

# Tech Snapshots: Present and Future Stuff You Need

---

Bill Lublin, Moderator



# D. Patrick Lewis: Building a Tech Stack

Artwork created by :<https://app.wombo.art/>



# The Brokerage Tech Stack

---

D. Patrick Lewis – Designated Broker



**TOO MANY CHOICES**



imgflip.com

TROLL ME

**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

# THE REAL ESTATE TECH LANDSCAPE

MARKET REPORTS

- Cloud CMA
- RPR REALTOR PROPERTY REPORT
- ToolkitCMA
- ShowingTime

ALL-IN-ONE PLATFORM  
(Websites, CRM, Marketing, Leads)

- propertybase
- moxiworks
- Serra Interactive
- TRIBUS
- DELTA
- CINC
- BoomTown!
- kvCORE PLATFORM
- REAL ESTATE WEBMASTERS
- CHIME
- firepoint

LEAD GENERATION

- BOLD LEADS
- Zillow
- trulia
- ADWERX
- Paradigm
- HomeSpotter
- zurple
- Nextdoor
- Homes.com
- RealScout
- FLIPIKEY
- realtor.com
- BuySide
- RealEstateRental

VISUAL MARKETING

- BombBomb
- BOX
- planomatic
- VSCREEN
- matterport
- VHT
- TRANSPORTED
- FLOORED
- HouseLens

BACK OFFICE

- Back Office
- Zipi
- dot loop
- DocuSign
- Paperless Pipeline
- BROKER MINT
- SKYSLOPE
- BROKERSUMO
- TransactionPoint

TESTIMONIALS

- real satisfied
- TestimonialFlow
- ReachISO
- GREATSCHOOLS



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# FIRM PROVIDES OR ENCOURAGES AGENT/BROKER USE OF SPECIFIC SOFTWARE, BY NUMBER OF OFFICES AT FIRM

(Percent of Respondents)

	Number of Offices at Firm				
	All Firms	One office	Two offices	Three offices	Four or more offices
<b>E-signature</b>	83%	84%	82%	89%	92%
<b>Comparative market analysis</b>	82	82	81	92	88
<b>Electronic contracts/form</b>	80	80	81	90	86
<b>Multiple listing</b>	79	80	82	78	83
<b>Document preparation/Management</b>	55	54	58	76	72
<b>Contact management</b>	50	48	61	77	70
<b>Transaction management</b>	39	37	48	63	59
<b>Market statistics</b>	38	36	44	51	57
<b>Social media management tools</b>	35	31	50	61	62
<b>Customer relationship management</b>	32	28	48	54	52
<b>Video</b>	31	26	46	59	59
<b>Graphics/Presentation</b>	29	26	35	45	56
<b>Home visualization (e.g. virtual tours or virtual staging)</b>	27	25	30	43	47
<b>Property management</b>	23	22	26	28	24
<b>Marketing automation</b>	14	12	19	29	34
<b>QR Code</b>	14	12	18	33	30
<b>Agent rating</b>	13	11	16	25	30
<b>Loan analysis</b>	12	11	14	13	25



# FEATURES ON FIRM'S WEBSITE, BY RESIDENTIAL AND COMMERCIAL FIRMS

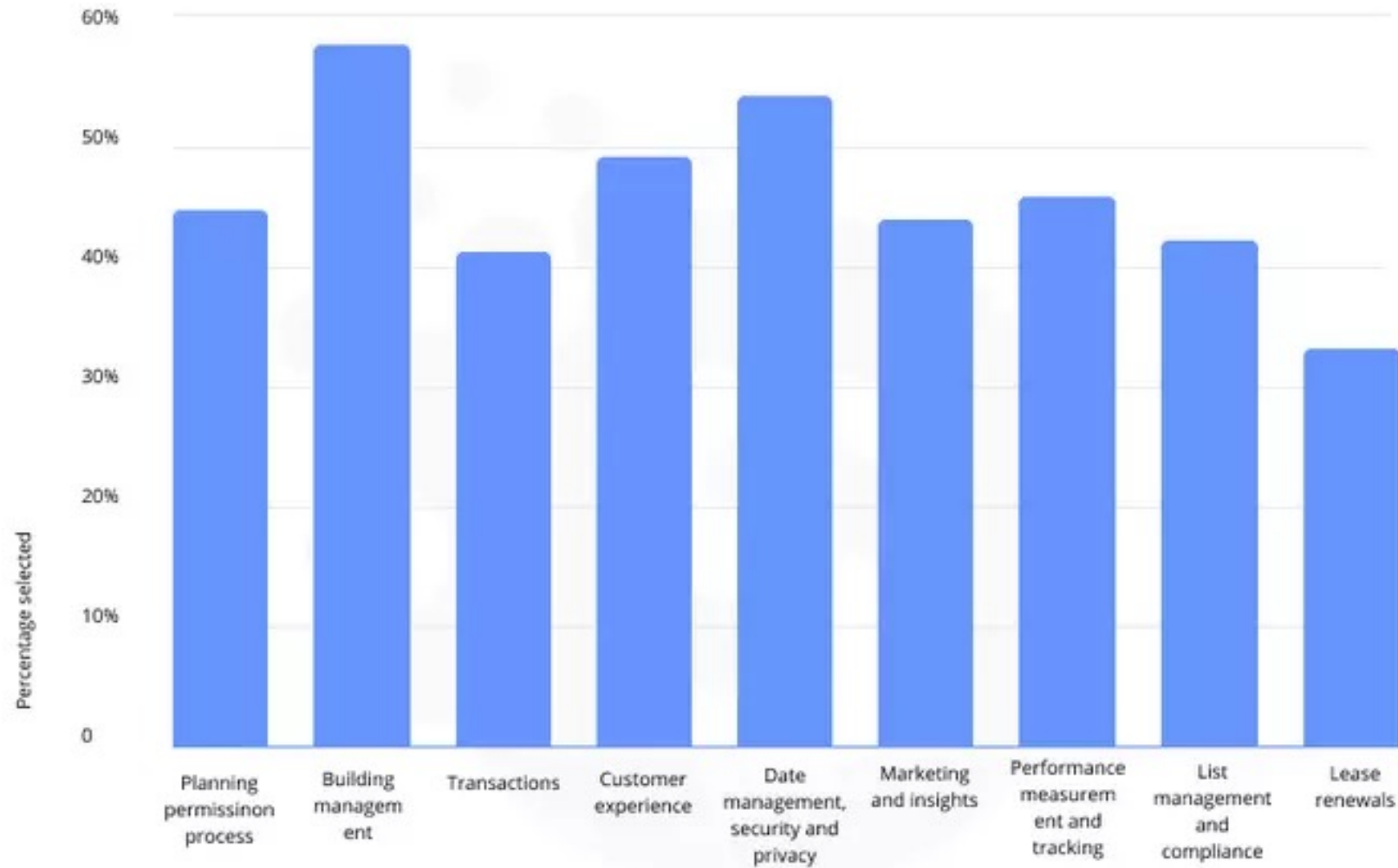
(Percent of Respondents)

Property listings
Agent/staff profiles
Customer reviews/testimonials
Information about the home buying and selling process
Mortgage/financial calculators
Community information/demographics
Links to social media accounts
Virtual tours
School reports
Home valuation/comparative market analysis tools
Videos
Links to state/local government websites
Links to mortgage lenders' websites
Market statistics
Appointment scheduler
Links to real estate service providers
Current mortgage rates
Link to local association
Live agent chat
Link to state association
Link to NAR
Language Translation
Link to commercial information exchange (CIE)

All Firms	Residential Firms	Commercial Firms
91%	92%	87%
72	75	65
57	60	37
46	50	18
45	48	27
42	45	25
40	42	27
37	39	23
30	33	14
26	28	10
24	25	16
21	21	18
20	22	16
17	18	14
16	16	7
13	14	12
12	12	11
9	9	11
9	9	2
7	7	13
6	6	7
6	7	2
4	3	27



## The Biggest real estate challenges PropTech can help with



Source: An annual review of the real estate industry by KMPG





# BACK TO THE BASICS



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# Home Search by Generation

	Weeks Searched	Homes Viewed	Homes Viewed Only Online
Younger Millennials	8	6	0
Older Millennials	10	7	1
Gen X	8	8	2
Younger Boomers	8	7	4
Older Boomers	10	6	4
Silent Generation	6	5	0



Source: 2022 Home Buyers and Sellers  
Generational Trends



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

Exhibit 3-1

(Percentage Distribution)

AGE OF HOME BUYER

	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Looked online for properties for sale	41%	34%	39%	45%	47%	44%	38%
Contacted a real estate agent	19	17	18	19	21	24	21
Looked online for information about the home buying process	10	16	12	8	5	6	5
Contacted a bank or mortgage lender	9	11	11	11	8	4	3
Talked with a friend or relative about home buying process	7	14	8	5	3	4	7
Drove-by homes/neighborhoods	5	2	3	5	6	6	10
Visited open houses	2	1	2	2	3	3	3
Contacted builder/visited builder models	2	1	1	1	3	3	4
Contacted a home seller directly	1	1	1	1	1	2	3
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation)	1	1	2	1	1	1	1
Attended a home buying seminar	1	2	1	1	*	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*	*	*	*	*
Read books or guides about the home buying process	*	1	*	*	*	*	*
Other	1	1	1	1	1	1	3

\*Less than 1 percent



# ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH

Exhibit 3-7 *(Percent of Respondents Among Buyers Who Used the Internet)*

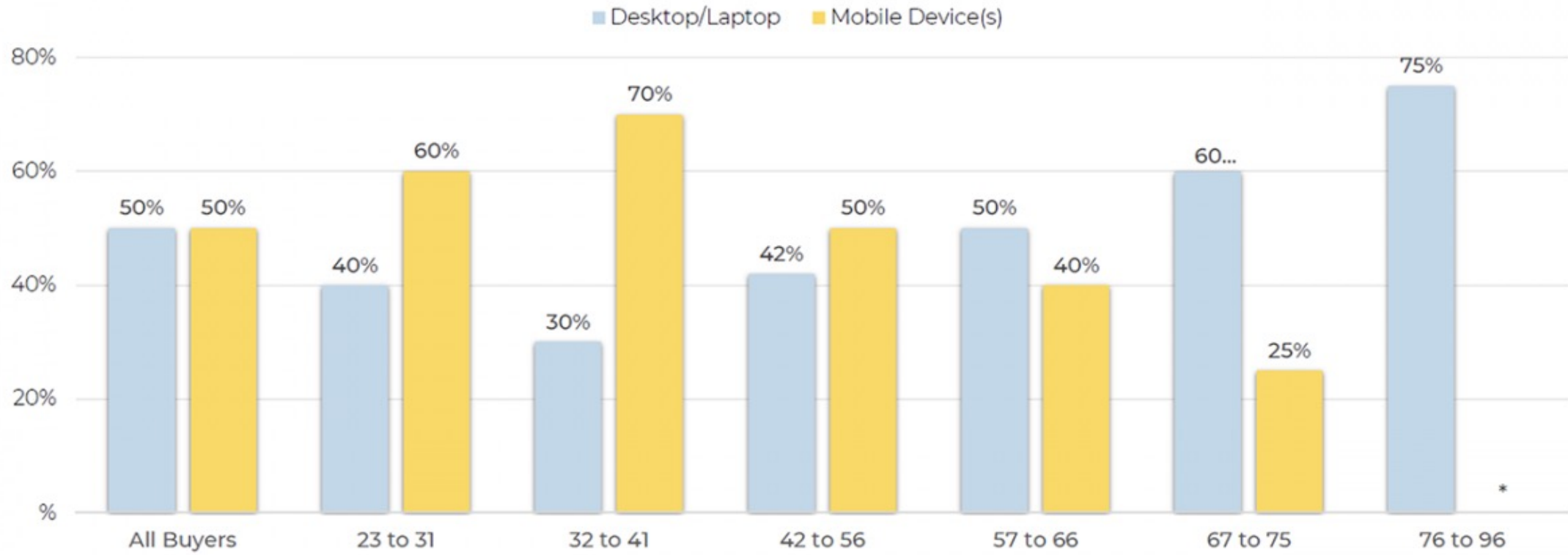
	AGE OF HOME BUYER						
	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Walked through home viewed online	55%	51%	55%	57%	58%	57%	49%
Saw exterior of homes/neighborhood, but did not walk through home	38	42	41	39	31	31	21
Found the agent used to search for or buy home	35	38	32	31	36	40	37
Pre-qualified for a mortgage online	30	39	34	26	27	23	20
Requested more information	28	34	31	25	22	21	18
Applied for a mortgage online	27	37	30	25	24	19	14
Put in a contract/offer on a home	26	25	22	22	30	31	36
Looked for more information on how to get a mortgage and general home buyers tips	15	32	20	12	5	3	5
Found a mortgage lender online	15	23	17	14	11	10	9
Contacted builder/developer	10	5	8	8	11	12	9



# PERCENTAGE OF TIME USING DEVICES IN HOME SEARCH

Exhibit 3-9

(Percent of Respondents Among those Who Used the Internet to Search)



\*Less than 1 percent



**THIS JUST IN:**

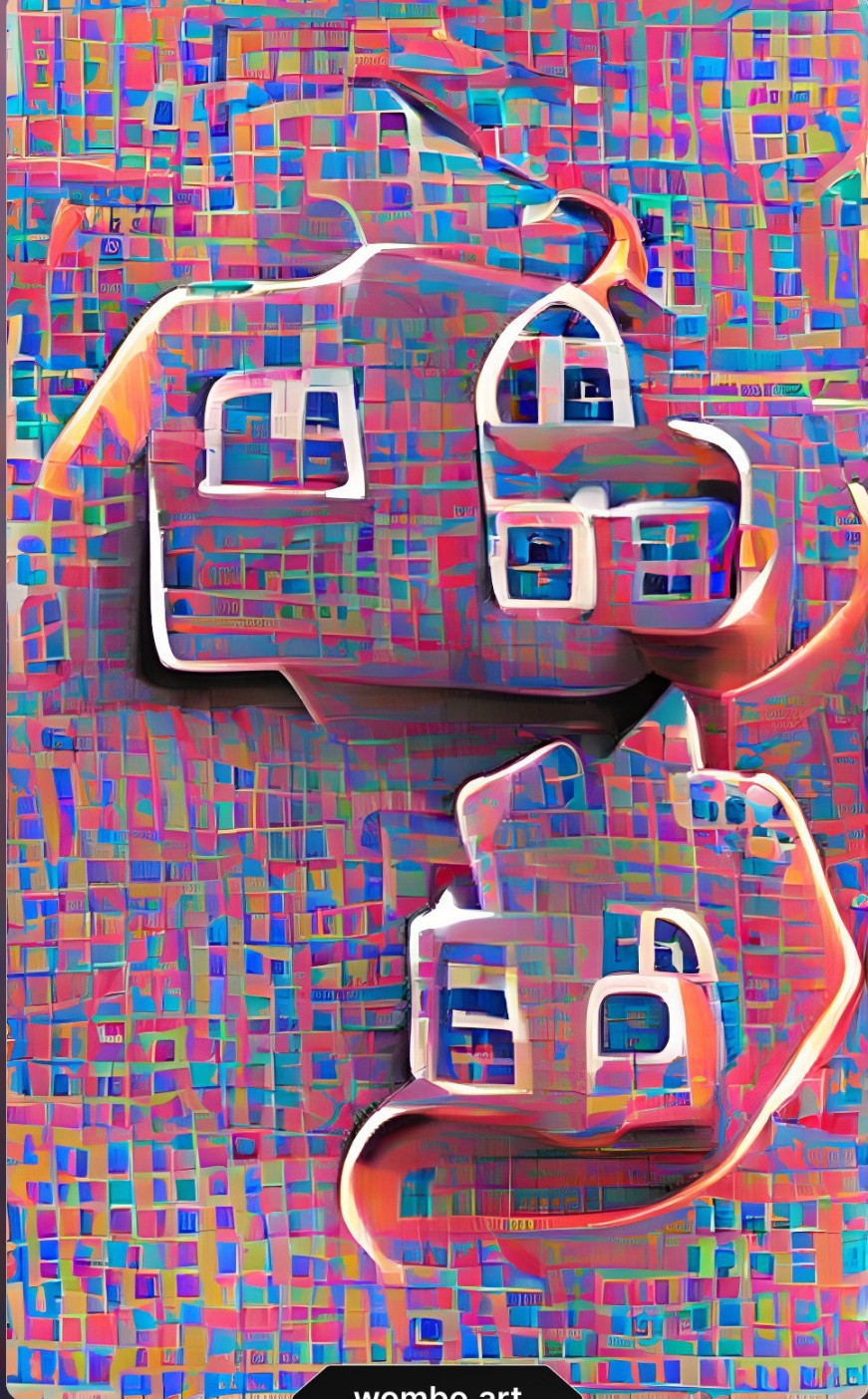
**YOU'RE AWESOME!**

memegenerator.net



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA





# Kristen Smith: CryptoCurrency for Brokers

Artwork created by :<https://app.wombo.art/>

CRYPTOCURRENCY | NFT'S |  
BLOCKCHAIN TECHNOLOGY

# KRISTIN SMITH

SPEAKER, REALTOR, INVESTOR





# CRYPTOCURRENCY



## WHAT IS CRYPTOCURRENCY?

A digital currency in which transactions are verified and records maintained by a decentralized system using cryptography, rather than by a centralized authority.

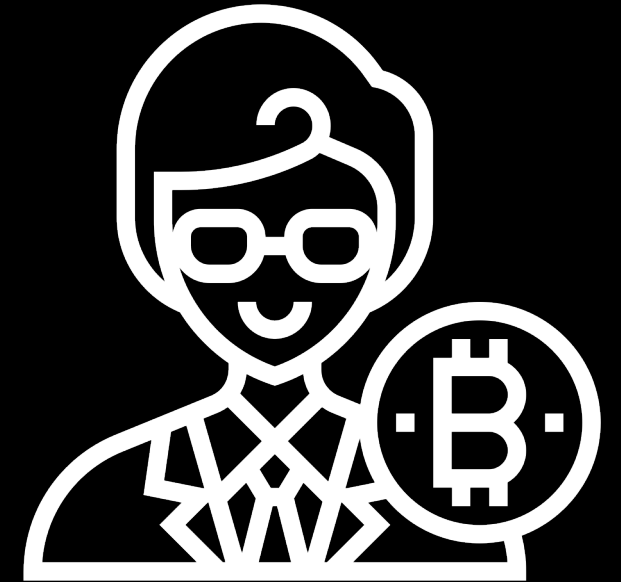
"Decentralized cryptocurrencies such as bitcoin now provide an outlet for personal wealth that is beyond restriction and confiscation"

# WHO IS SATOSHI?

## SATOSHI NAKAMOTO

### THE INVENTOR OF BITCOIN.

No one really knows who is behind the pseudonym Satoshi Nakamoto that has been credited as developing the world's first and largest, cryptocurrency – Bitcoin. Nakamoto was the one who mined the first blockchain of Bitcoin and was the one who published the whitepaper for the digital currency. Nakamoto had envisioned Bitcoin to be a token of transaction that would be widely adopted by the world to protect against inflation.





## THE SILK ROAD STORY

A STACK OF \$100 BILLS CAN FINANCE A DRUG DEAL OR BE DONATED TO AN ORPHANAGE. BITCOIN IS NO DIFFERENT, DESPITE ITS PERCEPTION AS AN OUTLAW CURRENCY.

9-5



TRADITIONAL  
BANKING

VS

CRYPTO

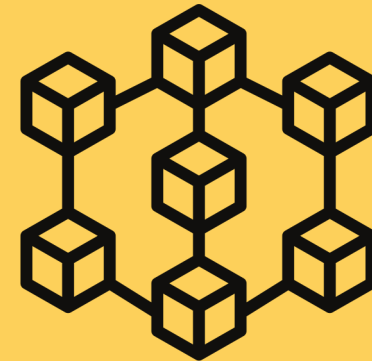


# ABOUT THE BLOCKCHAIN

## WHAT IS THE BLOCKCHAIN?

BLOCKCHAIN IS A SHARED, IMMUTABLE LEDGER THAT FACILITATES THE PROCESS OF RECORDING TRANSACTIONS AND TRACKING ASSETS IN A BUSINESS NETWORK.

AN ASSET CAN BE A HOUSE, CAR, CASH, LAND -- OR INTANGIBLE (INTELLECTUAL PROPERTY, PATENTS, COPYRIGHTS, BRANDING)



\*\*\*BLOCKCHAIN IS THE TECHNOLOGY THAT ENABLES THE  
EXISTENCE OF CRYPTOCURRENCY\*\*\*

# ADDRESSES

EVERYONE ON THE BLOCKCHAIN HAS  
ONE OF THESE NUMBER-LETTER  
JUMBLES TO KEEP IT ANONYMOUS

ONE ADDRESS FOR EVERYONE TO SEE ON THE  
LEDGER AND THE OTHER ADDRESS IS FOR THE  
PRIVATE KEY NEEDED TO ACCESS YOUR OWN  
CRYPTOCURRENCY.



# MINING



## SOCIAL REQUIREMENTS

THE BLOCKCHAIN LEDGER REQUIRES A DISTRIBUTED NETWORK OF VOLUNTEER COMPUTERS. WHY WOULD ANYONE GO TO THE TROUBLE OF LENDING THEIR COMPUTER TO THIS GLOBAL RECORD-KEEPING SYSTEM?

## SATOSHI INCENTIVE

LOTTERY SYSTEM. THIS SYSTEM INVITES ANYONE TO ENTER A CONTEST TO WIN BITCOIN BY SOLVING A MATH PROBLEM THAT CAN ONLY BE DEDUCED THROUGH A MASSIVE PROCESS OF TRIAL & ERROR.

# MINING



## WHAT DOES A MINER WIN?

THE CONTEST TAKES PLACE EVERY 10 MINUTES OR SO, AND WHOEVER IS FIRST TO FIND THE ANSWER BROADCASTS IT TO THE OTHER COMPUTERS ON THE NETWORK. IN DOING SO, THAT PERSON ADDS THE LATEST BLOCK -- WHICH CONTAINS BOTH THE SOLUTION TO THE MATH PROBLEM AND THE MOST RECENT BATCH OF BITCOIN TRANSACTIONS -- TO THE LEDGER.



# MINING



## WHAT DOES A MINER WIN?

PROVIDED THE SOLUTION IS CORRECT, THE LOTTERY PARTICIPANTS -- KNOWN AS MINERS IN THE BITCOIN WORLD -- MOVE ON TO SOLVING THE NEXT MATH PROBLEM.

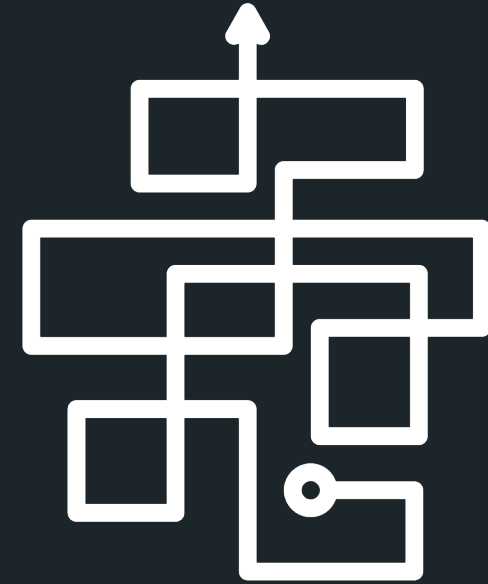
FOR THEIR TROUBLE, WINNER GETS A STASH OF BITCOIN ASSOCIATED WITH EACH BLOCK.

SOME PEOPLE CALL THIS STASH THE BLOCK REWARD.

# COINBASE

## TECHNICAL MIDDLEMAN

COINBASE REMOVED THE COMPLEXITY AND  
MADE COINBASE RESEMBLE ONLINE BANKING



# HOT WALLET VS COLD WALLET

WHAT'S THE DIFFERENCE?

CONNECTED TO THE INTERNET/NOT CONNECTED TO THE INTERNET



# TOP 5 CRYPTO



BITCOIN



ETHEREUM



XRP



CARDANO



LITECOIN

# UTILITY

## BITCOIN

DIGITAL GOLD

10 MIN - 1 HOUR

## ETHEREUM

Smart contracts are simply programs stored on a blockchain that run when predetermined conditions are met. They typically are used to automate the execution

## XRP

CROSS BORDER  
PAYMENTS

5 SECONDS  
COSTS LESS THAN 1  
CENT

## CARDANO

Cardano enables people to skip the middleman, such as banks and other financial institutions, to transact directly and on a permission-less basis with other individuals or entities.

## LITECOIN

Litecoin is a peer-to-peer Internet currency that enables instant, near-zero cost payments to anyone in the world. Litecoin is an open source, global payment network that is fully decentralized without any central authorities. Mathematics secures the network and empowers individuals to control their own finances. Litecoin features faster transaction confirmation times and improved storage efficiency than the leading math-based currency. With substantial industry support, trade volume and liquidity, Litecoin is a proven medium of commerce complementary to Bitcoin.  
2-8 MINUTES

# PIZZA STORY

IN 2010, LASZLO PURCHASES 2 PIZZAS  
FOR 10,000 BITCOIN

KNOWN AS BITCOINS HERO

10,000 BITCOIN ARE CURRENTLY WORTH:

\$395,000,000

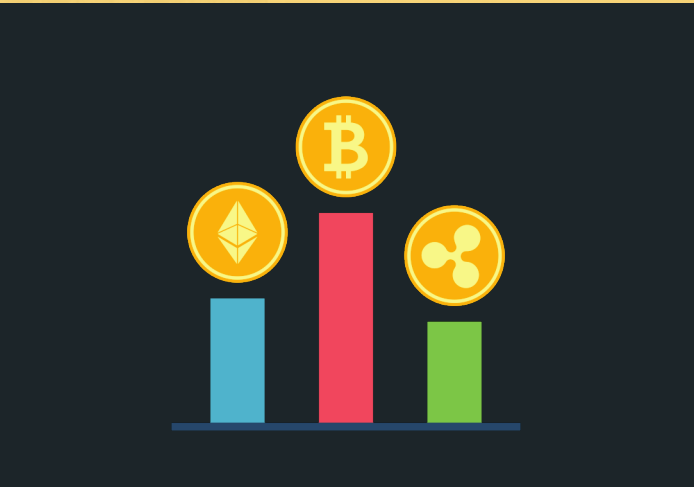


# HOW CRYPTO IS DECOUPLING THE TRADITIONAL SYSTEM



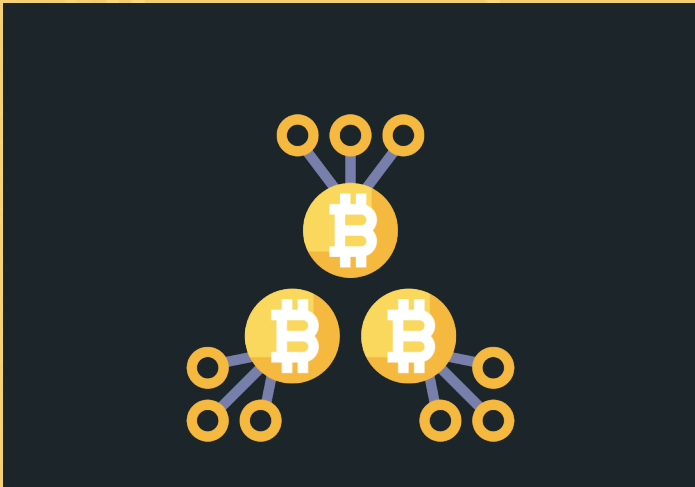
**BITCOIN**

IS THE DECOUPLING OF  
MONEY & STATE



**CRYPTO**

IS THE DECOUPLING OF  
MONEY & BANKS



**DEFI**

IS THE DECOUPLING OF  
FINANCE & WALL STREET

# WHERE TO BUY CRYPTO

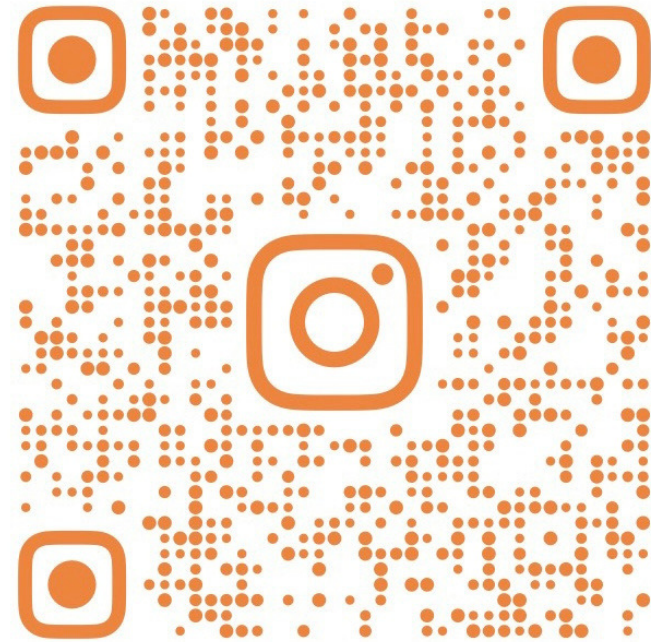




SCAN TO FOLLOW

INSTAGRAM:

KRISTIN\_SMITH



KRISTIN\_SMITH

# Bill Lublin: From AR to VR to the Metaverse!

Artwork created by :<https://app.wombo.art/>



wombo.art

# Why are we talking about this?

## **Gartner Predicts 25% of People Will Spend At Least One Hour Per Day in the Metaverse by 2026**

Metaverse Hype to Transition into New Business Models that Extend Digital Business

By 2026, 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social and/or entertainment, according to Gartner, Inc.

“Vendors are already building ways for users to replicate their lives in digital worlds,” said [Marty Resnick](#), research vice president at Gartner. “From attending virtual classrooms to buying digital land and constructing virtual homes, these activities are currently being conducted in separate environments. Eventually, they will take place in a single environment – the metaverse – with multiple destinations across technologies and experiences.”



# Technology is changing commerce



**Physical to Physical Commerce** – going to the store



**Virtual to Virtual Commerce** – buying things in a game



**Physical to Virtual Commerce** – Walking into a store and using a VR headset for in store promotions and to see extended product linea



**Virtual to Physical Commerce** – buying a burger in the metaverse delivered to your physical location

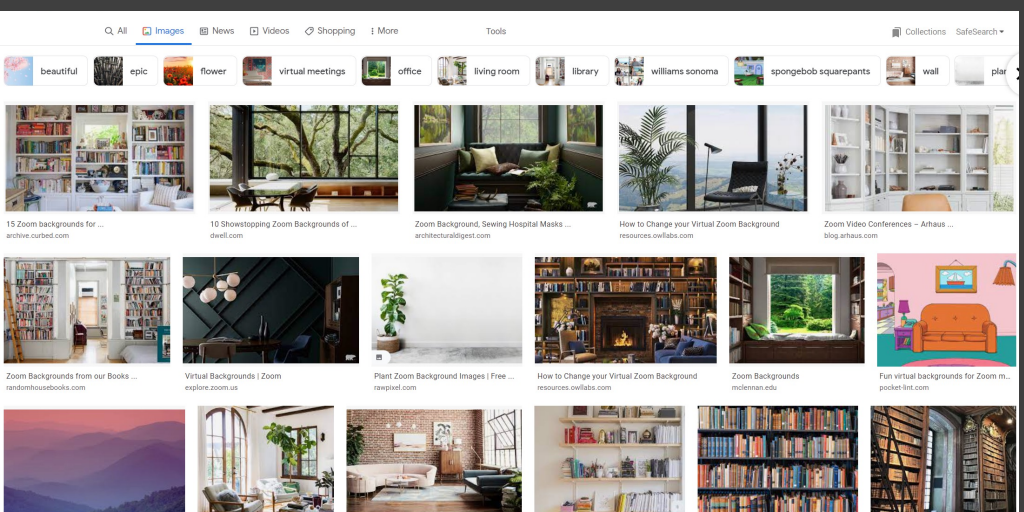
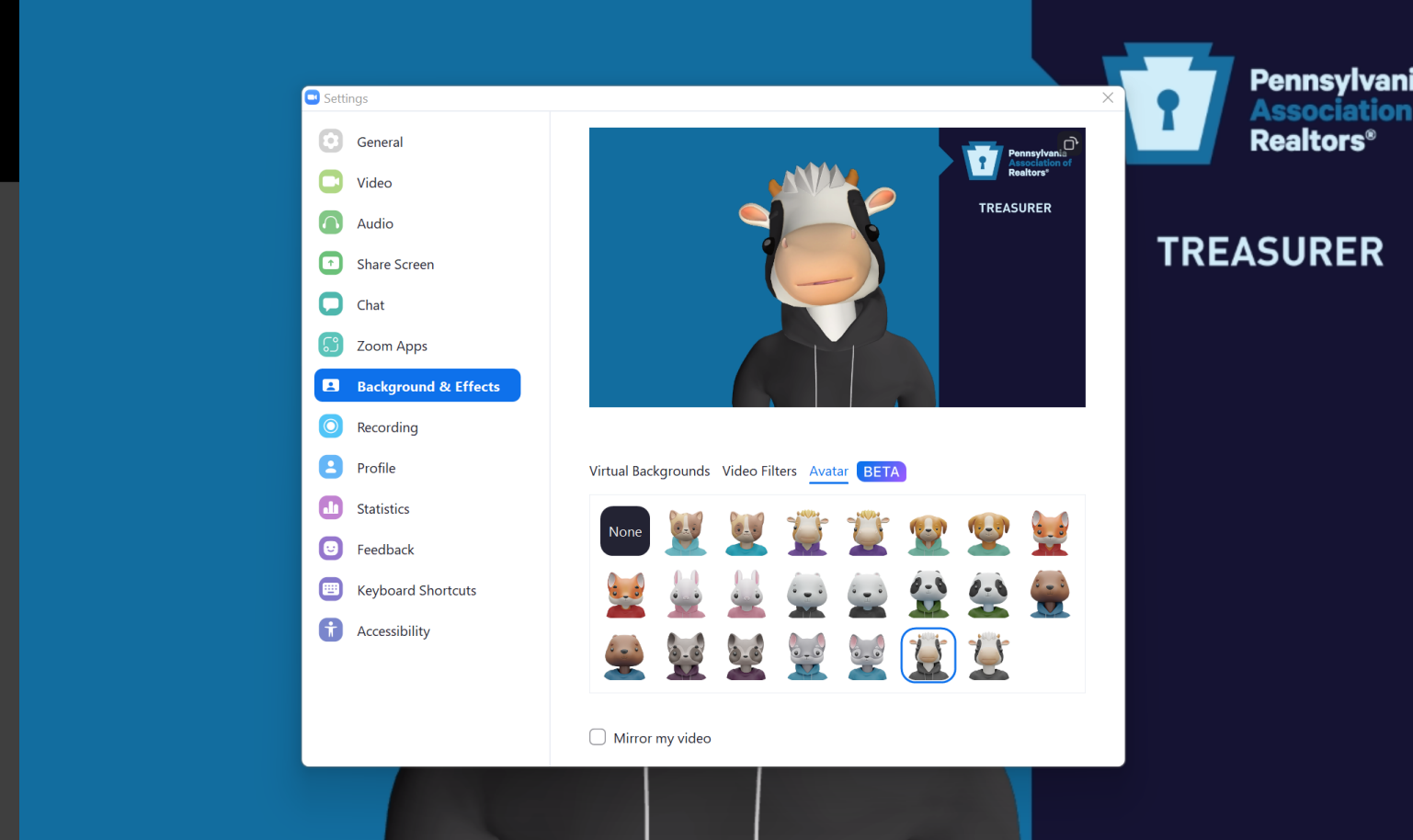


## Augmented Reality AR

---

- “An enhanced version of the real physical world achieved using digital visual elements, sound, or other sensory stimuli delivered via technology.”





VR includes backgrounds, filters and masks



# Product Visualization - Try Before You Buy!

## View in Your Room

Design and Decorate Your Home with Augmented Reality



View In Your Room  
Shopping for your home just got easier



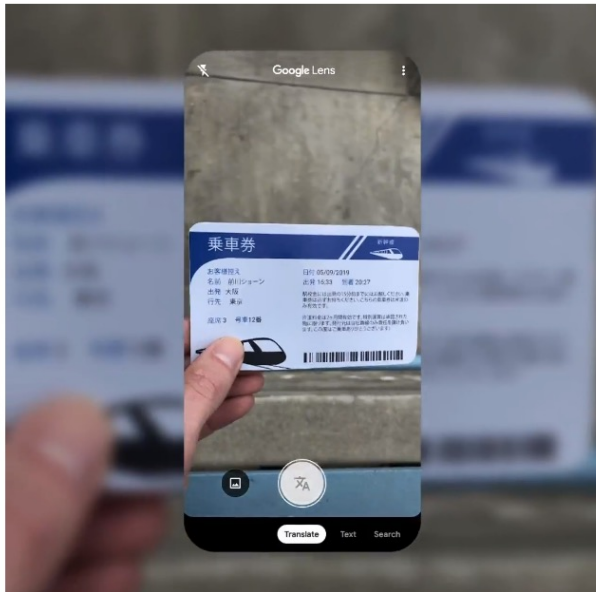




Product  
Visualization using  
AR increases “add  
to cart” by up to  
300% and  
decreases Returns



# Google Lens

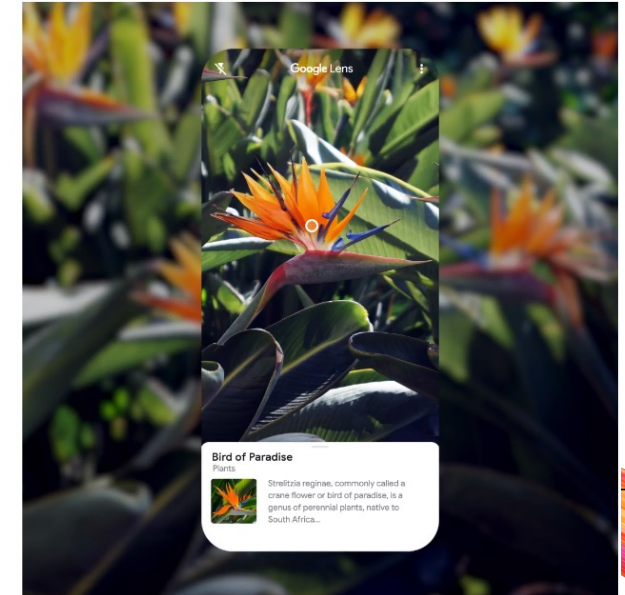


## Scan and translate text

Translate text in real time, look up words, add events to your calendar, call a number, and more. Or just copy and paste to save some time.

## Identify plants and animals

Find out what plant is in your friend's apartment, or what kind of dog you saw in the park.



**SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



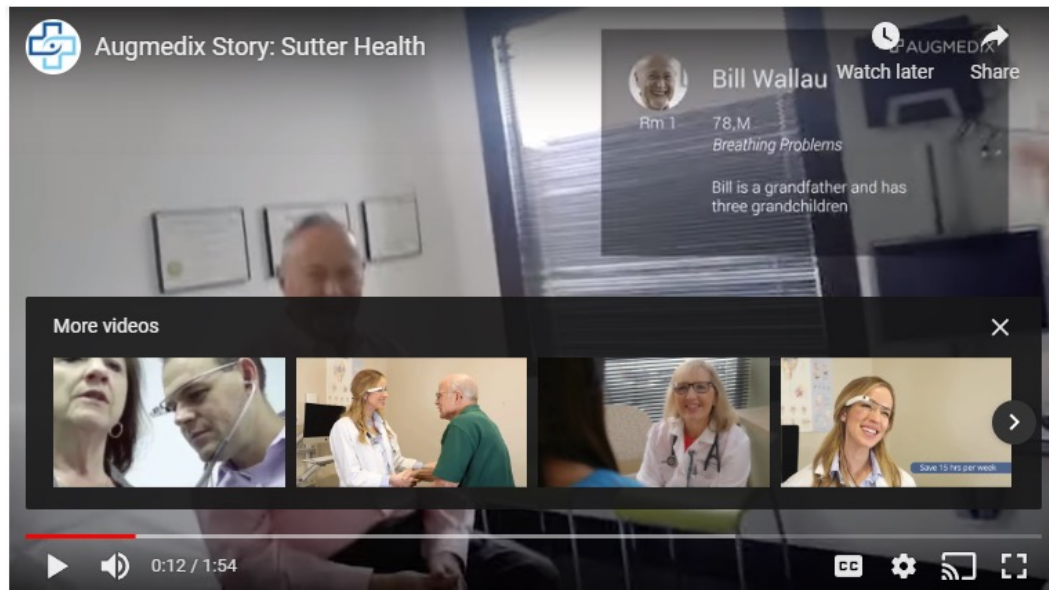


# Google Glass



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

# Google Glass



"In the past, almost a third of my day was spent with my computer; now I spend maybe just two or three minutes per patient using it."

— Dr. Teresa Nauenberg, M.D



"With Upskill, we can support our Brilliant Factory strategy by offering technology that enables workers to be more agile and effective in their jobs, be it in the factory, the warehouse or in the field."

— Ralph Taylor-Smith, Managing Director, GE Ventures

**TOR  
KER  
IMIT**  
-6, 2022  
ARIZONA



# Virtual Reality

**REALTOR<sup>®</sup>  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA





the computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

# VR is immersive



Beat Saber  
Purchased



Blade & Sorcery: Nomad  
\$19.99



Vader Immortal Pack  
-9% \$26.99 \$29.97



The Thrill of the Fight  
\$9.99



Job Simulator  
\$19.99



Onward  
\$24.99



SUPERHOT VR  
\$24.99



The Walking Dead: Saints & Sinners  
\$39.99



Creed: Rise to Glory



Drunkn Bar Fight



POPULATION: ONE



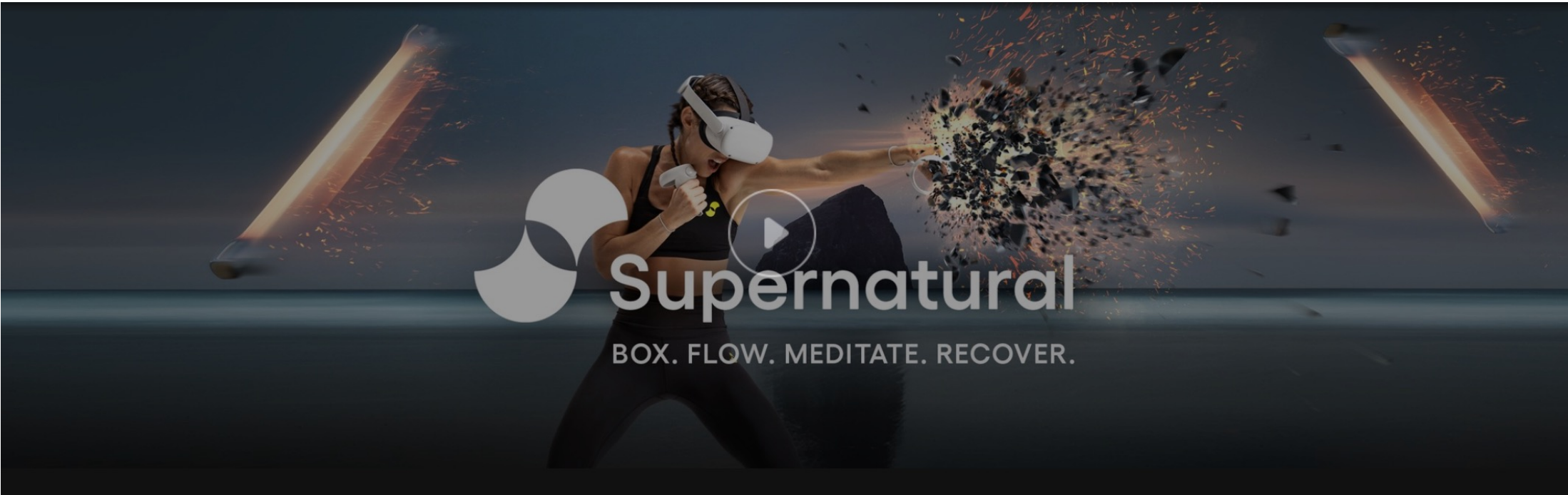
Walkabout Mini Golf



**REALTOR<sup>®</sup>  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# VR is exhausting!





A woman wearing a VR headset and boxing gloves is shown in a dynamic pose, punching a glowing, fiery object. The background is dark with floating, glowing objects. The Supernatural logo is overlaid on the image.

## Supernatural

BOX. FLOW. MEDITATE. RECOVER.

**Supernatural**

 Teen  8,489 Ratings


New! Introducing Supernatural Boxing


Winner: TIME's Best Fitness Invention

"My primary form of exercise" -NY Times

**Purchased**

In-app purchases available

 **Share**

 **Subscription Available**



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# VR is Addictive and Intriguing – Even In Vegas!

---

- Competing with Casinos, Shows, Magicians, and an immense Ferris Wheel, Virtual Reality Rides are a thing!
- 



## VR is Addictive and Intriguing – Even In Shanghai!

---

- In the third tallest building in the world, people waited in line to see a VR tour of Shanghai instead of looking out the windows
- 





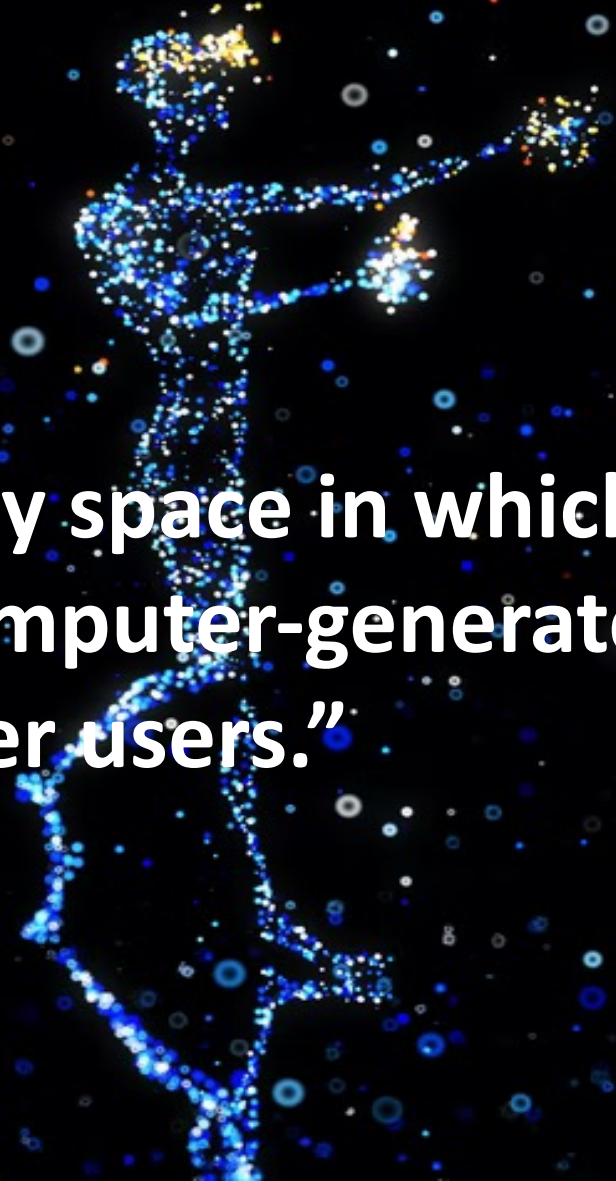
# The Metaverse



# What is the Metaverse?

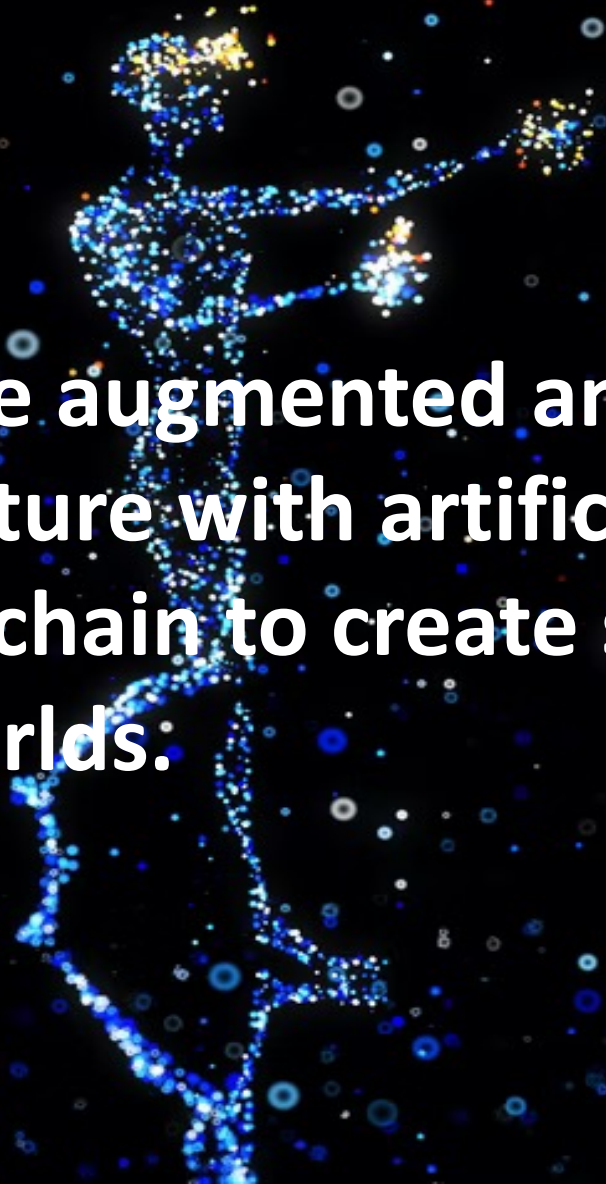
*/ˈmɛdəˌvɜːs/*

**Noun: “a virtual-reality space in which users can interact with a computer-generated environment and other users.”**



# What is the Metaverse?

The metaverse will use augmented and virtual reality (AR/VR) in mixture with artificial intelligence and blockchain to create scalable and correct virtual worlds:





# You Know the Metaverse

Photo courtesy of Pimkie on Flickr



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# You Know the Metaverse





You Know the  
Metaverse

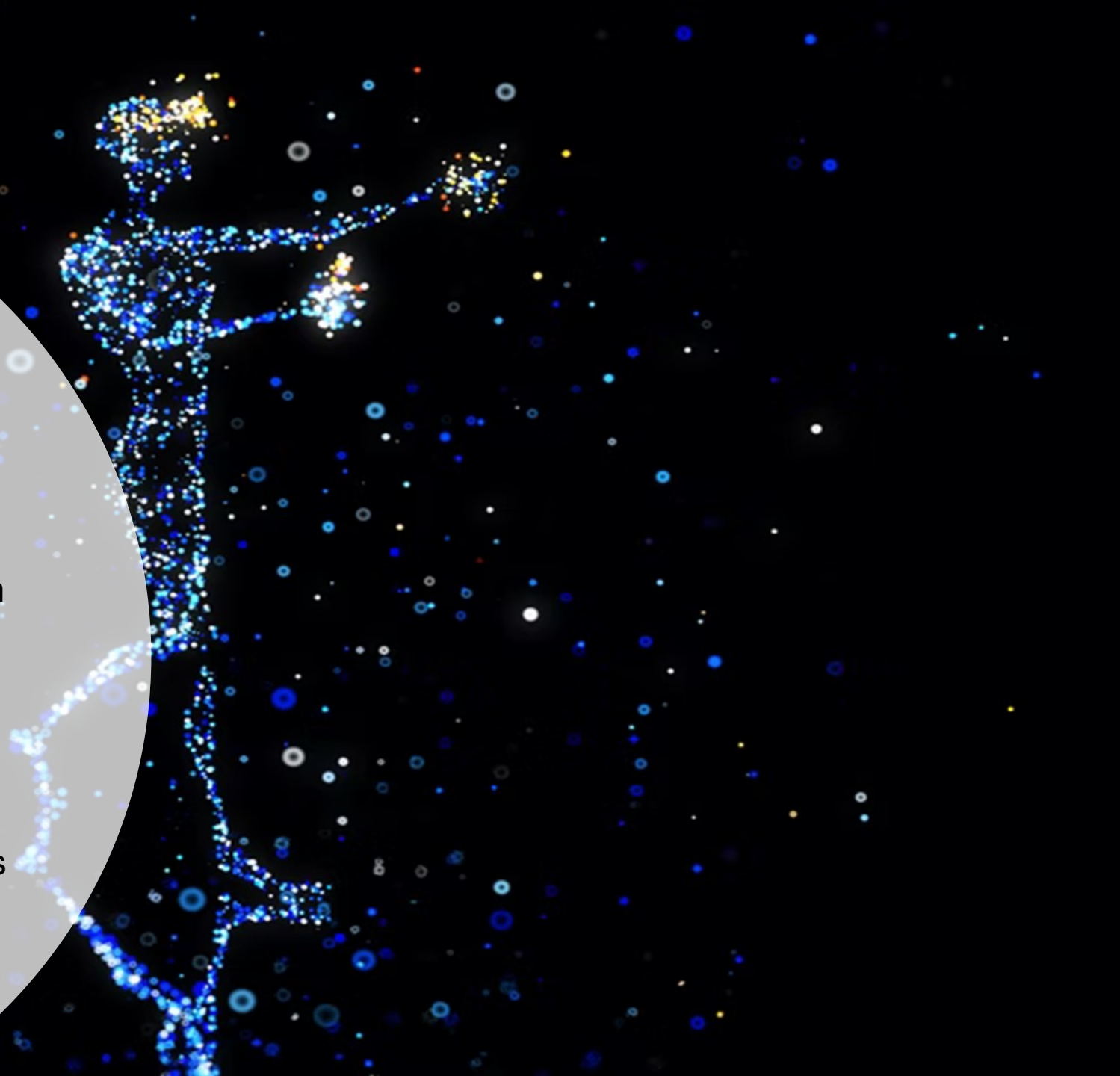
**REALTOR®  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA





# How does the Metaverse Work?

- Blockchain Technology is used to build the platform, and Generate NFTs , which in turn provide proof of ownership of “property” in the metaverse
- Users can take ownership of virtual spaces to build, interact, trade, or whatever else they
- Crypto Currency is used for transactions in Metaverse World, often a proprietary type of crypto like Sand in Sandlot, Mana in Decentraland



# Who is building the Metaverse?



(builders of Fortnite)



NIANTIC

(Creators of Pokemon Go)



Decentraland



# Decentraland

HOME PLAY MARKETPLACE BUILDER DOCS EVENTS DAO BLOG

JOIN DISCORD

## Decentraland

Sign In or Create an Account

### Play using your wallet

Connect your account to fully enjoy Decentraland!

### Play as guest

Your information will be locally stored and your experience limited.

**REALTOR<sup>®</sup>  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

# Decentraland Map

Decentraland  
REALM: DG

EXPLORE [X]    BACKPACK [I]    MAP [M]    BUILDER    SETTINGS [P]

BIIL #80ee

Tram Line  
📍 20, 0  
Created by: Decentraland Fo...  
**JUMP IN**

You are on Forest plaza 📍 -7,-78

Map labels include: Melonera Trade Center, Crypto Valley Art Gallery, AsyaArt Gallery, The Crypto Valley, Open Valley Esplanade Co, Nifty Passage, Anter and show, spydr park, 20, 0, Genesis Plaza, Mobile Upload, MV Gallery, DCL Scene, Sugar Club, Dinosaur Hunt, Green Desert scene, Embroidered Woods, Perfect Palace at the corner, 100 Rainbows Alleyway, Asian plaza, Chibi Labs, Club Myra Cut, Lingon Estate in DCL - 1920, Penguin Club DCL, The Island of Queen Ragnoda, Pangoon Club DCL, DCL Real Estate Office, Sages W.I.P, Meta Zoo Inst. Best House, 3 Metaballs, Graffiti Queen, Spanish man evm, Stellar Moon.

**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

# Decentraland



Nice to meet you, BillL#80ee! My name is Alice and I'm here to teach you some Decentraland basics. Shall we begin?

Press **E** to Start **F** Skip tutorial



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# Decentraland

**Mouse and Key Controls**

Press **C** to open and close Control Panel

Click the world to lock the cursor and control your avatar's view.  
Press **Esc** to unlock it.

Press **Esc** to close every window.

**Tab** Expands the Menu and allows to jump between sections.

Press **A** to move your avatar around.

Press **3** to switch between first and third person view.

Press **U** once to hide the Decentraland logo.

Press **I** to open and close the backpack.

Press **N** to hide and show the avatar's names.

Press **C** to access the Control Panel and to see these and other commands.

Press **B** to open and close the emotes menu.

Trigger each emote by pressing **[B] + the numeral keys (0-9)**

**EMOTES**  
**(E) CUSTOMIZE**  
Hold B+num to run emote

**F** Skip tutorial

Map: Genesis Plaza

Expands the Map.

Control Panel: T, Enter, L

Chat: [Icon]

Hand: [Icon]

**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

# Decentraland



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# Sandbox Map

**THE SANDBOX** [Claim Rewards](#) [EN](#) [Sign In](#)

**MAP** [Clear](#)

HOME  Lite Map

ALPHA  For Sale  Premium  On OpenSea

MARKET [Find LAND on OpenSea](#)

CREATE

MAP

ABOUT

SIZE

- 1x1
- 3x3
- 6x6
- 12x12
- 24x24

COORDINATES

Min (X,Y) Max (X,Y)

29, -129 91, -78

[Apply](#)

**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# What are Land Sales in the Metaverse based on?

- **Scarcity - Both Decentraland and Sandbox will release only a limited number of digital parcels—ever. 166,464 parcels in the Sandbox and 90,601 in Decentraland. They intentionally (and artificially) made land scarce.**
- **Perceptions of Utility – a house at the beach**
- **Perceptions of Locational Value**
- **Straight up Crypto Speculation**

# OpenSea



OpenSea

LAND



Explore

Stats

Resources

Create



Filter



Buy Now

On Auction

New

Has Offers

Buy with Card

Price



United States Dollar (USD)

Min

to

Max

Apply

Collections



Chains



Categories



On Sale In



The Sandbox

LAND

Buy Now

Clear All



The Sand...  
LAND (5, -90)  
Price  
100  
Last 16



6



The Sand...  
LAND (2, -85)  
Price  
49  
Last 14.5



12



The Sand...  
LAND (-2, -91)  
Price  
22  
Last 12



7



The San...  
LAND (-12, -80)  
Price  
11  
3 days left



11



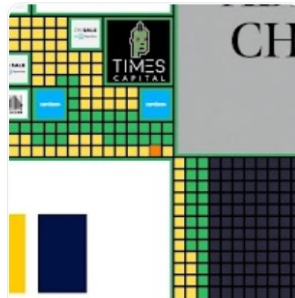
The Sand...  
LAND (-6, -75)  
Price  
15  
Last 8.9



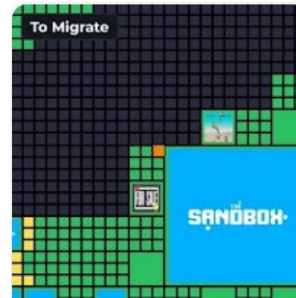
7



The San...  
LAND (11, 12)  
Price  
15  
Last 30660



The San...  
LAND (82, 180)  
Price  
9.99  
20 hours left



The San...  
LAND (-1, -49)  
Price  
18  
3 days left



The Sand...  
LAND (-6, -94)  
Price  
6.85  
Last 7.7

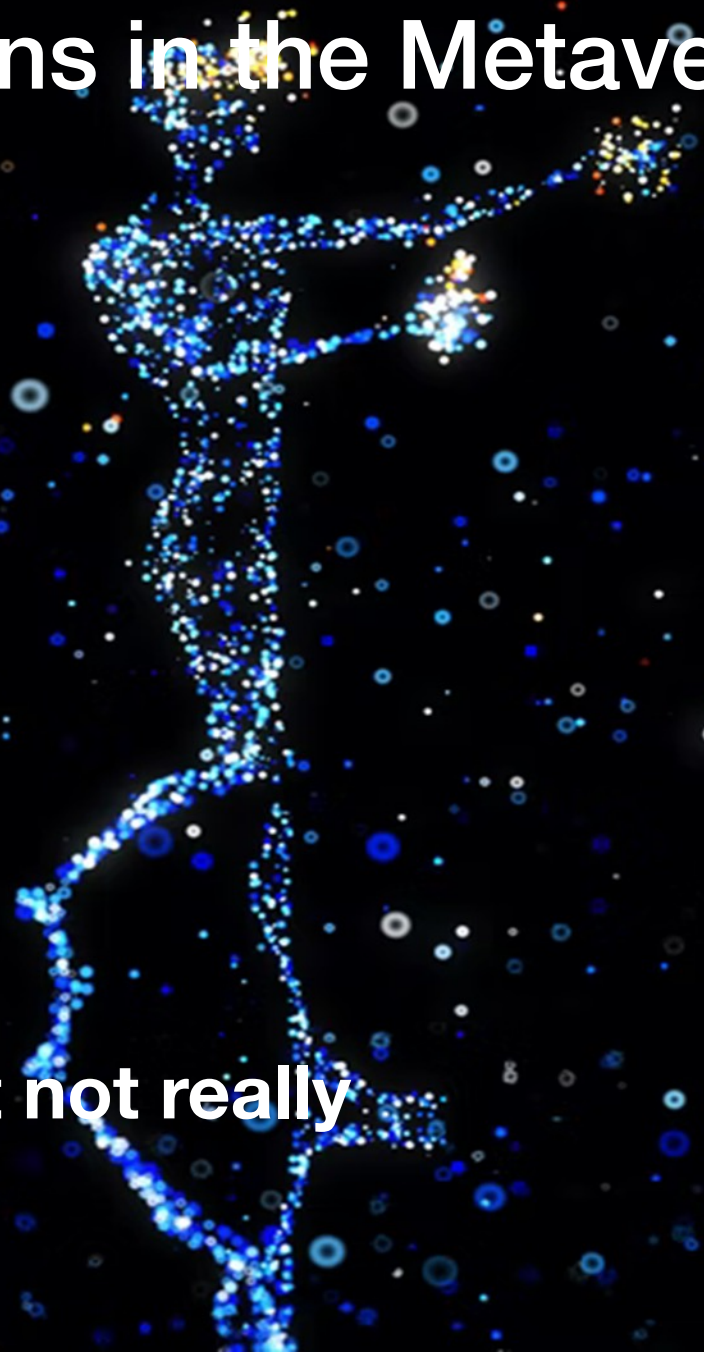


The Sand...  
LAND (62, -109)  
Price  
22  
Last 7.5

REALTOR  
BROKER  
SUMMIT  
APRIL 5-6, 2022  
PHOENIX, ARIZONA

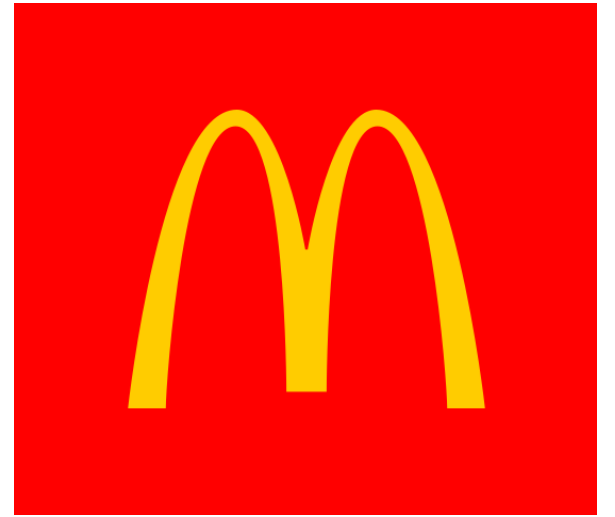
# Business Applications in the Metaverse?

- **Finance**
- **Gaming**
- **Art Galleries**
- **Fashion**
- **Marketing**
- **Virtual Shows**
- **Architecture**
- **Property Ownership**
- **Work From Home – but not really**





Panera  
BREAD®

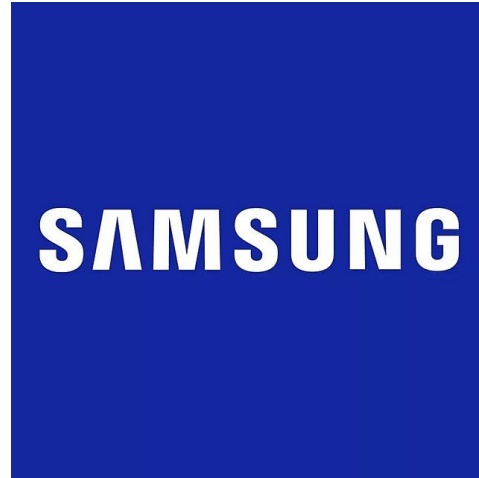


Branded Games & Experiences?  
Virtual Food & Drink?  
Home Delivery?

REALTOR®  
BROKER  
SUMMIT  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# Large Companies are betting on the Metaverse



**pwc**



# We may end up Selling in the Metaverse – or not

FINANCIAL TIMES myFT


HOME WORLD US COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HOW TO SPEND IT Sign In [Subscribe](#)

Your guide to a disrupted world [Start a 4-week trial](#)

House & Home [+ Add to myFT](#)

## Would you buy a home in the metaverse?

Millions are being invested in virtual property — but what do you get for your money in reality?




Play & Trade on Tilia.Earth Metaverse →

TILIAVERSE Home Virtual Properties About us Trends Enter Tilia.Earth Metaverse

## Acquire a virtual property

Exclusive virtual properties



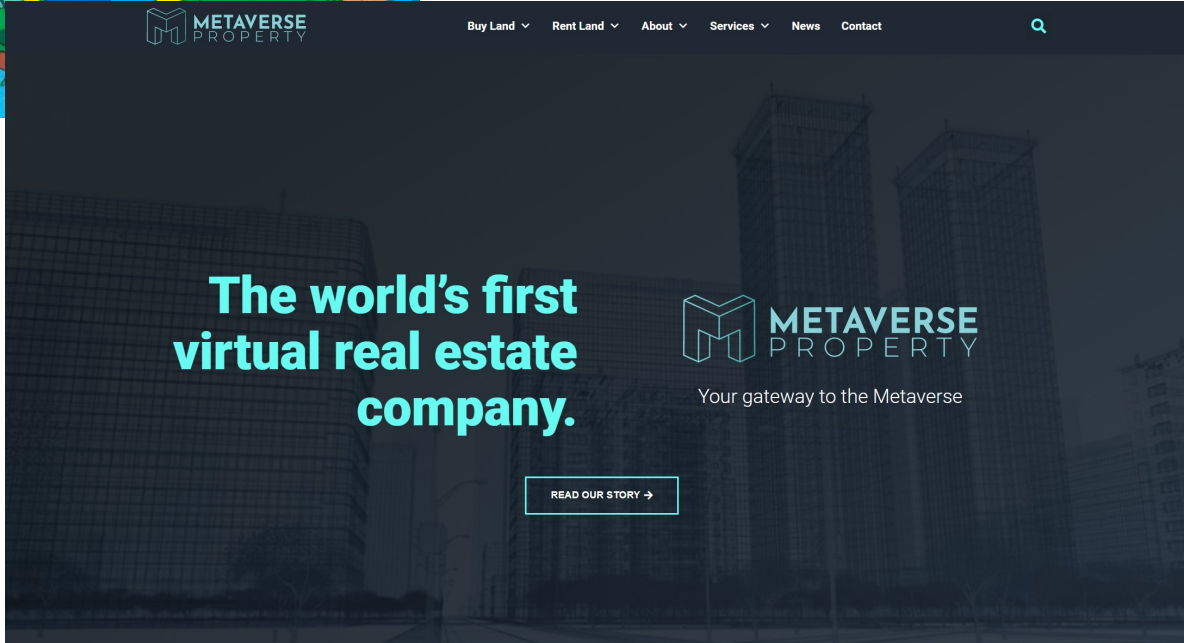
METAVVERSE

Buy Land Rent Land About Services News Contact

## The world's first virtual real estate company.

METAVVERSE PROPERTY  
Your gateway to the Metaverse

[READ OUR STORY →](#)



**REALTOR  
BROKER  
SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



# So What should we do?

## Gartner Information Technology Research

### What Do Consumers Think of the Metaverse? Not Much

#### Summary

Despite the hype around the metaverse, few consumers surveyed by Gartner are confident that they know what it actually is. Those that are “meta-aware” mostly have no opinion or are concerned about what the metaverse might evolve into. It might be time to temper our expectations.

Published: 10 February 2022

ID: G00765977

Analyst(s): [Kyle Rees](#) , Consumer and Culture Insights Team

## Gartner Predicts 25% of People Will Spend At Least One Hour Per Day in the Metaverse by 2026

Metaverse Hype to Transition into New Business Models that Extend Digital Business

By 2026, 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social and/or entertainment, according to Gartner, Inc.

“Vendors are already building ways for users to replicate their lives in digital worlds,” said [Marty Resnick](#), research vice president at Gartner. “From attending virtual classrooms to buying digital land and constructing virtual homes, these activities are currently being conducted in separate environments. Eventually, they will take place in a single environment – the metaverse – with multiple destinations across technologies and experiences.”

**SUMMIT**  
APRIL 5-6, 2022  
PHOENIX, ARIZONA



Stay informed, Stay Flexible,  
Stay Calm





THANK YOU

A close-up photograph of the words "THANK YOU" spelled out using light-colored wooden blocks. The blocks are arranged in two groups on a horizontal wooden plank. The background is a soft, out-of-focus green, suggesting foliage. The entire image is framed by a blue border.