

Real Estate Outside The Box: Fad Or Future?

2017 REALTOR® Broker Summit
February 14, 2017

Moderated By: Maria Ferrante-Schepis

Panelists: Craig Foley and Jessica Lautz



From the Strategic Thinking Advisory Committee
in partnership with Maddock Douglas



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Expertise: Innovation in a Parallel Industry

Moderator: Maria Ferrante-Schepis

Maria is Executive Vice President and Managing Principal of Insurance and Financial Services Innovation at Maddock Douglas, Inc., an internationally recognized innovation consulting firm focused on helping large brands bring new ideas to market.



Prior to Maddock Douglas, Maria was vice president and chief marketing officer at Guardian and vice president of marketing at Prudential. In 2015, National Underwriter named Maria one of the *20 Most Creative People in Insurance*.



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Happy Valentine's Day!



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NAR Strategic Thinking Advisory Committee: Dwelling 2.0

The full report can be downloaded at: <http://bit.ly/NARDwellingReport>



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The Dwelling 2.0 Initiative

Exploring the trends & changing consumer behaviors that will influence how people view living space – and how they may impact the real estate industry and role of the REALTOR® during the next 10-20 years.



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<http://bit.ly/NARDwellingReport>

Why?: Stay Ahead

To keep up with and stay ahead of a rapidly changing environment, identifying emerging trends most likely to affect behaviors and, in turn, have impact on real estate so that we can begin to address them.



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<http://bit.ly/NARDwellingReport>

The Trends

- Controlling How We Age
- Virtual Reality
- Internet of Things/Efficiency
- Artificial Intelligence
- Minimalist Lifestyle
- Multi-Generational Living
- Non-traditional Working Environment
- Physically Part of Community
- Non-traditional Life Choices



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What The Crowd Believes



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Our Panelists



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Expertise: Sustainable Real Estate

Craig Foley

Craig Foley is the founder of Sustainable Real Estate Consulting Services. His combination of real estate and energy management skills gives him a unique perspective on sustainable real estate solutions. His subject matter expertise of high-performance homes and sustainability keeps his calendar filled as a real estate educator, consultant and broker. Craig was an NAR® EverGreen Award recipient in 2013.



For more information on Craig's consulting projects see
www.realestate-sustainability.com



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Expertise: Demographic Trends and Housing

Jessica Lautz

Jessica is the Director of Member and Consumer Survey Research. The core of her research focuses on demographic trends for both NAR members and housing consumers, and issues such as: how housing preferences shift in an ever changing market place, the consistent trends of consumers for the desire to own a home, consumers search to find a real estate agent, and buyer psychology. She writes annual studies including the *Member Profile*, the *Commercial Member Profile*, the *Profile of Home Buyers and Sellers*, the *Home Buyer and Seller Generational Trends* report, the *Investment and Vacation Home Buyers Survey*, the *Profile of Buyers' Home Feature Preferences*, and the *Profile of Real Estate Firms*.



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Open Forum

Audience Questions



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