

## Technology in Real Estate: Market Implications and Advice for Tech-Enabled Real Estate Startups

**COUNSEL TO GREAT COMPANIES**

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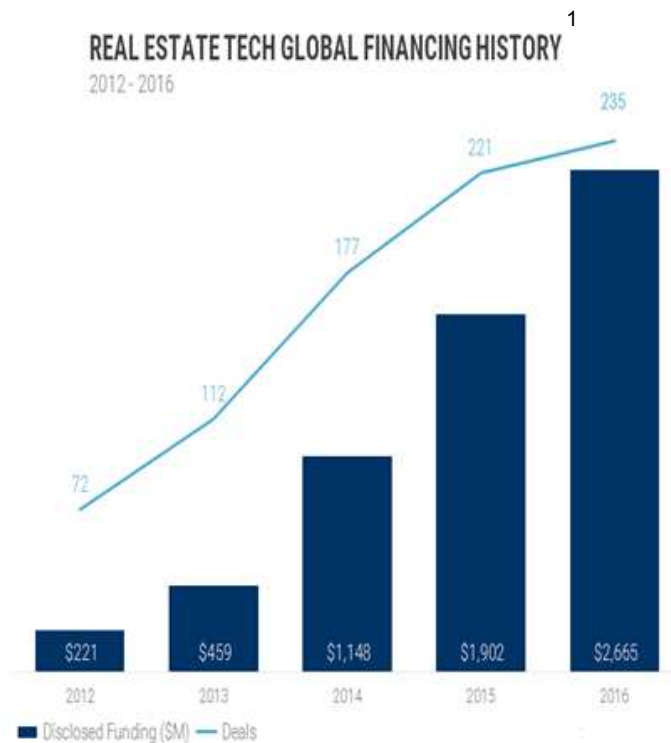
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# Technology In Real Estate: Market Implications and Advice for Tech-Enabled Startups

- **What are real estate technology startups?**
  - Companies that utilize software tools and platforms to (i) provide enhanced services in the real estate market or (ii) introduce disruptive technologies into the real estate market
  - Real estate technology startups typically target brokers, investors, lenders, buyers and property owners with their software tools and platforms
- **Technology infiltrated the real estate market**
  - Enhancement: Zillow
  - Disruption: Airbnb
- **Setting goals for a market niche is key to success**
  - Through enhancement of existing services; or
  - Market disruption

# Technology in Real Estate

## FUNDS RAISED FROM 2012-2016 BY REAL ESTATE TECH COMPANIES



- In 2016, startups raised US\$2.6 billion a 40% increase over 2015
- 2016 saw mega-raises including Homelink raising US\$926 million

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