Does real estate’s leadership need a technology therapist?

Leadership in the real estate brokerage world has a dysfunctional relationship with technology. The psychological disconnect reaches much further than any one company, though Gary Keller's recent Vision Speech encapsulated it perfectly. Picture the chairman standing on his grand stage. He’s a rock star of the real estate world, the daring leader of a fast-growing empire. He’s just announced that his company has won the triple crown of the real estate brokerage numbers battle. His celebratory proclamation to his adoring followers: “We’re not a real estate company. We’re a technology company.” Cue confusion. Technology partners are cast as data-thieving scoundrels. Small, startup competitors are denigrated with awkwardly outsized defensiveness. News organizations and individuals are singled out and sophomorically chided. Tools that agents in the audience use, love and profit from are labeled as the path to demise. The humans in the room? They'...

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