Commercial Real Estate & Technology: THE GENERATIONAL DIVIDE

**Younger Workers**
Millennials and professionals under 45

**Older Workers**
Baby boomers and older professionals (45+)

**PERCEPTIONS OF TECHNOLOGY ADOPTION**
Mixed feelings on if the real estate industry’s use of technology is **leading or lagging** behind other industries.

- **65% of YW**
  - Think adoption is lagging

- **23% of OW**
  - Think adoption is lagging

Conversely **68% of OW** think adoption is **keeping pace with or ahead of** other industries.

**USE OF TECHNOLOGY**
Younger workers are more comfortable with technology.

- **80% of YW**
  - 58% of OW
  - are very comfortable

Yet **10% of OW** identified as somewhat or very uncomfortable.

**Preferred device:**
- Tablet
  - **35% of YW**
  - **50% of OW**
  - use tablet daily

**IMPORTANCE OF TECHNOLOGY**
A difference in values

- **Older Workers**
  - Think personal relationship skills are more important than technology.

But there is common ground:
- **96% of all workers**
  - Say face-to-face meetings are important

- **84% of all workers**
  - Say it’s important to be connected to work outside the office

**TECHNOLOGY CONCERNS**
Younger workers believe technology factors are more likely to affect the real estate industry.

- **More than 50% of YW**
  - Think these factors could impact the use of technology in the real estate industry.

- **Growing cloud-based software**
- **More tech savvy workforce**
- **Cyber Security**
- **More mobile devices**

Less than **50% of OW**

- Think these factors would have a **significant effect** on their business’s tech needs.

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