



FUTURE-PROOFING YOUR **REAL ESTATE** BROKERAGE

Why an All-in-One Platform is
Essential for Long-term Success

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INTRODUCTION

Remember your first smartphone? Visiting the app store was kind of fun. But how long did it take for all those cool apps to fill up your screens?

Like your smartphone, real estate's digital landscape is increasingly a cluttered mess. Agents are burdened by the weight of standalone tools meant to simplify their lives. Unfortunately, this jumbled chaos of disjointed applications, dubbed "Frankenstacks," has become a monstrous obstacle to growth and productivity. These patched-together systems fail to deliver the streamlined experience that modern real estate professionals crave.

Many brokerage owners believe that to equip their agents with the tools necessary for success in the intensely competitive world of real estate, they must

invest in a veritable arsenal of different technologies. But as the industry pivots to the reality of fewer transactions, this outdated marketing approach is quickly losing ground to a sleeker, more efficient, and highly affordable contender: the all-in-one marketing platform.

The real estate industry is not alone in this struggle. Business leaders across various sectors are championing the need for a more united approach to technology.

One example: Oracle's GM of Customer Experience, Rob Tarkoff, stated that marketing flows should be "one streamlined process, one data model, one set of interactions, one clear end-to-end process." This clarion call for unity resonates with brokerage owners seeking to maximize efficiency while minimizing expense — and confusion.



At the heart of this shift lies the realization that apps or siloed tech stacks alone cannot solve agents' core problem: the need for seamless interoperability between all their technology tools. Only an all-in-one platform can deliver this level of integration, providing a single entry point and a unified experience that fosters productivity and innovation.

In a world where the phrase 'digital disruption' is ubiquitous, it's become increasingly crucial for all industries

to adapt and evolve with technological advances. Real estate is one industry that remains ripe for transformation and innovation.

Leading the way today is the all-in-one platform. This white paper explores the impact of all-in-one solutions on the real estate industry today and in the near future.

-Michael Minard, CEO and owner



ABOUT

DELTA MEDIA GROUP

Founded on the principles of innovation and customer-centricity, Delta Media Group has been a stalwart in the real estate industry for over two decades. Recognized for its relentless pursuit of delivering high-tech solutions, Delta Media's singular aim is to revolutionize the real estate industry by creating seamless, integrated

technology solutions. Since its inception, Delta Media has demonstrated unwavering dedication in navigating real estate's often tumultuous digital landscape to empower real estate brokerages and their agents to thrive in an increasingly competitive market.





Since its early beginnings in 2000, Delta Media has been renowned for its technology milestones. At its launch, Delta created the first version of its private, scalable cloud platform, managing over 100 million visits per month and billions of database queries daily. Bringing the first high-speed internet connectivity (OC-3) to Stark County, Ohio, where it was headquartered in 2003, Delta began a cycle of innovation that grew the company five-fold by 2008, fueled through the building of nearly all technology in-house.

Delta's growth slowed during the Great Recession — like all businesses — but its penchant for innovation flourished. Focusing on the development of automation and an early move into Artificial Intelligence (AI), Delta integrated these advancements into DeltaNET®, its all-in-one platform. These strategic investments in creating massive software automation for the business systems it built for real estate brokerages have proven to be a highly valuable competitive differentiator for Delta Media Group.

In 2016, when Delta's leader Michael Minard took full ownership of Delta Media Group, Delta became — and remains — the largest family-owned business among real estate technology providers. Over the next few years, new versions of DeltaNET were launched, packed with the latest technology, including implementing its real-time translation platform nationwide in 2019.

2019 was also the year Delta completed a year-long AI and led a scoring research study for the real estate industry. The Delta team partnered with five Master of Science and Analytics (MSA) graduate students to determine patterns in behavior for home shoppers who transact. The study also identified real

estate professionals most likely to close a transaction.

Perhaps the company's most significant breakthrough came in 2023 with Delta's release of its easiest, most advanced version of the all-in-one DeltaNET platform, DeltaNET® 7. Featuring a complete set of tools leveraging the latest automation and AI technology, Delta delivered new advances to real estate brokerages, offering new ways to simplify their workflow.

Today, Delta Media Group is a leading and trusted technology partner for many of the best-known real estate brands, including over 80 LeadingRE Affiliates and more than 50 top-ranked brokerages nationwide. Delta is the industry leader in automated digital marketing and unmatched SEO, offering the easiest-to-use CRM. It is highly acclaimed for its on-time and on-budget technology launches.



PURPOSE OF THIS WHITE PAPER

This white paper offers a comprehensive exploration of all-in-one platforms' profound impact on — and potential within — the real estate industry, both in its current state and in the near future. These unified platforms offer brokerages a way to future-proof their businesses against the rapidly evolving digital landscape.

This white paper aims to dissect the repercussions of this cluttered chaos, spotlighting the detriments of disconnected data tools to the consumer experience and the inevitable shortcomings of the previously celebrated 'best-in-class' tech tools approach.

THE ALL-IN-ONE MOVEMENT

The real estate industry is not the sole field grappling with these issues. Many business sectors have recognized the need for a more integrated approach to technology. *Entrepreneur* magazine reported how “siload data can also lead to inconsistencies and discrepancies in performance reports, leading to blind spots and incorrect assumptions,” adding, “What’s more, siload data can lead to missed opportunities. Businesses that don’t have a unified view of their customer data are

unable to identify patterns and trends. This makes it difficult to spot new business opportunities or take advantage of emerging markets.”

The recommendations to all businesses: “Organizations should consider using a single marketing technology stack. This will help to ensure that data is properly integrated and accessible. Finally, you need to ensure that data is being used effectively by all teams. When data is





no longer siloed, businesses can unlock the true power of their data. They can make better decisions, improve customer experiences, and drive growth.”

Call centers have long used multichannel technology solutions, forcing agents to switch between multiple applications daily. Today, they are enhancing the customer experience or CX to offer omnichannel platforms to provide a seamless experience and deliver customer service excellence by having everything in one place.

Law firms are discovering the power of all-in-one law practice technology solutions. Traditionally, law firms’ technology solutions are siloed with separate accounting software, client hours tracking, and calendar applications. Now, the movement is towards an all-in-one system that securely offers everything needed to manage a law practice in a centralized platform.

ACUTE NEED IN REAL ESTATE

The real estate investment management industry also is pivoting towards all-in-one platforms. One study by Pi

Labs found that 80% of real estate investment firms still use spreadsheets as the primary tool to fulfill investor reporting functions. “The emergence of simple, saleable, and highly secure all-in-one systems is flourishing,” *The Real Deal* reports.

Such sentiments echo the thoughts of brokerage owners striving to optimize efficiency while reducing expenses and confusion.

Finally, the brokerage industry is at a financial crossroads with the continued compression of profit margins, exacerbated by a constricting real estate market due to lower inventory, a problem that is years, if not a decade or more away from being resolved. The need for more affordable and effective technology solutions in real estate is peaking, and that’s one of the major reasons all-in-one platforms are supplanting fragmented technologies.

This white paper dissects the inherent problems plaguing the current digital landscape in real estate, explores the limitations of outdated marketing approaches, and presents compelling evidence as to why an all-in-one platform is not just a luxury but a necessity for future-proofing a real estate brokerage.

THE “WHY” BEHIND AN ALL-IN-ONE PLATFORM



OVERVIEW

The real estate industry finds itself in a complex state of technological flux. An array of standalone tools, initially designed to simplify the lives of real estate agents, has instead spawned a cumbersome ecosystem of disjointed applications. Dubbed “Frankenstacks,” they have morphed into monstrous impediments to growth and productivity, burdening brokerages and agents.

A key concern for the industry revolves around the inherent inefficiencies born from disparate systems. These systems generate vast inefficiencies of time, energy, and monetary resources due to repetitive data entries and produce an erosion of branding.

In an industry as competitive as real estate, the cohesion and power of a brand’s message is paramount. Yet, with their siloed maintenance and reporting, these solitary applications can inadvertently dilute a brand’s impact. This problem is further compounded by agents’ reduced utilization of marketing tools, primarily due to the overwhelming number of available apps without interoperability.



As a result, there has been a shift towards all-in-one platforms over the last several years. These platforms promise to empower agents with an extensive toolkit, optimizing their efficiency and expanding their marketing efforts. They also offer holistic data tracking and integrated reports, opening a myriad of opportunities for agents to grow their businesses and achieve success.

Yet, despite the evident challenges, many brokerage owners still adhere to the outdated marketing approach of equipping their agents with many different technologies. However, once brokerages realize this approach puts them at a competitive disadvantage, they switch to a more powerful, efficient, and highly cost-effective solution offered by the all-in-one platform.

THE “WHY” BEHIND AN ALL-IN-ONE PLATFORM

As the digital era continues to evolve with the rapid adoption of all things related to Artificial Intelligence, it's become painfully clear that the technological environment within which real estate operates is cluttered and fragmented. The sheer number of tools and platforms can be overwhelming, making the consolidation and streamlining of digital processes essential.

THE CLUTTERED DIGITAL LANDSCAPE IN REAL ESTATE

The pandemic years of 2020 and 2021 fostered a surge in the adoption of all things digital in the real estate industry. As a result, the use of digital tools in the daily workflow of a real estate broker and agent have become the norm.

From CRMs and CMAs to social media management and 3D virtual tour software, the list of digital tools is exhaustive and continues to grow. The onslaught of AI is creating even more clutter and confusion as new ChatGPT-powered apps are introduced seemingly hourly.

The challenges created by an abundance of real estate software and apps, while advantageous in some respects, unfortunately has created a cluttered and continually fragmented digital landscape. The result is inefficiencies, disconnections, redundancies, and inconsistencies, all of which can negatively impact the effectiveness of a real estate professional's work.





THE RISE AND CONSEQUENCES OF “FRANKENSTACKS”

To manage this myriad of tools, many brokerages have resorted to a piecemeal approach to creating a tech stack. Attracted by the idea of collecting different “best-in-class” technologies, brokerages became hamstrung by the inefficiencies of technology that does not “talk” to each other.

What many brokerages ended up with are Frankenstacks: a patchwork of different software and applications that are disconnected. While these Frankenstacks can provide a temporary solution, this strategy has proven to be far from ideal. The lack of seamless integration between different tools has led to data silos, which results in disjointed user experiences and repetitive data entry that results in massive business and workflow inefficiencies.

Moreover, managing and maintaining multiple systems has shown to be a drain on brokerage resources, both in terms of time and money.

THE OUTDATED MARKETING APPROACH AND ITS LIMITATIONS

Today, the traditional marketing approach, which relies on disparate systems for different tasks, is rapidly becoming obsolete. With the acceleration of digital centralization and the emergence of AI that is vastly improving centralized systems, the real estate industry is moving towards technology solutions that are cohesive and integrated.

The limitations of this antiquated approach are evident: it’s time-consuming, inefficient, and lacks the capability to provide a holistic view of the customer journey. It’s clear that in order to stay competitive and keep pace with the changing real estate technology landscape, a shift towards a more integrated and streamlined approach is required.

An all-in-one platform presents a solution to these challenges. It offers a unified approach that aligns all digital tools in one place, reducing clutter, eliminating redundancy, improving inefficiencies, and effectively replacing the outdated marketing approach with a system that improves the workflow for the brokerage and their agents. The value of such a platform is substantial, and the following sections delve into why an all-in-one platform is essential for future-proofing a real estate brokerage.

THE PARADIGM SHIFT ACROSS ALL INDUSTRIES

The phenomenon of digital consolidation and centralization is not limited to real estate. Many industries are experiencing a significant shift toward unified technologies and streamlined processes, underscoring the universal relevance of this trend.



UNITED APPROACH TO TECHNOLOGY

In sectors as diverse as healthcare, retail, and finance, businesses are moving away from siloed technology stacks towards a more cohesive and integrated approach. This paradigm shift has been largely driven by the need for seamless data flow, improved operational efficiency, an improved customer journey, and a more holistic view of business processes. The united approach enhances the end-user experience, reduces costs, and improves business agility.

ENHANCED DATA FLOW AND ACCESSIBILITY

At the core of a unified technology stack is the seamless flow of data across different platforms and systems. By breaking down silos, businesses can ensure that data is more accessible and actionable. Interconnecting data environments support better decision-making, as insights derived from one area of the business can inform strategies and operations in another.

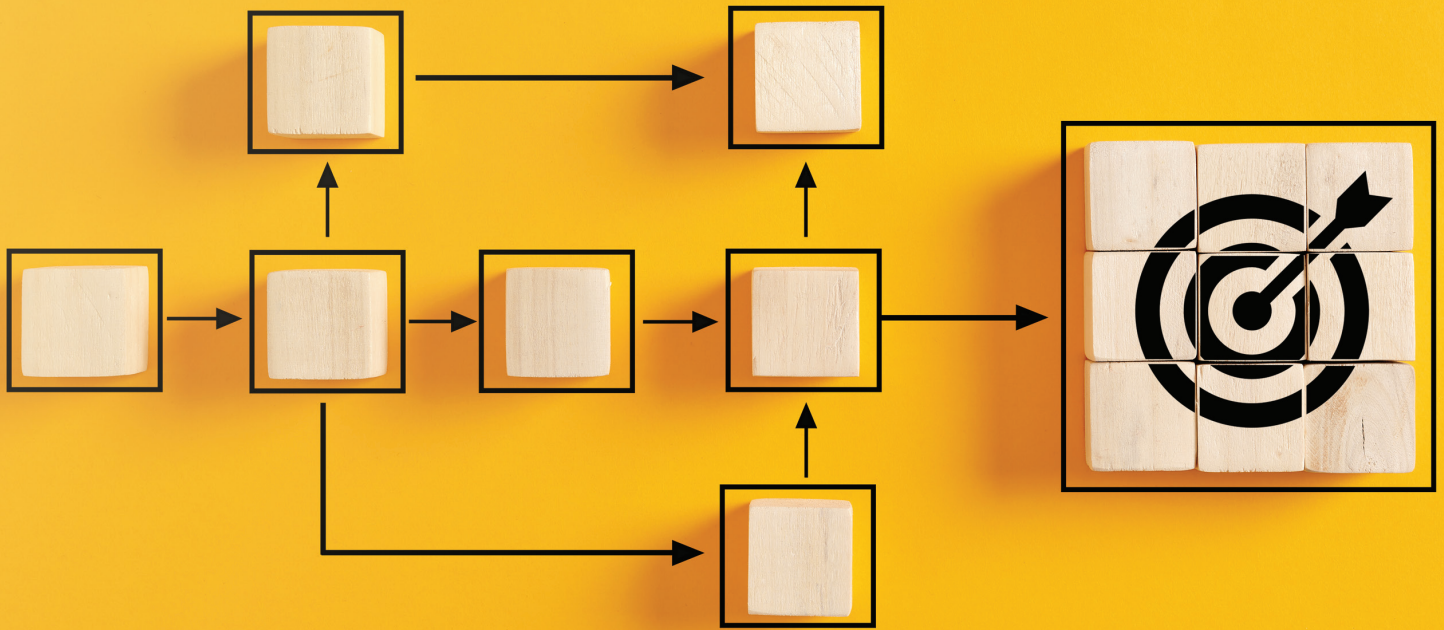
For healthcare, this might mean integrating patient records with treatment plans and billing systems, ensuring that care is both efficient and patient-centered. In retail, it translates into a cohesive view of inventory, sales, and customer preferences, enabling personalized marketing and efficient supply chain management.

IMPROVED OPERATIONAL EFFICIENCY

A unified tech stack automates and streamlines processes that were previously manual or disjointed. This not only reduces the time and resources spent on routine tasks but also minimizes the risk of errors.

For example, in real estate, automating data flows between customer relationship management (CRM) systems and transaction processing platforms can speed up service delivery and enhance accuracy in customer accounts, vastly improving the customer home selling or buying journey.





ENHANCING THE CUSTOMER EXPERIENCE

Integrating technology systems goes a long way in improving the customer journey by providing a consistent and personalized experience across all touchpoints. Whether it's through offering personalized healthcare plans based on integrated patient data, providing a seamless omnichannel retail experience, or enabling smoother transactions in real estate, a unified approach puts the customer at the center of the business strategy. It allows for real-time adjustments to services and offers based on customer interactions and feedback.

HOLISTIC VIEW OF BUSINESS PROCESSES

A unified technology stack provides a holistic view of business processes, making it easier to identify bottlenecks, inefficiencies, and opportunities for improvement.

It ensures that leadership has a comprehensive understanding of how different parts of the business interrelate and impact each other. This holistic perspective is crucial for strategic planning and for fostering innovation, as it highlights areas where new technologies or processes could be deployed for competitive advantage.

COST REDUCTION

While integrating technology systems requires upfront investment, the long-term savings are often significant. By consolidating tech solutions, businesses can reduce licensing or overall monthly fees, lower maintenance costs, and minimize the need for specialized staff to manage disparate systems. Additionally, the efficiency gains from streamlined operations and automated processes result in further cost reductions.

BUSINESS AGILITY

In today's rapidly changing market environment, agility is key to staying competitive. A unified tech stack enhances a business's ability to quickly respond to market changes, customer needs, and emerging trends. It supports the rapid deployment of new services and products and enables businesses to pivot their strategies more effectively.

HOW OTHER INDUSTRIES ARE LEVERAGING ALL-IN-ONE PLATFORMS

All-in-one platforms are revolutionizing various sectors by providing seamless, integrated solutions that enhance efficiency and user experience.

In healthcare, unified platforms are streamlining patient care through integrated electronic health records (EHRs), telemedicine capabilities, and patient management systems, facilitating better patient outcomes and operational efficiencies.

Retail is seeing a transformation with platforms that combine eCommerce, inventory management, and customer relationship management (CRM), offering retailers a comprehensive view of their business and customers.

Financial services benefit from platforms that integrate banking, investment, and personal finance management tools, providing customers with a holistic view of their financial health.

In the travel industry, unified platforms are simplifying trip planning by combining booking, itinerary management, and customer service, offering travelers a hassle-free experience from start to finish.



Here are some examples of how unified platforms are changing the face of nearly every industry today:

HEALTH CARE

Consider the healthcare industry, where the adoption of integrated electronic health record (EHR) systems has transformed patient care. Epic Systems, based in Madison, Wisconsin, dominates massive market share in its space through the integration of all the technology it offers.

Today, 178 million patients have their clinical records stored on Epic's MyChart digital platform, up a stunning 15% from last year. In the past 12 months, they have added 32 additional healthcare organizations from around the world and another 36 are in the process of implementing Epic's systems.

RETAIL

Similarly, in retail, unified commerce platforms have provided a seamless shopping experience across multiple channels, driving customer satisfaction and loyalty.

Take the largest retailer in the world, Walmart. Walmart has invested heavily in an omnichannel retail strategy, allowing customers to browse and shop across its stores, website, and mobile app. Features like curbside pickup, location maps to find items in-store, and integration between online and in-store inventory have created a seamless customer experience. Last year, Walmart's online sales grew by 40%.

At IKEA, its shopping app allows customers to visualize products in their homes with augmented reality, reserve items to pick up in-store, and get assistance from floor staff right from the app. Using the unified platform, "customers can view 3-D renderings from different angles of over 2,000 products before reserving the ones they want in the app, which directs to the IKEA site to complete purchases."

Innovator Nike created an omni-channel strategy by integrating its app and website to show full, real-time inventory across channels. Customers can buy online and pick up in stores, while store associates can ship items from other locations right to the customer's home, which has led to higher sales and more

repeat customers.

Even established high-end retailers such as Brooks Brothers and London's Harrods have garnered significant benefits from moving to a unified tech stack deck.

Brooks Brothers leveraged a unified commerce platform to connect all sales channels, manage and accept various payment types, and integrate all business systems on one platform. This allowed the retailer to scale and adapt to match business needs more quickly and adeptly, reducing inventory costs.

Harrods moved to Enactor's unified tech solution to deliver a VIP experience across all its store touchpoints, including 350 retail departments and 40 restaurants, ensuring a seamless experience across its vast enterprise.

FINANCIAL SERVICES

In the financial sector, integrated platforms are revolutionizing banking by connecting various financial accounts into a single interface, streamlining operations for both consumers and businesses.

More than 12,000 financial services firms use Plaid's unified platform, which allows users to track their spending, investments, and savings across different financial institutions, enhancing personal finance management.

Similarly, banks utilize these platforms to offer customers a unified view of their financial products, from checking accounts to loans, facilitating a smoother banking experience. This integration also supports advanced features like automated savings, investment advice, and person-





alized financial insights, significantly improving customer engagement and satisfaction.

Modern financial services firms such as Mint, Robinhood, and Wealthfront exemplify the power of integrated platforms. Mint also offers users a comprehensive view of their finances by aggregating data from various bank accounts, credit cards, and investments into one dashboard. Robinhood simplifies investing by providing a single platform for trading stocks, options, and cryptocurrencies without commission fees. Wealthfront integrates financial planning and investment management, using algorithms to offer personalized advice and automatically manage diversified portfolios, showcasing the efficiency and customer-centric approach of unified tech platforms in finance.

Traditional banks, such as Chase and Bank of America, also have leveraged the power of all-in-one platforms to deliver a better customer experience. JPMorgan Chase & Co. fully integrates its digital banking solutions, offering streamlined access to a wide range of services, from mobile banking to investment management, all within a single application. This integration has led to improved customer satisfaction by providing a more cohesive, efficient, and personalized banking experience.

Bank of America also embraces unified technology platforms to significantly enhance its banking services, offering customers a seamless and integrated experience across various financial activities. Through its mobile app and online banking platform, Bank of America provides a comprehensive suite of services, including account

management, bill pay, budgeting tools, and investment advice through its Merrill Lynch subsidiary.

Customers can access both their Bank of America banking accounts and Merrill Lynch investment accounts through a single login. This synergy offers comprehensive financial oversight, enabling customers to manage their finances more effectively, from checking account balances to executing trades. The integration supports enhanced financial planning, investment management, and personalized advice, illustrating the benefits of unified platforms in delivering a holistic financial service experience.

This holistic approach not only improves customer engagement and satisfaction by making

banking more convenient and personalized but also allows the bank to gain insights into customer behavior, enabling more targeted and effective financial solutions.

Additionally, these platforms have enabled institutions to leverage data analytics for better decision-making, risk management, and tailored financial advice, further cementing their competitive edge.

TRAVEL

Unified tech platforms have been instrumental in transforming the operations of hotels, airlines, and cruise firms, providing a wide array of benefits.

For example, hotels are increasingly adopting unified commerce and tech platforms to provide guests a seamless, integrated experience across channels and better meet customer expectations.

Many have leveraged Unified Communications platforms to integrate communication systems, unifying channels like voice, email, instant messaging, and conferencing. UC platforms help enhance productivity, provide a richer guest experience, and help hotels reduce costs and increase scalability.

At Marriott, a central reservation platform connects its website, call centers, hotels, and apps. This gives real-time visibility into room inventory and rates across

all properties/channels, enabling seamless booking. Customers also get a unified loyalty program and mobile app. Benefits include a 5% increase in mobile bookings and an improved ability to retain and reward guests.

Hilton leverages a connected, cloud-based platform, joining together systems for property management, revenue/rate management, reservations, digital check-in, and loyalty programs. Guests can select rooms from mobile apps, use digital keys to access their rooms and bypass lines for check in, and even customize stays at over 5,100 properties globally. For Hilton, this has resulted in improved operational efficiency and better visibility into its guests.

Cruise companies, like Royal Caribbean and Carnival Corporation, have implemented all-in-one platforms to enhance the customer experience and operational efficiency. These platforms integrate booking systems, onboard activity management, and customer service, offering passengers a seamless experience from booking to disembarkation. The benefits include improved customer satisfaction, increased onboard spending, and more efficient use of resources. These outcomes are indicative of the broader trend in the travel industry towards leveraging technology for competitive advantage.

THE NEED FOR STREAMLINED PROCESSES

A consistent theme across these industries is the move towards streamlined processes. Time and resources are precious commodities, and any technology that can help reduce waste, simplify tasks, and enhance operational efficiency is worth consideration. By eliminating redundant steps and breaking down silos, integrated platforms are enabling businesses to work smarter and achieve more.

Nearly every major sector of the economy uses or is moving towards greater use of all-in-one platforms because of the benefits. It centralizes functions, reduces the complexity of managing multiple systems, and enables better data integration. This integration leads to more informed decision-making, personalized customer service, and efficient resource allocation. The results include increased productivity, enhanced customer satisfaction, and the ability to quickly adapt to market changes, making unified platforms critical for modern business strategies.



THE LIMITATIONS OF APPS IN A SILOED TECH

Navigating the real estate market with a collection of standalone apps and siloed technologies is akin to assembling a jigsaw puzzle with pieces from different sets. On their own, each piece boasts unique colors and shapes, seemingly full of potential. However, when attempting to create a cohesive image, these disparate pieces resist fitting together, leaving gaps and an incomplete picture.

The real estate industry is inundated with a plethora of apps and standalone technologies, each claiming to be the ultimate solution for specific marketing tasks. However, this fragmented approach often leads to a complex web of disconnected tools that fail to seamlessly integrate with one another. Agents find themselves navigating between multiple platforms, manually transferring data, repetitively entering the same data into different apps, and struggling to maintain a cohesive marketing strategy overall.



THE MYTH OF BEST IN CLASS: HIGH COST OF MAINTENANCE AND LOSS OF GLOSS

Often the culprit to a brokerage having siloed tech is the pursuit of “best-in-class” solutions for each individual function. However, this approach can prove to be a costly and time-consuming endeavor for any brokerage. That’s because real estate firms invest significant resources in acquiring, maintaining, and updating these separate technologies, only to find that they quickly become outdated as new innovations emerge.

What may be considered “best-in-class” technology today can quickly lose its shine as newer, more advanced solutions enter the market. The once-coveted features and functionalities become outdated, leaving real estate firms with the dilemma of either sticking with subpar tech or undertaking the arduous process of transitioning to a new system. This constant cycle of chasing the latest shiny object is not only unsustainable but also detrimental to the firm’s overall productivity and efficiency. Having to frequently introduce new tools not only strains budgets but also disrupts their agents’ established workflows and creates a steep learning curve.

Brokerages taking a “best in class” approach to their tech stack can be undermined by their own agents and fail to obtain agent adoption. As independent contractors, agents have the autonomy to choose their preferred tools and technologies. However, constantly asking them to adapt to new systems can lead to frustration, resistance, and retraining. Agents, like most professionals, value stability and familiarity in their work processes. They are more likely to stick with the tech they know, even if it may not be the most cutting-edge, to avoid the disruption and time investment required to start anew.

LACK OF UNIFIED TRACKING AND MEASUREMENT

The siloed nature of disparate technologies also hinders the ability to gain a comprehensive view of client interactions and marketing performance. Data remains scattered across various apps or solutions, making it challenging to derive meaningful insights and make data-driven decisions. This lack of integration hampers personalization efforts as agents struggle to piece





together a complete picture of their clients' preferences and behaviors.

In contrast, an all-in-one digital marketing platform provides data centralization, a key advantage that enables real estate agents to gain valuable insights and adjust their marketing as they are seeing the entire picture. By consolidating all client interactions, marketing activities, and performance metrics into a single system, agents can access a comprehensive view of their clients' behavior, preferences, and engagement patterns.

This centralized data repository eliminates the need for agents to manually gather and analyze information from multiple disparate sources. Instead, they can easily access and interpret the data through intuitive dashboards and reports. The all-in-one system can provide a holistic picture of each client, including their search history, property preferences, communication history, and response to marketing campaigns.

With this wealth of data at their fingertips, agents can identify trends, patterns, and opportunities that may have otherwise gone unnoticed. They can gain a deeper understanding of their clients' needs and tailor their marketing strategies accordingly.

INSIGHT INTO CLIENT BEHAVIOR

Siloed tech has an Achilles heel when it comes to gaining insight into client behavior. It's stuck in individual apps and separate tech solutions. Without integration and interoperability, it would be nearly impossible to easily figure out client behavior. Again, it's like trying to put together a jigsaw puzzle with pieces from different puzzles: they just don't fit together.

In contrast, all-in-one platforms can analyze vast amounts of data to identify patterns and predict future behavior. This enables the system to dynamically adjust the content and messaging delivered to each client based on their unique preferences and engagement history.

For instance, if a client frequently clicks on articles about eco-friendly homes or sustainable living, the all-in-one system can automatically prioritize and showcase content about homes with green features or energy-efficient upgrades. This level of personalization not only enhances the client experience but also increases the likelihood of conversion and loyalty.

LACK OF CENTRALIZED DATA

Where is your agents' data? If they are using multiple apps and separate marketing solutions for their digital and social promotional efforts, then it is all over the place.

Having all the data centralized in one place also allows for more accurate and comprehensive reporting. Real estate agents can easily track key performance indicators (KPIs) such as open rates, click-through rates, and conversion rates across various marketing channels. They can identify which campaigns are resonating with clients and which ones may require optimization. This data-driven approach enables agents to make informed decisions about resource allocation, budget management, and future marketing strategies.

In contrast, a siloed tech approach or reliance on multiple "best-in-class" solutions often results in fragmented and incomplete data. Agents must manually compile and analyze data from various platforms, which is time-consuming and prone to errors. The lack of integration between these systems makes it challenging to gain a comprehensive understanding of client behavior and draw meaningful conclusions.

Moreover, siloed tech solutions often have limited data-sharing capabilities, hindering the ability to create a unified client profile. This can lead to inconsistencies in messaging and a disjointed client experience across different touchpoints. Without a centralized view of client interactions, agents may miss crucial opportunities to engage and nurture relationships effectively.

MISSING LINK: SEAMLESS INTEROPERABILITY

The absence of seamless interoperability between apps and technologies leads to inefficiencies and duplication of efforts. Agents are forced to manually input the same data multiple times, increasing the risk of errors and inconsistencies. This not only wastes valuable time but also detracts from the core focus of what agents do best: build relationships and close deals.

In contrast, an all-in-one digital marketing platform with a fully integrated CRM offers a compelling solution to the limitations of siloed tech. By consolidating all essential marketing functions into a single, unified system, real

estate firms can streamline their operations, enhance collaboration, and unlock the true potential of their data.

An integrated platform eliminates the need for agents to juggle multiple tools and provides a centralized hub for managing all aspects of their marketing efforts. From lead generation and nurturing to social media management and email campaigns, agents can access everything they need within a single, user-friendly interface. This not only saves time but also enables agents to deliver a consistent and personalized experience to their clients.

Moreover, the seamless flow of data within an all-in-one system allows for powerful automation and intelligent insights. By leveraging the power of AI and machine learning, the platform can analyze vast amounts of data to provide actionable recommendations and optimize marketing strategies. This level of integration empowers agents to make informed decisions, identify new opportunities, and stay ahead of the competition.

MATCHING THE PUZZLE PIECES

Individual apps and siloed tech stacks hamstring agents. They simply can't match the puzzle pieces. Providing agents with an all-in-one digital marketing platform is the equivalent of giving them a puzzle designed to fit perfectly together, forming a complete and efficient vista for their property and personal marketing.



THE ROLE OF ARTIFICIAL INTELLIGENCE IN ALL-IN-ONE PLATFORMS

AI AS A BLUEPRINT FOR REAL ESTATE'S EVOLUTION

The popularity and use of artificial intelligence (AI) in real estate has become nearly ubiquitous among America's leading real estate brokerages, with 75% already using the technology and almost 80% reporting that their agents have adopted AI tools.

The 2024 Delta Media Real Estate Leadership Survey provides an in-depth profile of AI's current landscape and future trajectory based on responses from more than 130 top brokerage leaders representing firms responsible for two-thirds of all real estate transactions nationally last year.

As Delta's Michael Minard noted upon the release of the study, "AI has become one of real estate's fastest-adopted technology tools, embraced by brokerages and agents at a breakneck speed."

The Delta study revealed how real estate agents employ AI in their day-to-day business, primarily leveraging this technology to craft property descriptions (82%), followed by generating blog posts, emails, and letters (67%), social media content (60%), website content (44%), and writing personal bios (43%).

More significantly, the Delta study found that reliance on AI is not just present but growing, with executives rating its current importance to the industry at 5 out of 10, which surges by 40% when asked about AI's importance in the "near future." The enthusiasm for AI is growing, with leaders noting they plan to leverage AI in the future; digital marketing (73%) and social media (72%) are the leading anticipated uses.



class” non-integrated tech is certain to be displaced by a cohesive efficiency that an AI-powered all-in-one system can deliver. Moving to an all-in-one platform is not just strategic but essential, as this will be the only way brokerages will be able to lay the stones for a path towards local market leadership.

Consider the analogy of a seasoned real estate professional equipped with AI that can evaluate every property in a market. It’s something a single human cannot do alone, but empowered by AI, a single agent can.

Leveraging AI will enable real estate brokerages to instantly identify market trends, outliers, and opportunities at a scale and speed that was previously unimaginable. For instance, by leveraging AI-powered computer vision, firms can analyze thousands of property images to identify and categorize architectural styles, property conditions, and even predict market preferences with accuracy, thereby transforming how properties are marketed, sold, and purchased.

The benefits AI brings to an all-in-one system are manifold. A unified AI system not only streamlines operational efficiencies but also enhances the decision-making process by providing a holistic view of the market. AI can be leveraged to preemptively identify shifts in consumer preferences, such as the trend towards a particular home style in a specific neighborhood or community, or the decline in popularity of certain kitchen countertops, and empower agents with a local expertise before unimaginable.

The level of insight and adaptability AI can deliver will be crucial in a competitive landscape where being armed with precise, timely, and hyperlocal information can make the difference between winning a listing or not being given the chance to compete. AI-powered all-in-one systems deliver to brokerages, a unified approach to leveraging AI. Having a unified AI strategy and capability will give brokerages who are early movers with this approach, a local market advantage that for laggards, may become insurmountable.

THE SHORTCOMINGS OF FRANKENSTACKS WITH AI

In the quest to adopt AI, many real estate brokerage firms — and their agents and teams — are likely to fall into the trap of creating what is known as a “Frankenstack” — a patchwork of disparate systems and tools that are cobbled together in an attempt to leverage AI. While this approach may seem like a quick fix, this piecemeal approach is fraught with inefficiencies, akin to trying to navigate a major city with a paper map. Patch-

THE NEED FOR A UNIFIED APPROACH TO FULLY LEVERAGE AI

Building AI into an all-in-one platform takes precision, foresight, and design integration. A unified AI strategy constructs a future where data-driven insights and technological innovation frame the future of real estate technology.

For industry leaders — broker-owners, executives, analysts, and visionaries — the shift from the fragmented efforts of siloed tech or the attempt to assemble “best in



work tech often leads to more problems than solutions.

One of the primary shortcomings of Frankenstacks is the inability to seamlessly integrate different AI used in different tools and technologies. Each component may have its own data format, API, and user interface, making it challenging to create a unified system. The result: valuable information becomes trapped within individual tools, hindering the overall effectiveness of AI.

Imagine a scenario where an AI-powered chatbot is implemented to handle initial consumer inquiries, but it lacks access to the data generated by the AI-driven property recommendation system. As a result, the chatbot may provide generic or irrelevant responses, leading to a frustrating experience for clients.

Furthermore, Frankenstacks often suffer from scalability issues. As the volume of data grows and the complexity of AI models increases, a siloed system may struggle to keep up. This can lead to slow performance, system crashes, and an overall degradation of the client journey.

Clients expect quick and reliable information, another area where a Frankenstack approach can become a significant liability. Just as any poorly constructed structure can crumble under the weight of its own complexity, a Frankenstack may collapse under the demands of a

growing real estate operation.

Another drawback of Frankenstacks is the difficulty — and costs — in maintaining and updating the various components. With multiple vendors and technologies involved, brokerage firms may find themselves at the mercy of different update cycles and support contracts. This can lead to compatibility issues, security vulnerabilities, and a constant need for human intervention. The Frankenstack approach demands continuous maintenance to keep it running smoothly. This not only drains resources but also diverts attention away from the core business of serving clients and closing deals.

Because the Frankenstack approach lacks the integration of its different AI tools, it hampers the flow of information and leads to inconsistencies, repetitive and mundane tasks, and human errors in data analysis, all undermining the potential insights derived from integrated AI.

THE VALUE OF AN ALL-IN-ONE SYSTEM IN MAXIMIZING AI POTENTIAL

To fully unleash the potential of AI in residential real estate, brokerage firms need to adopt an all-in-one system that seamlessly integrates various AI-powered tools and technologies. Just as a well-designed smartphone brings together multiple functions — communication, entertainment, and productivity — into a single, user-friendly device, an AI-powered all-in-one platform streamlines the entire real estate process, from lead generation to post-sale engagements to keep customers for life.

One key benefit of an AI-powered all-in-one system is its ability to leverage a unified database. By centralizing data from various sources, such as property listings, client interactions, and market trends, an all-in-one platform can create a rich tapestry of information and insights. Leveraging AI and machine learning, brokerages can analyze this data to identify patterns, predict trends, and generate actionable recommendations.

For instance, by monitoring client behavior, tracking the kind of content they are most interested in consuming, or identifying common property search preferences, an AI-powered all-in-one system can automatically track these client preferences and then provide a highly personalized experience to clients, giving them more of what they want.

Another advantage of an AI-powered all-in-one platform is the seamless integration of different tools and technol-

ologies. Rather than struggling with the compatibility issues and data silos associated with Frankenstacks, an all-in-one system ensures that each component works in harmony with the others.

For example, an AI-powered chatbot can easily access the insights generated by property searches, allowing it to provide more relevant and helpful results to client inquiries. Similarly, the data collected by the chatbot can be fed back into the central database, enriching the overall knowledge base and improving the accuracy of future predictions.

Perhaps most importantly, AI-powered all-in-one systems enable brokerage firms to leverage fully advanced technologies, such as computer vision and machine learning, to unlock new information.

For example, computer vision allows AI algorithms to analyze images and videos of properties, extracting valuable insights that may not be captured in traditional data sources. By examining images of a property's interior, computer vision can identify design and tag features when an agent is uploading photos for a listing. Captions and alt text for ADA requirements are created automatically. This can enable searches by a question, such as "Show me all homes listed for sale with white kitchens," retrieving search results previously not possible. By integrating computer vision into an all-in-one AI platform,

brokerage firms can gain a competitive edge in providing an exceptional experience for both agents and clients.

LEVERAGING AI PROPERLY WILL TRANSFORM REAL ESTATE

A unified approach in leveraging an AI-powered all-in-one system avoids the drawbacks of fragmented Frankenstacks. AI is creating a pivotal moment in the residential real estate industry and accelerating the value of brokerages using an all-in-one system.

By embracing a cohesive, integrated AI strategy, brokerages not only streamline operational processes and enhance decision-making but also open the door to innovative opportunities that can significantly elevate the real estate experience for professionals and clients alike. The future of residential real estate, enhanced by AI, promises a landscape where precision, efficiency, and insight drive success and sustainability in the ever-evolving real estate industry.





CONCLUSION

THE VITAL ROLE OF ALL-IN-ONE PLATFORMS

The real estate brokerage industry is on the cusp of a technological revolution, where AI adoption and its integration into all-in-one platforms is no longer an option but a necessity. As the digital landscape evolves at breakneck speed, brokerages that don't embrace this shift risk being left in the dust, struggling with the inefficiencies and limitations of outdated, fragmented systems.

The transformative potential of all-in-one platforms is clear: they can streamline operations, enhance data-driven decision-making, and deliver a seamless, personalized experience for both agents and clients. By consolidating disparate tools and technologies into a unified system, brokerages can unlock the true power of their data, leveraging centralized AI and machine learning to generate actionable insights and drive business growth.

The path towards a more integrated, AI-driven future isn't without its challenges. The allure of "best-in-class" solu-

tions and the temptation to create "Frankenstacks" may lead some brokerages astray, resulting in a patchwork of incompatible systems that hinder rather than empower. However, the benefits of embracing an all-in-one platform far outweigh the short-term conveniences of a fragmented approach.

The real estate industry isn't the only one on this transformative journey towards all-in-one systems. Across a myriad of industry sectors, from health-care and retail to finance and travel, businesses are recognizing the immense value of unified platforms to revolutionize their operations. The all-in-one movement that has driven other industries to adopt underscored the universality of this trend and the need for real estate brokerages to adapt and evolve.

As we stand at the threshold of this new era, it's crucial for real estate leaders — broker-owners, executives, analysts, and visionaries — to embrace the



APPENDIX

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potential of all-in-one platforms and AI. The path forward requires a strategic, unified approach that prioritizes integration, automation, and intelligence. By investing in these technologies and committing to a cohesive, data-driven future, brokerages can position themselves at the forefront of the industry, ready to seize the opportunities that lie ahead.

Traditional brokerages face a wake-up call as they battle digitally-centric newcomers. By embracing all-in-one platforms and harnessing the power of AI, it may be one of the only ways traditional brokerages will be able to remain competitive in the face of the industry's fast-changing landscape.

The future belongs to those who have the foresight to recognize the immense potential of these technologies and the courage to lead the charge toward a more integrated, intelligent, and customer-centric real estate experience.

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