Pete Flint: ‘The majority of traditional real estate companies will die’

NEW YORK — Real estate will face a reckoning over the next 10 years as technology finally disrupts the industry in a big way, Trulia co-founder Pete Flint told attendees at Inman Connect New York on Friday during his Capital Connect keynote. “There’s a technology tsunami coming in,” Flint said. “A lot of low-lying areas have been covered — media, communications, information. This nonstop technology tsunami is moving higher and higher and higher into operations, into brokerages, into franchises, into physical real estate, and it’s frankly unstoppable.” Flint, now an investor with the venture firm NFX, spoke with Wired senior writer Erin Griffith about his experience building and exiting Trulia, his thoughts on real estate tech investing and how he expects the industry to transform drastically over the next decade. “It’s a slow-moving industry. There’s a 10-year window here. But the majority of traditional real estate companies will die,” Flint said. W...

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