

THE ROAD AHEAD

for **MOBILE TECHNOLOGY** in **REAL ESTATE**

By the year **2025**, experts predict that the phone will likely overtake the laptop as the preferred device for browsing and online shopping.

Get ahead of the curve and see how real estate transactions are moving mobile-first.



MOBILE IS EVERYWHERE

5.3B

aged **15+** years old

5B

mobile phone users

Source: Alpha Hub

85%

of Americans own a smartphone vs. **35%** in **2011**

Source: Pew Research



PEOPLE ARE SPENDING MORE TIME ON MOBILE



Shopping apps trending UP with

30%

YoY growth in 2020



4+ hours - average time spent on mobile apps

Source: TechCrunch

HOME SHOPPING STARTS ON THE PHONE

76%

buyers found home on a mobile device

Numbers rise with younger generations:

Gen X

78%

Source: NAR

Millennials

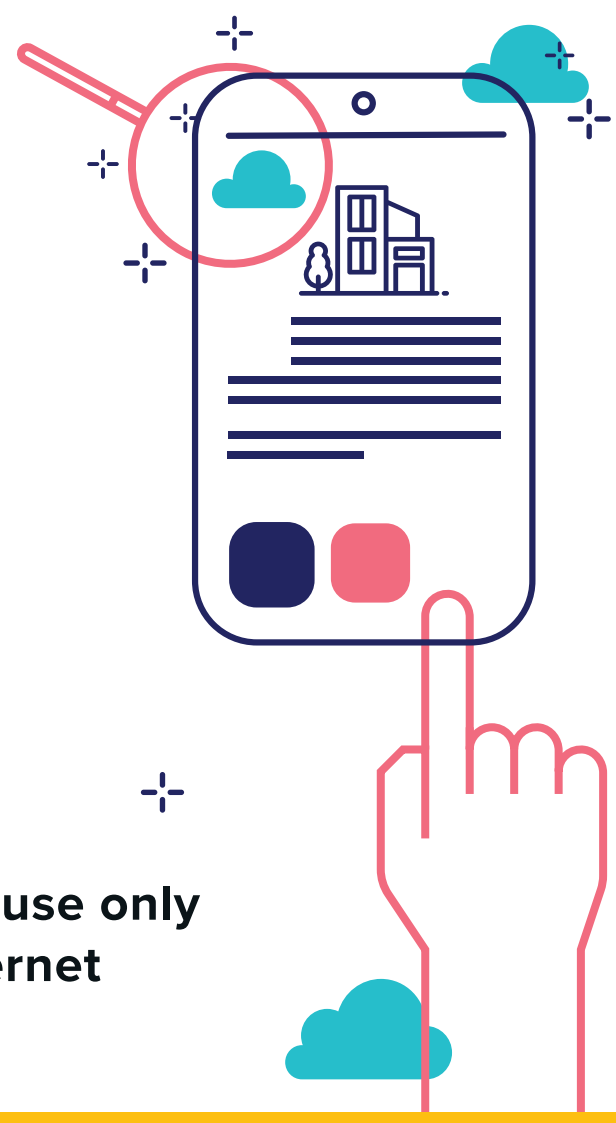
80%

Baby Boomers

68%

By **2025** nearly 3/4 of Internet users will use only a smartphone to access the Internet

Source: WARC



TEXTING PREFERRED AMONG AGENTS AND CLIENTS



100%

Increased conversions when texting is used in the sales process with a qualified lead

Source: The Local Project

78%

of people wish they could have a text conversation with a business

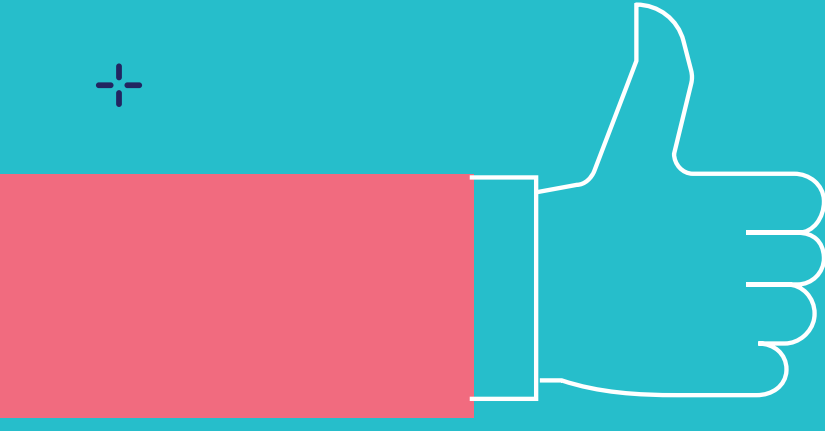
Source: The Local Project

92%

agents prefer to communicate via text messaging

Source: NAR

HIGHEST RATED CONTACT METHOD FOR CUSTOMER SATISFACTION



90

TEXT



77

PHONE



66

FACEBOOK

Source: The Local Project

Over **2/3**

survey respondents would prefer an unfamiliar company to contact them via text versus phone

Source: Avocado

Gen Z prefers texting by

20% over Baby Boomers

Source: Avocado



TRANSACTION WITH DOTLOOP MOBILE

- eSIGN
- SUBMIT FOR REVIEW
- EDIT
- MOBILE DOC SCANNER
- SHARE DOCUMENTS
- TEXT MESSENGER



dot loop

