



2019 RAC NYSCAR Technology Committee

Commercial Real Estate Technology Trends for 2019

- 1) Increased PropTech investments (a collective term used to define startups offering technologically innovative products or new business models for the real estate markets) are resulting in the surge of more diverse products and services for consumers/brokers to choose from.

- 2) Further growth in experiential and wellness offerings, driven by emerging technology products, will become more commonplace as property managers across all space types aim to utilize these products to enhance the tenant experience.

- 3) The use and number of different products available for tenant relations management and communication will continue to rise, as the amount of face-to-face interaction between tenants and landlords is substituted for more quick and streamlined services online.

- 4) As remote offices become more popular, the volume of coworking spaces, as well as the various types of coworking models, will continue to grow.

- 5) The use of drones for marketing and monitoring project progress will become more routine, as more companies who provide these services continue to pop up.

- 6) In light of the new General Data Protection Regulation (GDPR) passed in the European Union, it is predicted that similar measures might make their way to the United States in the next few years, which would drastically change how we are able to use and store customer/client data.

Sources:

<http://captiveblog.com/11-cre-tech-predictions-for-2019/>

<https://eugdpr.org/the-regulation/>