collaboration and having new people enter the conversation. Create a place where smart people come to talk about what's working and what's not to generate ideas and solutions.

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