The essential guide for real estate leadership on tech disruption

This is one part of Inman's five-part Essential Guide for Real Estate Leadership, which we are publishing throughout our first-ever Leadership Week. See all the parts here. Please send your feedback to leadership@inman.com. If you’re a leader who wants to join us for our exclusive Disconnect in The Desert event on March 26-28, or want to recommend a colleague, send a note to brad@inman.com explaining why. The biggest threat to traditional real estate is neither a dearth of inventory nor a volatile stock market, but an ambush on multiple fronts from consumer-direct upstarts, on-demand apps and other data-driven tech disruptors, according to Inman's inaugural survey asking the industry rank-and-file how their leaders could be doing better. Nearly 30 percent of 787 real estate respondents polled for Inman’s survey on real estate leadership in February said “technological disruption” remains the single biggest threat to the real estate industry, edging out other perils l...

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