

## Why relationships in real estate still edge out technology and data

Traditional real estate is on its deathbed! Artificial intelligence will replace agents! Zillow will join forces with Amazon or Google to become a brokerage and game over! Really? I recently interviewed Bahareh Kamoei, a millennial real estate broker who launched her Palm Desert brokerage with her two sisters. For me, our conversation crystallized a feeling I've had that the industry has lost its focus on what matters most — not who's the biggest, who has the greatest technology or the most VC money, but who serves their clients best, who stays in business for the long haul and who makes a positive difference in the communities they serve. In last week's Inman leadership survey on real estate tech disruption, Jake Breen, a Berkshire Hathaway Home Services agent in Utah, worried that "It only takes one big conglomerate — Zillow teaming up with Amazon or Google — to announce they're starting a consumer-direct model, and it's game over: no more real estate indu...

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