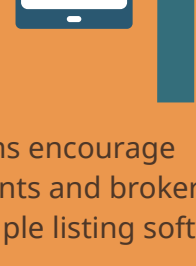


MAJOR CHALLENGES OF BIG DATA IN THE REAL ESTATE INDUSTRY

Technology in the Real Estate Sector Today

85%



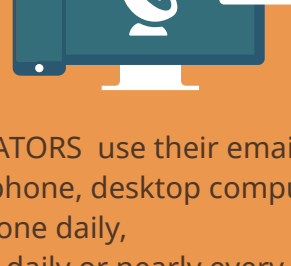
of all firms encourage their agents and brokers to use multiple listing software

57%



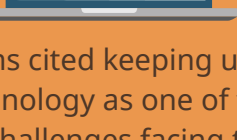
of RELATORS were atleast comfortable with using social media

55%



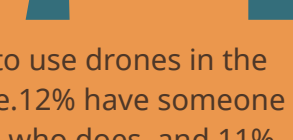
of RELATORS use their email, smart phone, desktop computer, cell phone daily, or GPS daily or nearly every day

48%



of all firms cited keeping up with technology as one of the biggest challenges facing their firm in the next two years

18%



plan to use drones in the future. 12% have someone in the office who does, and 11% hire a professional



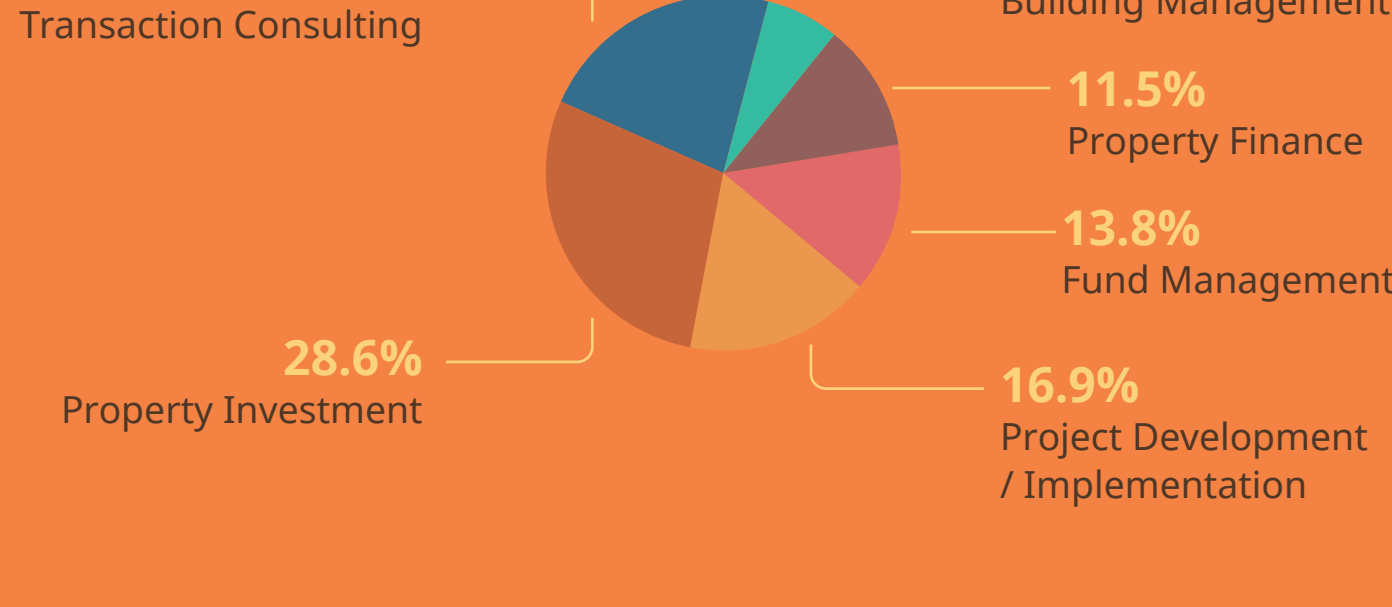
BIG DATA IN THE REAL ESTATE SECTOR

Based on Catella Research's survey of 468 international Real estate companies based in Europe, the following results were obtained about the amount of data generated and its evaluation process in the Real Estate industry

THE SURVEY PARTICIPANTS

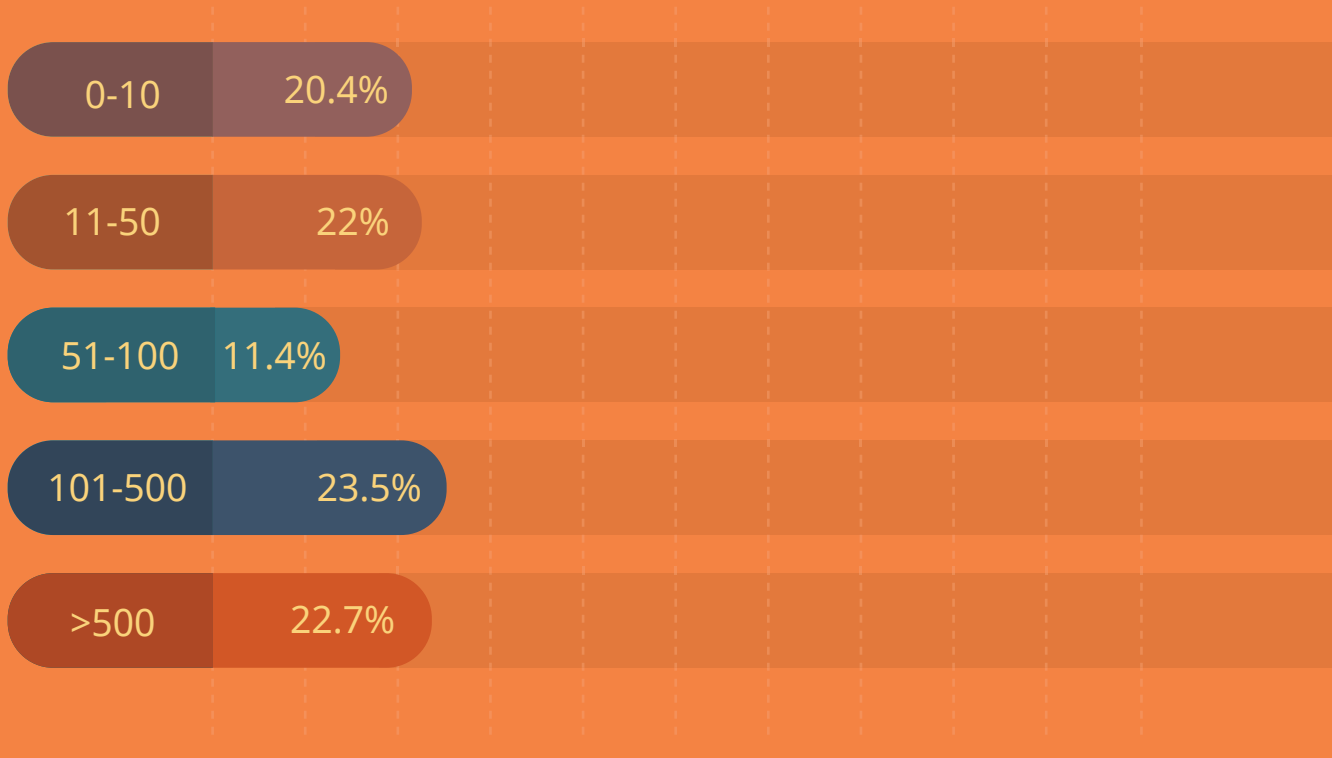
Major Real Estate Sectors Focused by The Participants

In Percentage



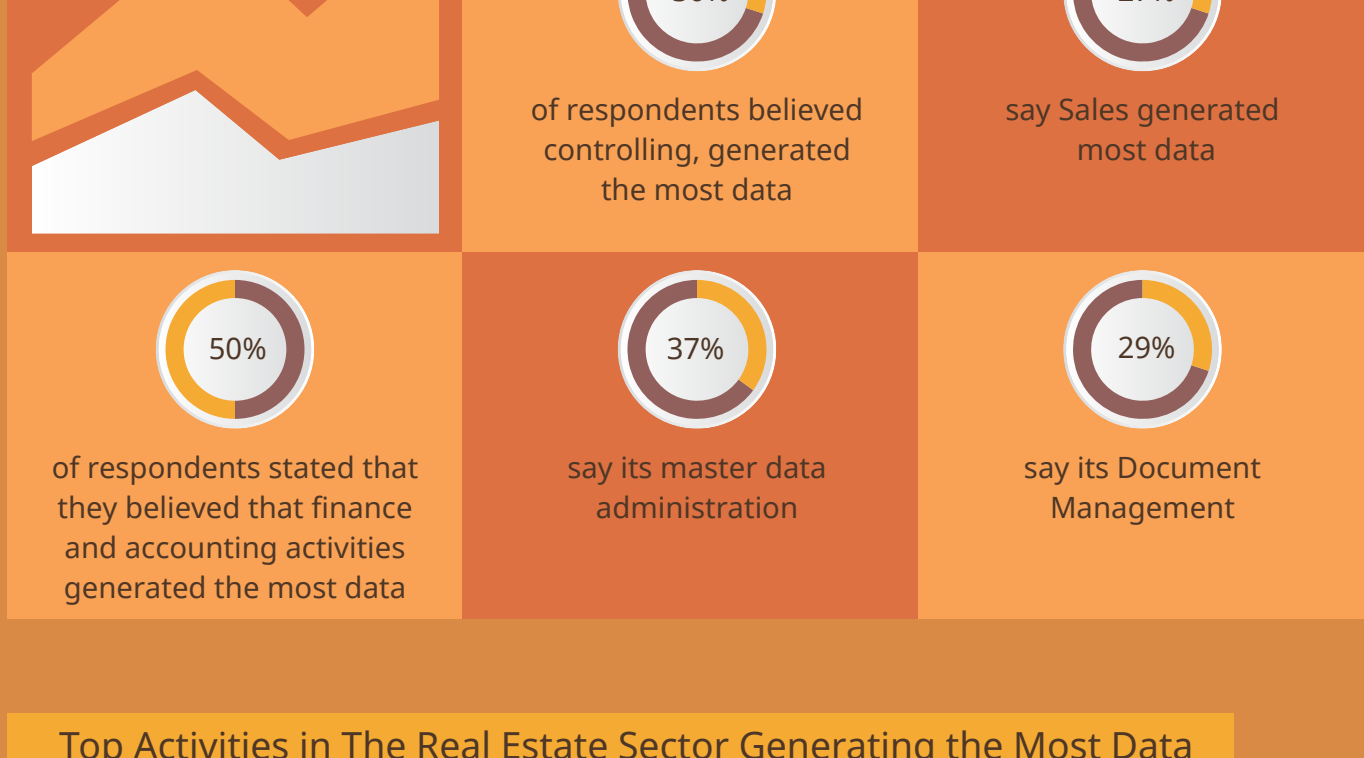
Employee Strength of The Real Estate Firms Participated

In Percentage

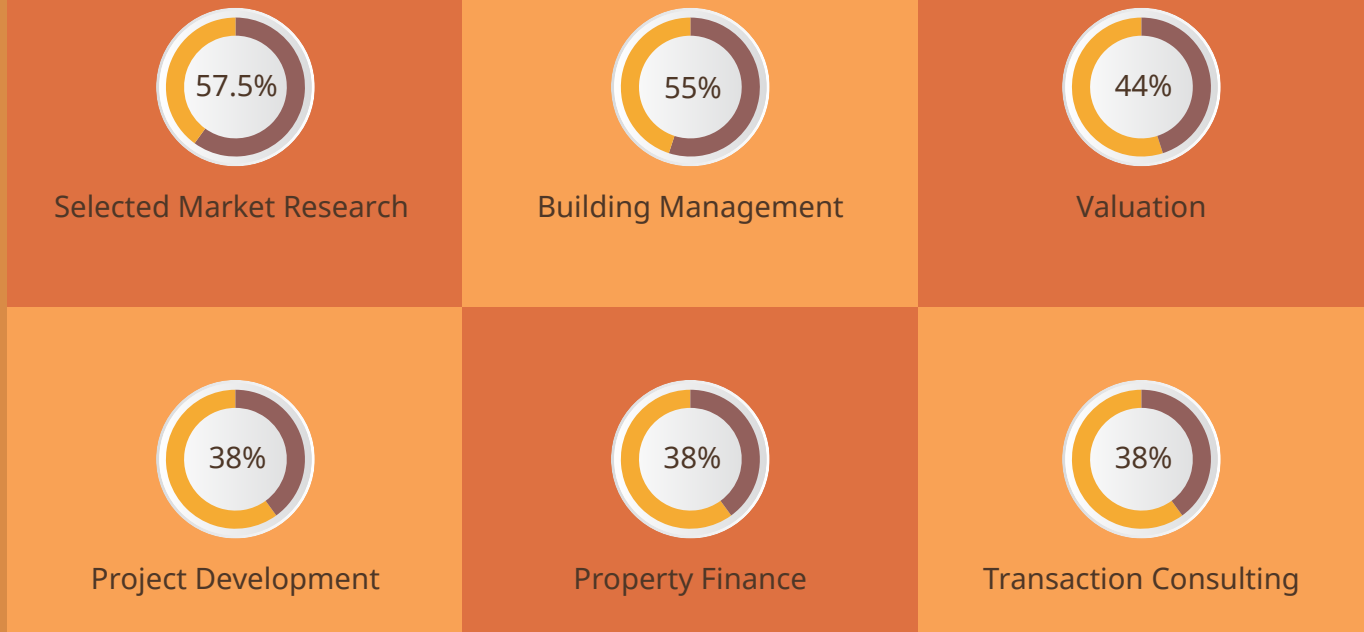


CURRENT SCENARIO IN THE REAL ESTATE INDUSTRY

Business Units in The Real Estate Sector Generating the Most Data

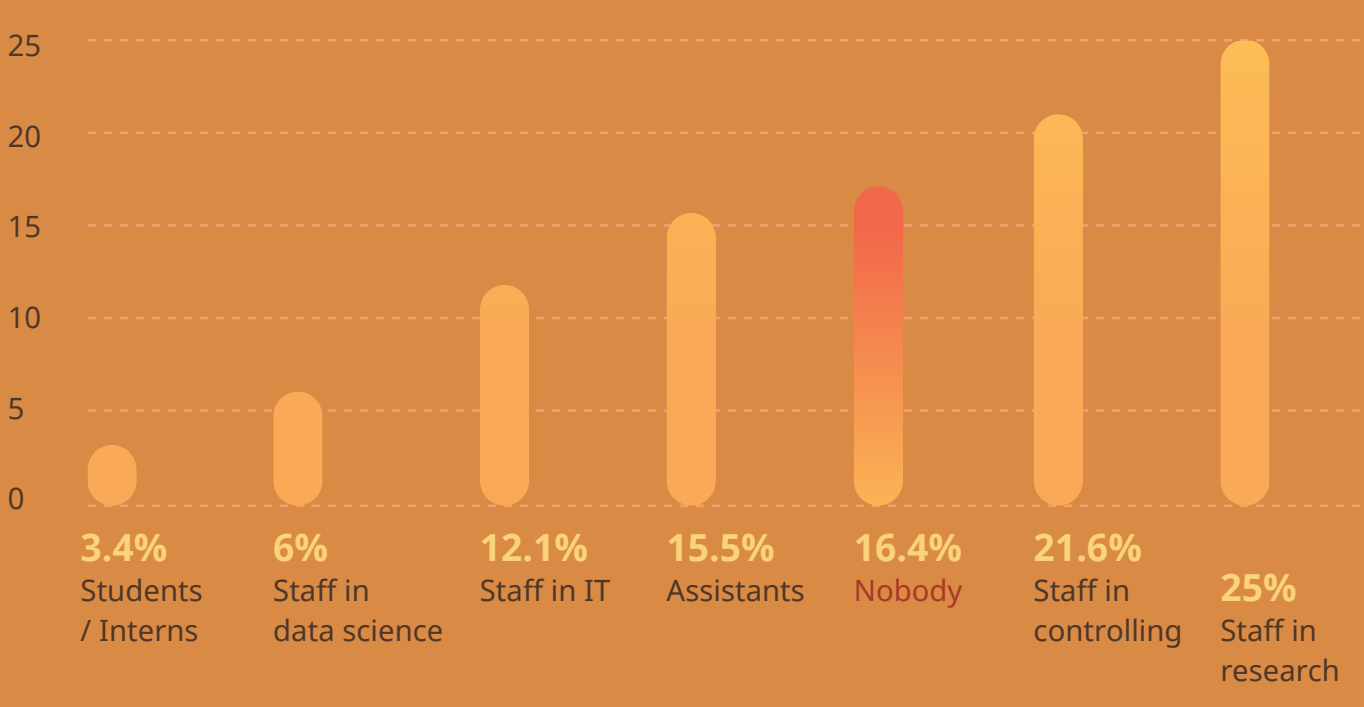


Top Activities in The Real Estate Sector Generating the Most Data



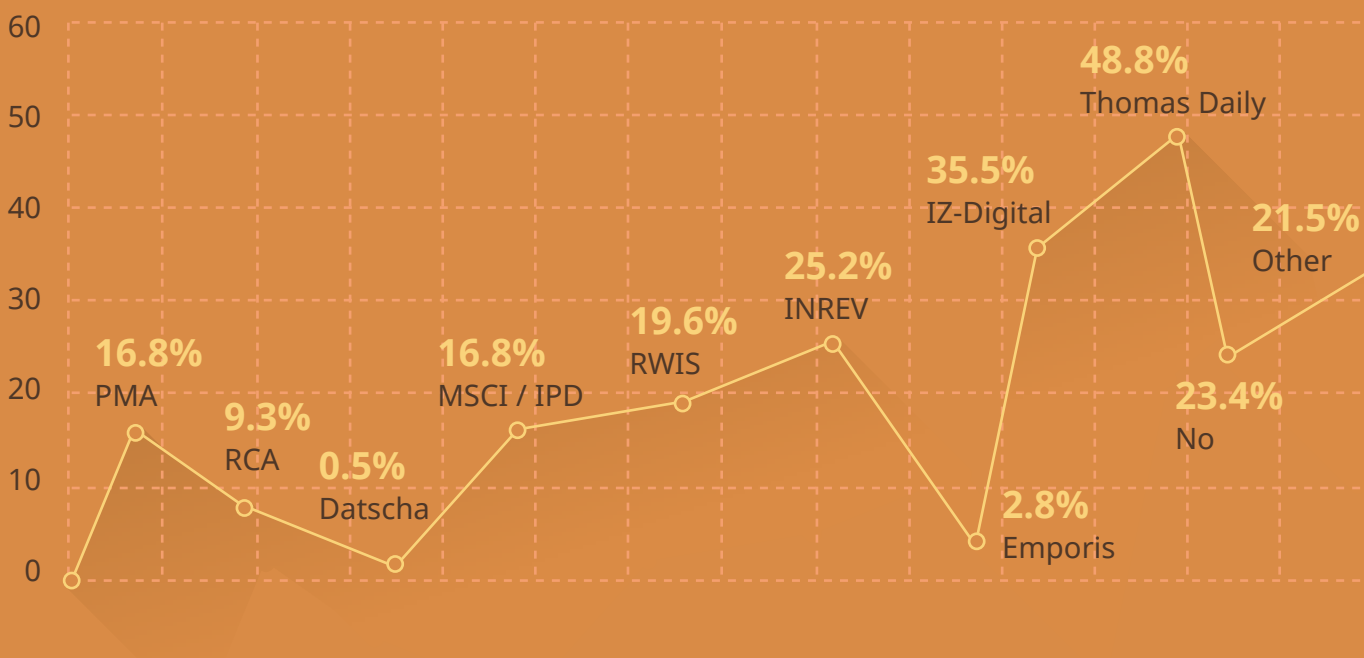
Who/What Is Responsible for Data Collection and Processing?

In Percentage



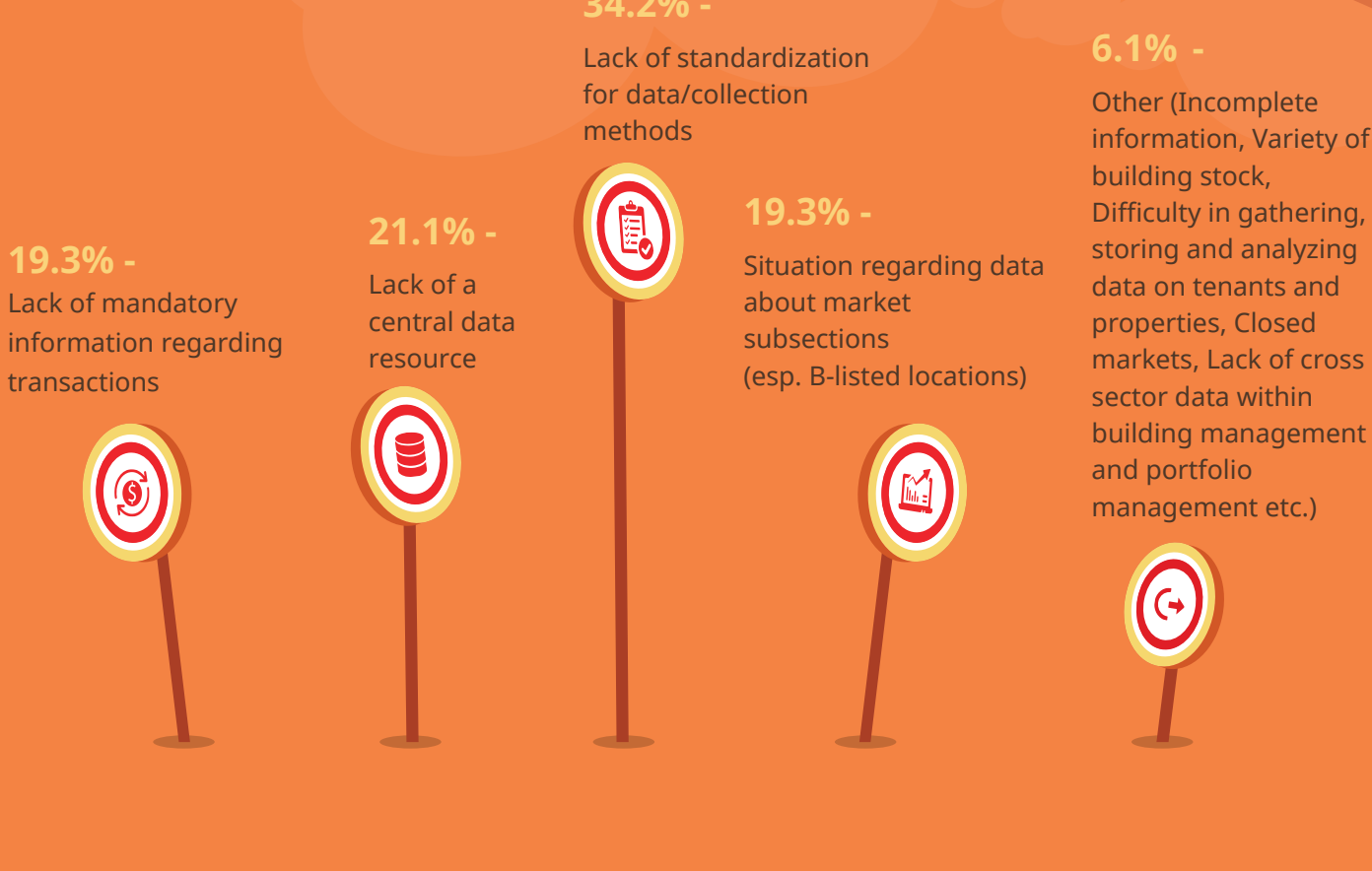
Percentage of Companies Using Paid Real-Estate Databases

In Percentage



CHALLENGES OF THE CURRENT SYSTEM

Routine Transparency Related Issues Encountered in Real Estate Sector

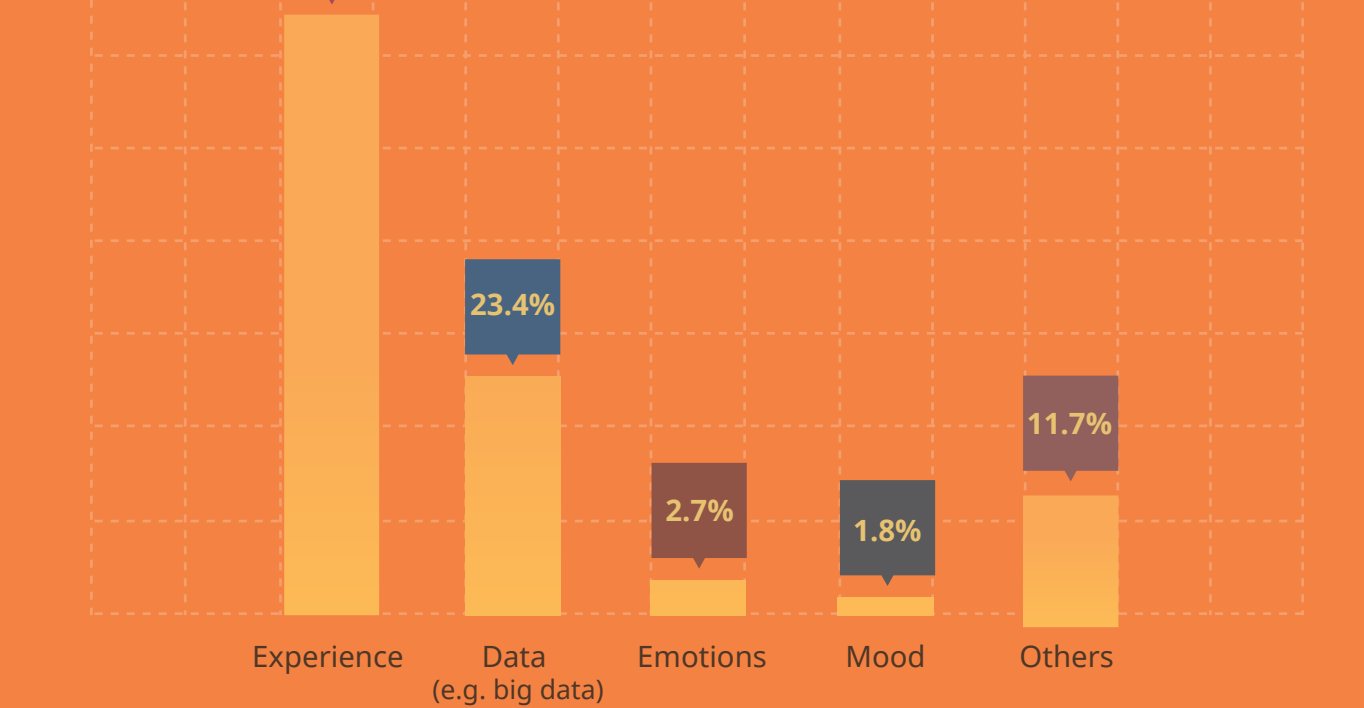


The Biggest Challenges For Real Estate Industry in 2017



Decision Makers in Real Estate Normally Base Their Business Decisions On:

In Percentage



See the next Infographics :

The Impact Of Big Data Analytics in the Real Estate Industry, 2017 - <https://goo.gl/G9B1QN>

Fingent

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Source :

<https://ww2.frost.com/event/calendar/big-data-analytics-whos-buying-what-and-what-are-they-missing/>

https://www.catella.com/Documents/Germany%20Property%20Funds/02_Research/01_Studien/Catella%20Resarch_Big_Data_%202015_english.pdf